



King County

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News Release

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How should leaders communicate with the public before and during a crisis?

What if the next big earthquake hits our region tomorrow? Or a tsunami or terrorist attack impacts us without warning. How do we communicate the risk of a pandemic flu? Will our leaders be ready to share critical information and manage public concerns? In ongoing efforts to prepare local leaders, the King County Office of Emergency Management will provide the critical skills and knowledge needed to answer these important questions at the upcoming Risk/Crisis Communication Workshop. Free of charge for local organizations, the two-day workshop will train local leaders how to more effectively communicate with the public before, during, and after an emergency incident.

Lead by the world-renowned risk communication lecturer, Dr. Peter Sandman (www.psandman.com), the workshop will provide information on different kinds of risk communications, outrage management strategies, and tools and techniques that will grow credibility and effective communication strategies during a crisis. Dr. Sandman is well known for his creation of the "Risk = Hazard + Outrage" formula for risk communication which has made him one of the preeminent risk communication lecturers in the United States today.

The two-day workshop is being held on Monday, April 10th and Tuesday April 11th at the Meydenbauer Center in Bellevue, WA. Regional interest in the workshop has been excellent, with over 165 participants having pre-registered, filling the event to its capacity.

The King County Office of Emergency Management's mission is to provide leadership and high-quality services that improve the safety of the public in King County. The Emergency Management Program specializes in disaster mitigation, preparedness, response and recovery. In addition to natural and technological disasters, many homeland security issues are also coordinated through this office.

This release is also posted on the Office of Emergency Management's Web site, at www.metrokc.gov/prepare and the King County Executive's Web site, at www.metrokc.gov/exec

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