

**CenSARA High Risk Communications
Tentative Agenda
Dr. Mac McCrory**

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| 0830 | Check in. Get Settled |
| 0845 | Introductions
Course Expectations |
| 0915 | Overview of Risk Communications |
| 1000 | Break |
| 1015 | Risk Communication Theory |
| 1200 | Lunch on your own |
| 1300 | Theory Application
Media Message Mapping
Personal Conflicts |
| 1445 | Break |
| 1530 | Communication Exercises
Summary & Conclusions |
| 1630 | Adjourn |

**Public Relations and Risk Communication
For Air Quality Professionals
Course Syllabus**

Instructor:

Dr. Mac McCrory

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Overview of the Course

This course provides an introduction to the concepts and theories of risk, decision-making, negotiation, public relations, and dispute resolution.

Course Goals

1. Understand a science-based approach for communicating effectively in high concern, low trust, sensitive, or controversial situations, aka, risk communications.
2. Strengthen skills to convey our messages for the media and public, Mastering the Message.

Course Objectives

By the end of the class, the participant will:

1. Understand the theoretical components of risk communications.
2. Analyze concepts and theories of risk and risk management.
3. Effectively communicate competence as a reflection of self and the agency.
4. Evaluate the processes of decision-making.
5. Identify factors that promote the perception of risk.
6. Evaluate individual perception as a relationship to individual reality.
7. Learn basic rules and tips for dealing with the media and public audiences.
8. Practice answering tough from the media and a concerned community.
9. Participate in a one-on-one mock interview with emphasis on Air Quality.
10. Evaluate one's ability to handle risk communications, public and media relations.