

5

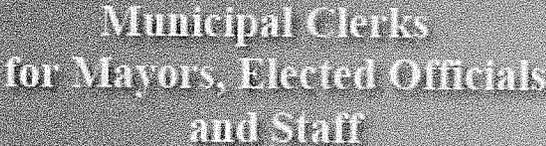
Masser, Michelle

From: Lashway, Lisa
Sent: Saturday, February 16, 2013 8:45 AM
To: Canning, Sean
Cc: Masser, Michelle
Subject: FW: NJLM Educational Foundation, Inc. Crisis Communications

Lisa Lashway
Mt. Olive Twp. Clerk
973-691-0900 Ext. 7291
FAX 973-691-2080
PO Box 450
Budd Lake, NJ 07828

From: NJLM to Municipal Officials [mailto:njlm-clerks@cityconnections.com]
Sent: Friday, February 15, 2013 3:04 PM
To: Lashway, Lisa
Subject: NJLM Educational Foundation, Inc. Crisis Communications

To view an online version of this email, click [here](#).



NJLM EDUCATIONAL FOUNDATION, INC.

**CRISIS COMMUNICATIONS - TECHNIQUES FOR
COMMUNICATING WITH CONSTITUENTS, THE MEDIA, AND
SERVICE PROVIDERS**

MARCH 22, 2013

8:30AM – 12:00PM

The Conference Center at Mercer County College
1200 Old Trenton Rd., West Windsor, NJ 08550

Registration Form Attached or at:

<http://www.njlmef.org/events/032213-crisis.html>

CEU's: CMFO/CCFO-4.0 OFF MGMT/ANC; CPWM-4.0MGMT; RMC-4.0 PROF DEVEL

Whether the crisis is a natural disaster, security emergency, a leadership vacuum, or any loss that impacts an entire community, understanding the basic approach to crisis communication will help you limit damage. Learn who you should communicate with; what methods of communication work best; what techniques are appropriate or inappropriate; what to do when communication technology fails; who should deliver messages to various stakeholders – and more.

Understanding how proper communication affects recovery from many forms of crisis is important at many levels. This Educational Foundation Event provides information for anyone tasked with communicating during a crisis – whether at a department head level, public figure, or crisis manager.

Moderator: Paul Matacera, Educational Foundation Trustee; Partner, MBI Gluck Shaw; Past President, League of Municipalities; Former Mayor, North Brunswick

Presenters:

Michael Turner, President, Burton Trent Public Affairs, LLC

"An Overview and Framework for Crisis Communication"

Lt. Thomas Scardino, Assistant Bureau Chief, Emergency Preparedness Bureau Emergency Management Section; Homeland Security Branch, NJ State Police

"Basics of Intergovernmental Crisis Communication"

Joe Ryan, Public Information Officer, Bayonne

Debbi Winogracki, Public Information Officer, Toms River Township
"Basics of Crisis Communication with the Public – from press to social media"

****IN CASE OF INCLEMENT WEATHER OR CANCELLATION:** We will announce emergency seminar cancellations via recorded announcement on our Weather Hotline: **609-695-3481 ext. 200** and post announcements on our website www.njlmef.org or www.njslom.org after 6:00am on the morning of the meeting.

*If you would like to be removed from receiving faxed advisories please contact Shirley Cade at scade@njslom.com or 609-695-3481 ext. 114 with the name of your municipality and fax number. Thank you.

Please be advised that the information you receive is not legal advice. You must consult your town attorney to make sure that any of the material you receive is in accordance with current state law and your particular facts and situation.

Please be advised that the New Jersey State League of Municipalities is subject to the New Jersey Open Public Records Act. As such, any

email sent or received by the League may be subject to a records request.

New Jersey League of Municipalities
222 West State Street, Trenton, NJ 08608
609-695-3481

Click [here](#) to forward this mailing with your personal message.

This email was sent to: clerk@mtolivetwp.org
This email was sent by: **New Jersey League of Municipalities**
222 West State Street, Trenton, NJ 08608

Click [here](#) to leave this mailing list.