



CHEMICAL STOCKPILE EMERGENCY PREPAREDNESS PROGRAM (CSEPP)



SPOKESPERSON FOR LEADERSHIP AND SUBJECT-MATTER EXPERTS

JUNE 23, 2022

Course Overview: This one-day MR501 Spokesperson Training is designed for firefighters, law enforcement, government officials, and subject-matter-experts who are likely to interact with the news media before, during, or after an emergency event. Participants will engage in a variety of intense and fast-paced news interviews, including one-on-one, on-camera, and remote on-camera interviews. Message mapping development, interview preparation, remote staging methodology, and news conference stagecraft will be emphasized and reinforced throughout this workshop.

Course Points of Contact: Eric Singer, Argonne PAST Fusion Cell Academy; Cell: (719) 719-661-2674; E-mail: ssinger@anl.gov, and Major Jessica Bowman, Public Information Officer, Lexington Fire Department; Cell: (502) 295-1311; E-mail: RASHJ@lexingtonky.gov

Training Location: Public Safety Operations Center, 115 Cisco Road, Lexington, KY 40504.

*Course Agenda:

- 8:00 AM Facility Opens/Participants Arrive
- 8:30 AM Welcome: Class Introductions
- 9:15 AM Unit 1: Developing Key Messages
- 10:00 AM Unit 2: The Art of the Interview
- 10:45 AM Unit 3: Prepare "Remote" On-Camera Interviews
- 11:30 AM Lunch on your own
- 12:30 PM Unit 4: Remote Interviews
- 2:00 PM Unit 5: On-Camera Interviews
- 3:15 PM Unit 6: News Conference Stagecraft
- 4:30 PM Course Wrap-Up/End of Day

**Course agenda subject to change*