

LATE BREAKING TRAINING OPPORTUNITY

# FACING THE MEDIA IN A DISASTER: AN ON-CAMERA WORKSHOP

What if the worst happens? Are you fully prepared to handle the media attention that a crisis can bring?

Many of us have already had to deal with a crisis in our organizations. Seemingly without warning, you look up and suddenly there are cameras in your face. When it happens, it's a shock. When you don't know what to do, it's a disaster.

This late breaking training opportunity will provide a chance to refresh and rehearse needed crisis emergency risk communications skills in a low risk environment. "Facing the Media: An On-Camera Workshop" will review the psychology of a crisis, how communications differ from normal during high stress events, and ways to communicate effectively during these times, with a strong focus on on-camera training. That's right—each participant will practice an on-camera interview and be critiqued. Presenters Thomas Slater, a retired risk communications manager, and Laura Taylor, a health educator with the New Jersey Department of Health and Senior Services, will teach you the techniques communicators need to handle emergencies and keep their composure when the cameras are rolling and microphones are on. Don't miss this exciting—and critical—workshop that mixes classroom learning with real-life video examples of good and bad communication skills.

Questions about this training should be directed to Aimee Wollman Nesseth at [Aimee.WollmanNesseth@wisconsin.gov](mailto:Aimee.WollmanNesseth@wisconsin.gov). If you need any accommodations to access this training, please provide the information to Aimee at least two weeks prior to the training date.

**Details:**

Date: Tuesday, June 26, 2018  
Time: 9 am to 3 pm (lunch on your own)  
Location: Spooner DNR building  
810 W. Maple St.  
Spooner, WI 54801  
Cost: \$0

**Registration:** [https://www.train.org/WI/course/1078035/live\\_event](https://www.train.org/WI/course/1078035/live_event)

Attendance is limited to 12 individuals to allow for film and critique time for all attendees.

**NORTHWEST WISCONSIN**  
HEALTHCARE EMERGENCY READINESS COALITION