



# Extreme Crisis Communications

## for Fire, Law Enforcement, Government Officials and Other First Responders

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### SEMINAR CO-SPONSORS

Lake County Mayors and City Managers Association

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Business Emergency Planning Association (BEPA), a program of the American Red Cross, Greater Cleveland Chapter

### *Are you prepared to communicate with the public during an intense public-safety emergency?*

This seminar will give safety, health, school, government officials and other community leaders the tools to navigate the harsh realities of speaking to the public, media, partners and stakeholders during an intense public-safety emergency (e.g. mass casualty, pandemic flu, terrorism and other extreme situations).

**When:** Thursday, May 15, 2008 from 9:00 a.m. – 12:00 noon

**Instructors:** Bruce Hennes, Hennes Communications, [www.crisiscommunications.com](http://www.crisiscommunications.com) and Patrick Shannon, Lubrizol

**Location:** Lakeland Community College, 7700 Clocktower Dr., Kirtland, Ohio Building H, Room H101 (Health building auditorium)

**Cost:** Free, but space is strictly limited, so reservations are an absolute must.

**Online Registration:** [www.crisiscommlakecounty.eventbrite.com](http://www.crisiscommlakecounty.eventbrite.com)

**Information:** 216-321-7774

### **CERTIFICATION**

This seminar has been approved for two (2) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General.



*"The need to communicate clearly was never more compelling than during the recovery from the World Trade Center attacks. People were desperate for information. The information had to be correct, but there were delicate questions of taste and sensitivity as well."*

– Rudy Guiliani, Former Mayor, City of New York