

## Course Facilitator Norm Hartman

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Norm Hartman is a media and crisis communications consultant who has prepared thousands of people for media and public appearance opportunities. Among his clients are the US Environmental Protection Agency (EPA), the California Department of Water Resources, the Bay Area Air Quality Management District, the Sonoma Water Agency and the Sacramento County Municipal Services Agency. Private sector clients include Intel, Electronic Arts, Microsoft, Kaiser Permanente, E&J Gallo and Hilton Hotels.

A pioneer in media training and crisis communication, he was an award-winning broadcast journalist and a public relations executive for one of California's largest corporations and a major state agency.

He has prepared people for interviews on *60 Minutes*, *Dateline NBC*, *Nightline*, *Today*, *Good Morning America* and in print publications worldwide.

Norm is the author of a number of articles and publications, including *"The Media and You -- A Basic Survival Guide,"* published and distributed worldwide by the Centers for Disease Control and Prevention.

He brings to his workshops a broad range of experience. He knows what works and what doesn't, and his advice will help you be successful with any audience.

7677 Oakport Street  
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Oakland, CA 94621



California  
Water  
Environment  
Association

CWEA SSO-WDR Workshops

WHAT DO WHEN A REPORTER CALLS?

CWEA SSO-WDR  
Workshops



How to  
Communicate SSOs  
& your SSMP

June 10 — Burlingame  
June 17 — Santa Barbara  
June 24 — Ontario

# What to do when a reporter calls?

## Communicating SSO's and SSMP development plans

When you're in the middle of a crisis whether a spill or another critical event, answering reporters' questions is the last thing on your mind. And that's just when reporters and their cameras show up. What should you do and, often more important, what should you not do when that happens?

How do you fulfill the communication aspect of your SSMP? How do you communicate the SSMP to your various constituencies? Veteran broadcast journalist and crisis communications expert Norm Hartman knows, and he'll share his knowledge in this entertaining, informative and interactive session.

You'll learn:

- What reporters are really looking for, how to quickly meet their needs and get them on their way
- What to do when you can't answer questions without sounding evasive or dishonest
- How to create positive messages and deliver them in a believable and compelling way
- Three things you must do to retain public confidence in any crisis situation

You'll take away with you:

- Positive messages that you and your agency can use right away!
- A manual to refer back to once you get back to your workplace.

## Workshop Details

This workshop is approximately 7 hours and will follow the schedule below:

8:00 — 9:00 AM Registration  
9:00—12:00 PM Workshop  
12:00—1:00 PM Lunch provided by CWEA  
1:00—5:00 PM Workshop

6 contact hours will be available for CWEA Collection Systems certificate holders.

### Burlingame — June 10th

City of Burlingame  
1361 N. Carolan Ave..  
Burlingame, CA 94041  
650-558-7670— for directions only

### Santa Barbara — June 17th

Chase Palm Center  
236 E. Cabrillo Blvd.  
Santa Barbara, CA 93701  
805-897-1993— for directions only

### Ontario Area — June 24th

Inland Empire Utilities Agency  
6075 Kimball Ave.  
Chino, CA 91708  
909-993-1600 — for directions only



## What to do when a reporter calls? Communicating SSOs and SSMP development plans

First Name Last Name Name for Badge

Agency/Company

Address

City State Zip Code

Email Address

Phone Fax Number

Emergency Contact Phone

\_\_\_ \$199 Pre-Registration

\_\_\_ \$229 On-Site

\_\_\_ **Special Services:** Please check here if you require special accommodations to fully participate.

### Sign up for:

Burlingame — Tuesday, June 10, 2008

Santa Barbara— Tuesday, June 17, 2008

Chino — Tuesday, June 24, 2008

### Method of Payment

Check  MasterCard

Discover  American Express

Visa  Purchase Order — Must be attached

Credit Card # Exp. date

Signature

If more than one person from your agency is registering, please photocopy and submit one form for each person.

Written cancellation notice is required, and must be received at least 2 days prior to the conference date. A 25% service fee shall be retained on all cancellations. No refunds shall be given for cancellations made less than 2 days prior to any conference. All fees for conference registration shall be paid in full at the time of pre-registration or on-site registration. Full payment may be made by credit card, personal check or company/agency check. Purchase orders are acceptable and must be attached to the registration form. Registrations received by CWEA without full payment or purchase order will not be processed. Pre-registration deadline is 48 hours prior to the each scheduled event.

CREDIT CARD PAYMENTS MAY BE MAILED TO THE ADDRESS BELOW  
OR FAXED TO (510) 382-7810

**CWEA SSO-WDR Workshops**  
**7677 Oakport Street, Suite 600**  
**Oakland, CA 94621**  
**Phone: 510-382-7800 ext. 115**  
**Fax: 510-382-7810**

**Questions? Call 510.382.7800.**

**Register online at [www.cwea.org/conferences](http://www.cwea.org/conferences)**