INTRO TO RISK AND MEDIA COMMUNICATION FOR BIOSAFETY PROFESSIONALS

TARGET AUDIENCE
Laboratory Workers
New & Experienced Biosafety Professionals
Laboratory Management
Occupational Health Personnel
Infection Control Practitioners
Biosecurity Professionals
Facility Personnel
Animal Facility Personnel and Managers

OBJECTIVES
• Restate why organizations must adroitly communicate through the media to the public, partners, and stakeholders
• Apply universal communication techniques to reduce conflict and moderate strong audience emotions
• Apply nuts and bolts tools to the preparation for media interviews, both print and electronic
• Identify opportunities and drawbacks among the various types of media interviews and methods to adapt to the media environment

WHAT
This course will introduce participants to principles and tools critical to successful risk communication to the public through the media, especially during a biosafety emergency. In addition, based on scenarios taken straight from recent headlines, participants will be introduced to best practices for high-stakes media events to create a communication environment so that both the scientist’s and the public’s communication objectives can be met.

In order to earn P.A.C.E.® Contact Hours*, you are required to complete all portions of the course you participate in, including attendance during the webinar session, the pre and post assessments, and evaluation. This course has been approved for 0.25 CM points toward RBP/CBSP recertification. The American Biological Safety Association is approved as a provider of continuing education programs in the clinical laboratory sciences by the ASCLS P.A.C.E.® Program. This course is approved for 2.50 P.A.C.E.® contact hours.

WHEN
April 9, 2015
12:30—2:30 pm CDT

WHERE
Online webinar

INSTRUCTOR
Barbara J. Reynolds, Ph.D.
Director, Division of Public Affairs
Office of the Associate Director for Communication
Centers for Disease Control and Prevention

COURSE FEES
Thru March 26
ABSA members $110.00
Nonmembers $175.00

After March 26
ABSA members $130.00
Nonmembers $195.00

Questions
Contact Kari DeServi
Education Coordinator
ABSA
866.425.1385 / info@absa.org
Registration Form

INTRO TO RISK AND MEDIA COMMUNICATION FOR BIOSAFETY PROFESSIONALS

* Name (First, Middle Initial, Last): ____________________________________________

Degree(s): Position Title: ______________________________________________________

Affiliation: __________________________________________________________________

* Address: ___________________________________________________________________

*City, State: Country: Zip/Postal Code: ____________________________________________

* Telephone: __________________________________________________________________

* E-mail: ____________________________________________________________________

(Please provide your preferred email address)

How long have you been engaged in a biosafety-related role or profession? __________________________

*Required information

Payment

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Check enclosed (drawn in a US Bank on US Funds; made payable to American Biological Safety Association)

_____ Visa  _____ MasterCard  _____ American Express

Card Number: __________________________________________________________________________

Expiration Date: _______________________________________________________________________

Name on card: _________________________________________________________________________

Registration is not considered complete and confirmed until payment is received. Confirmed, paid participants will be sent detailed information regarding the course. There is a 15% processing fee for all cancellations. Substitutions allowed with written notice by 03/19/2015. Cancellations received by 03/27/2015 will be refunded at 50% of the course fee. No refunds after 03/27/2015.

Register by mail or fax:  
American Biological Safety Association  or On-line:  
1200 Allanson Road  http://www.absa.org/  
Mundelein, IL  60060  
Phone: (847)949-1517  
Fax: (847)566-4580