



Course Announcement

CSTI
California
Specialized
Training
Institute

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Crisis Communications and the Media Two (CCM2): Expanded Training Tuition free for those who qualify

DATE: May 21-25, 2012

LOCATION CSTI, Camp San Luis Obispo,
10 Sonoma Ave.
San Luis Obispo, CA. 93406

DESCRIPTION: 4 1/2-day/40-hr. course (includes some independent study)
DHS approved, DHS Approval # CA-007-PROT

The Crisis Communications and the Media Two: Expanded Training course usually features a smaller class size. It also has an emphasis on in-depth training, advanced sessions, and topics not covered in CCM1. The course sessions seek to draw on participants' experiences since taking CCM1. **CCM2 is one of the core courses in the Cal EMA/CSTI Crisis Communications Specialist certificate program.**

Prerequisite: Crisis Communications and the Media One: Core Training (CCM1) or approval of the course manager

Key discussions focus on the following areas:

- **Advanced Media Relations**
- **Handling Hostile Groups**
- **Cultural Diversity in the Media**
- **Interview Laboratories**
- **Case Studies**

Tuition FREE for those who qualify: This course is funded by the Emergency Management Performance Grant (EMPG) which provides tuition-free training for CA State/Local First Responders and CA Emergency Management Agencies. Most non-profit agencies that are affiliated with the California Mutual-Aid Response System are also eligible. Federal employees are welcome to attend EMPG-funded courses for free, in limited numbers, if space is available. You will be placed on stand-by and will be notified two weeks prior to class start date of availability. Members of private industry are generally required to pay the cost-recovery tuition rate unless documentation that verifies you are sponsored by a CA Emergency Management Agency is provided. Please contact the Course Registrar for information on cost-recovery tuition rates.

Apply immediately online at <http://w3.calema.ca.gov/PrepareTrain/Public/Registrar.nsf/wf?OpenFrameSet>. Go to Emergency Management/ then Crisis Communications and the Media: 1st Level. If you need a hardcopy application, please contact the registrar at (805) 549-3536 and one will be faxed or emailed to you. An information packet and map will be sent 4-8 weeks prior to the course. For registration questions call the Registrar Kayla Mikel at (805) 549-3536, Kayla.Mikel@calema.ca.gov or for course content, contact the Course Manager Robert Gandy at (805) 549-3269, Robert.Gandy@calema.ca.gov.