

## **Workshop Agenda**

### **EPA Risk and Crisis Communication Skills Workshop: Principles, Techniques, and Practical Tools for Communicating Effectively About Risks in High Concern and Crisis Situations**

**Workshop Leader: Dr. Vincent T. Covello**  
**Director, Center for Risk Communication, New York City**

**Objectives:** The objective of this workshop is to prepare participants to communicate more effectively about risks in high concern and crisis situations. Upon the completion of the workshop, participants will be able to:

- describe changes in how information is processed in high concern, risk, and crisis situations;
- craft and deliver messages responsive to audience concerns in high concern, risk, and crisis situations;
- describe risk and crisis communication strategies to enhance trust and credibility in high concern situations;
- craft messages that effectively communicate technical and scientific information about risks to non-technical audiences

**Approach:** This intensive workshop employs a combination of lecture material and activity-based learning techniques.

**Workshop Leader:** Dr. Vincent T. Covello  
Director, Center for Risk Communication  
New York City

### **Workshop Topics**

#### **Topic 1: Introduction**

- I. An Overview of Risk and Crisis Communication Research and Practice
- II. Case Studies of Effective and Ineffective Risk, Crisis, and High Concern Communication

#### **Topic 2: Risk and Crisis Communication Tools**

- I. CCO Template
- II. Rule of 3 Template
- III. 27/9/3 Template
- IV. Primacy/Recency Template
- V. IDK Template
- VI. 1N=3P Template
- VII. TBC (Trust/Benefit/Control) Template
- VIII. Other Templates

### **Topic 3: Risk and Crisis Communication Skills**

- I. Crafting messages that Effectively Communicate Technical and Scientific Information about Risks to Non-Technical Audiences
- II. Presentation Skills
- III. Verbal Skills
- IV. Non-Verbal Communication Skills
- V. Developing Effective Visual Risk Communication Material
- VI. Conducting Effective Meetings about Risks

### **Topic 4: Risk and Crisis Communication Message Mapping and Message Development Techniques**

- I. Message Mapping/Message Development Techniques
- II. Message Development Strategies
- III. Resources for Developing Risk and Crisis Communication Messages

### **Topic 5: Special Topics in Risk and Crisis Communications**

- I. Uncertainty/Lack of Knowledge
- II. Worst Cases
- III. Responding to Anger, Allegations, Attacks, and Accusations
- IV. Responding to Rumors
- V. Other Risk and Crisis Communication Challenges
- VI. Using Social Media Effectively to Communicate Risk Information
- VII. Dealing with Difficult or Angry People and Groups

### **Topic 6: Cultural Diversity and Risk Communication**

- I. Challenges
- II. Strategies
- III. Skills Needed

### **Topic 7: Social Media and Risk Communication**

- IV. Challenges
- V. Strategies
- VI. Skills Needed

### **Topic 8: Conducting Effective Meetings on Risk Issues**

- VII. Challenges
- VIII. Strategies
- IX. Skills Needed

### **Topic 9: Working Effectively with the Media in High Concern and Crisis Situations**

- X. Challenges
- XI. Strategies
- XII. Skills Needed
- XIII. Methods for Handling Aggressive Media Questions and Interviews (ambush interviews; investigative reporters; sit down interviews)

### **Topic 10: Working Effectively with Governmental and Non-Governmental Organizations in Risk, High Concern, and Crisis Situations**

- I. Challenges
- II. Strategies
- III. Skills Needed