

DRCV Fall Seminar:

Managing Public Relations During a Crisis



DRCV Fall Seminar – December 12, 2017
Ojibwe C Conference Room, 3rd Floor, Davies Center
University of Wisconsin-Eau Claire, Eau Claire, WI

AGENDA

- 8:00 AM** **Registration & Refreshments**
- 8:30 AM** **Welcome, Introduction, & What is a Public Information Officer?**
Tyler Esh, Emergency Management Coordinator, Eau Claire County
- 9:00 AM** **Public-Sector Approach to Public Relations – May 2017 Chetek Tornado**
Barron County officials will share how the public-sector approaches public relations and media communications during an emergency event and some experiences and lessons learned from the recent tornado event near Chetek.
*Sheriff Chris Fitzgerald, Barron County Sheriff's Department and
Jeanine Schultz, Public Health Specialist, Barron County Department of Health & Human Services*
- 9:50 AM** **Developing a Public Relations Program and Managing Social Media**
Does your organization have public relations plans, policies, and template in place now, before a crisis occurs? A marketing and advertising expert will share tips and insights for developing a public relations program, working with the media, and managing social media so that an emergency does not become a disaster.
Epicosity, Sioux Falls, SD
- 10:40 AM** **Break & Networking**
- 11:00 AM** **Working with Local Media During a Disaster Event**
The role of the local news media is evolving. Get a local media perspective on what interactions with the media your business or organization should expect during an emergency or disaster as well as actions you can take to have a successful relationship with the news media.
Dan Schillinger, News Director, WQOW News 18, Eau Claire
- 11:50 AM** **Lunch Break, includes an Incident Command System “Refresher”**
Wisconsin Emergency Management
- 1:00 PM** **Public Relations Tabletop Exercise – Mock Cyber-attack Scenario**
Wisconsin Emergency Management
- 3:00 PM** **Exercise Hotwash, Event Wrap-Up, and Concluding Remarks**

**Lunch
provided!**

Register on-line at
www.surveymonkey.com/r/DRCVDec2017
by December 5, 2017!



**Free
event!**

No Registration Fee

There is no registration fee for this event! Costs for this event, including lunch, are provided through a grant to DRCV from Wisconsin Emergency Management and the donated time of our guest speakers and DRCV volunteers.

**The Davies Center is a short walk from the parking lot. See attached map.
Plan accordingly!**

Location in Eau Claire

Ojibwe C Conference Room is on the third floor of the Davies Center on the UW-Eau Claire campus. Take the elevators to the third floor, then turn right.

Parking Instructions

Parking at the Davies Center is very limited. Approximately one week prior to the event, registrants will be emailed a copy of a **permit** that will allow parking in the Water Street lot, which is a short walk to the Davies Center across the campus footbridge. If you have accessibility needs, please let us know.

For More Information

Contact:

Chris Straight, DRCV Administrator
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chris@wcwrpc.org



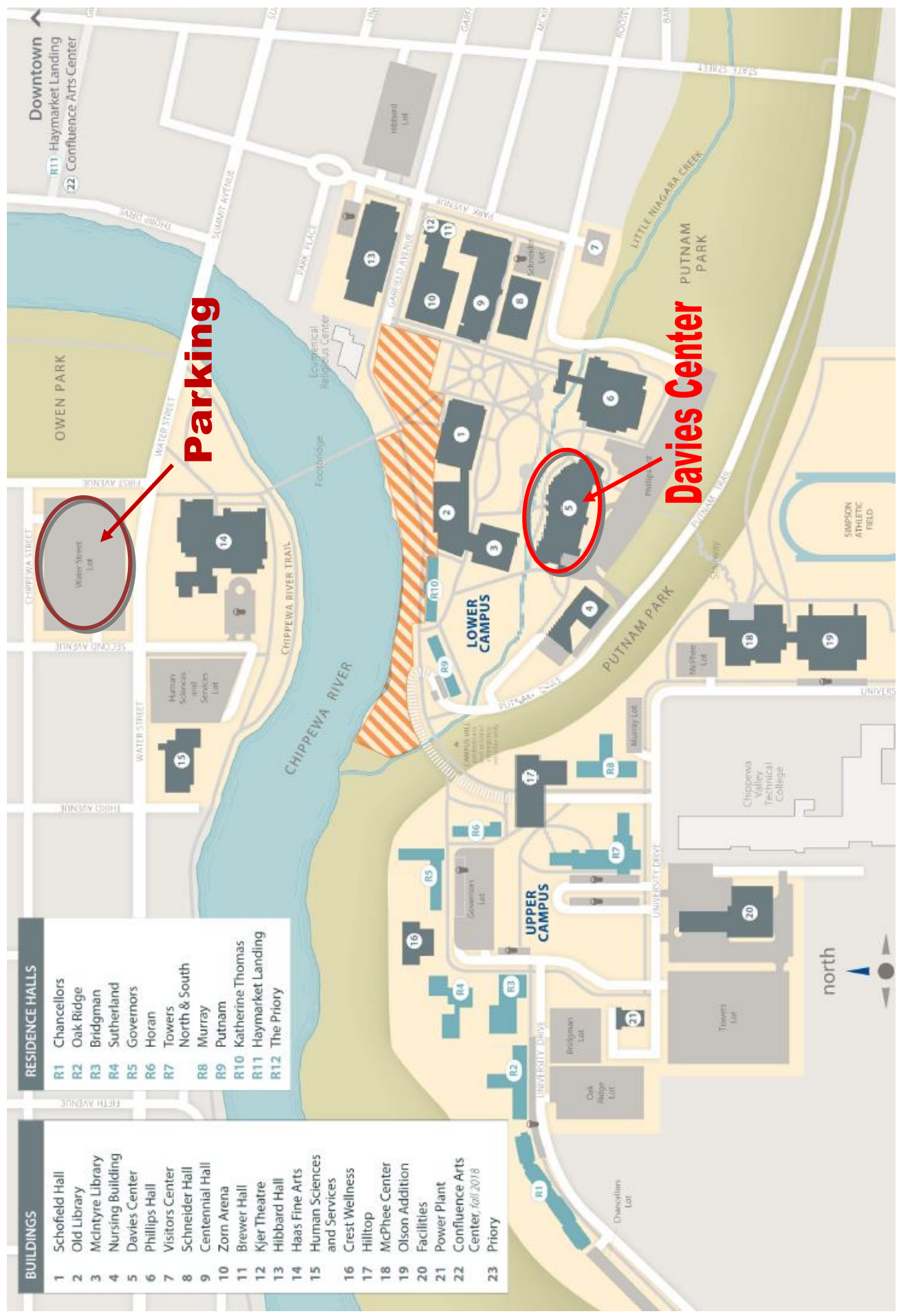
www.disasterreadychippewavalley.org

BUILDINGS

- 1 Schofield Hall
- 2 Old Library
- 3 McIntyre Library
- 4 Nursing Building
- 5 Davies Center
- 6 Phillips Hall
- 7 Visitors Center
- 8 Schneider Hall
- 9 Centennial Hall
- 10 Zorn Arena
- 11 Brewer Hall
- 12 Kjer Theatre
- 13 Hibbard Hall
- 14 Haas Fine Arts
- 15 Human Sciences and Services
- 16 Crest Wellness
- 17 Hilltop
- 18 McPhee Center
- 19 Olson Addition
- 20 Facilities
- 21 Power Plant
- 22 Confluence Arts Center fall 2018
- 23 Priory

RESIDENCE HALLS

- R1 Chancellors
- R2 Oak Ridge
- R3 Bridgman
- R4 Sutherland
- R5 Governors
- R6 Horan
- R7 Towers
- R8 North & South
- R9 Murray
- R10 Putnam
- R11 Katherine Thomas
- R12 Haymarket Landing



Parking

Davies Center

north