

Emergency Preparedness, The State Office of EMS, and
The Georgia Fire Academy Presents:



The Media: Friend or Foe ?

This one day workshop is designed for Chief Officers, EMS Directors, Public Information Officers and others who may have an interest in working with the Media

Date:
May 15, 2014

Time:
08:00 to 16:30

Location:
Georgia Public Safety
Training Center
Forsyth, GA

To Register:
Use the following link to register:
<http://access.gpstc.org/catalog/calendar-coursedetail.jsp?gpstccode=MC1548>

Each student is requested to bring a SD memory card. This will enable each student the ability to record his or her interviews as they are recorded.

~ The morning discussions will begin with a highly interactive session on media technology with Vito Maggiolo, a two time Emmy award winner, from CNN

~ Crystal Paulk-Buchanan, the Public Affairs Officer from the Georgia Emergency Management Agency (GEMA), will lead a discussion of how GEMA can be a resource during a media situation: assisting with PIO's, and setting up a Joint Information Center (JIC)

~ A discussion on social media and the legal issues surrounding the use of social media, both on and off duty, will be led by Jacki Venezia, a practicing Attorney at Law in both New York and Georgia

~ Chief Byron Kennedy of the Atlanta Fire Rescue Department will walk students through a step by step on how to conduct an on-site interview, the ambush interview as well as a press conference.

~ The lecture sessions will conclude with Deputy Chief Crosswhite of the Washington D.C. Fire Department openly discussing his experience with an aggressive media market in our Nations Capital.

~ The afternoon sessions will consist of work groups focusing on each of the various types of interviews. The workgroups will allow the students the opportunity to practice his or her interview skills on camera.