



**When bad things happen
to good PIOs...
Talking risk communication
with Ken August**



Sometimes reactions aren't what we expect as PIOs. People are outraged at something that seasoned communications professionals don't anticipate. On the other hand, the public can be blasé in the face of a potential high-risk situation and discount official warnings. Find out more about how to anticipate and plan to ensure that your communications do not needlessly cause panic or go unheeded. Techniques and protocols used by risk communicators will be shared.

**Thursday, Sept. 8
11:30 a.m.
1500 Capitol Ave.,
Room 167**

Ken August spent the last 24 years honing his craft at the California Department of Public Health, where he has established a national reputation as an expert in risk communication. His expertise was instrumental in California's response to the 2009 H1N1 flu pandemic, the 2010 whooping cough outbreak and the 2011 radiation scare from the Japanese nuclear emergency. Ken was the 2011 recipient of the State Information Officer's Council Lifetime Achievement Award for these and other accomplishments of his career.

Seating is limited so register early at sioc.clubexpress.com by September 6 to assure your attendance.

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