



Message to Audience AGENDA

April 21, 2011
1:30 pm – 3:30pm

Subcommittee Objective:

- Addresses the development of public messages by the agencies involved in an incident
- Develop tools for effective dissemination of incident information to all appropriate parties
- Be a resource offering aid in outreach, materials and training to communications teams that respond to air quality emergencies and to prepare and work with first responders.
- Focuses on the needs of the public that require timely and practical information.

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| 1:30 p.m. | Introduction | Kathy Coulter Ann Stacy Co-chairs |
| 1:45 p.m. | Radiation Update | Dimitri Stanich ARB |
| 2:00 p.m. | Wildfires <ul style="list-style-type: none">• Language• Lessons Learned | Mary Byrd Santa Barbara APCD |
| 2:15 p.m. | Messaging Off the Grid | Dr. Charles Mosher |
| 2:30 p.m. | Discussion of current and future concerns | Committee Members |
| 3:00 p.m. | Crisis Communications Training | Info Item/Kathy |
| | Next Steps | |
