



# Sport and Special Event Public Information and Emergency Notification MGT-467

Course Design Document

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# FEMA





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## **Course Description**

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### **Overview**

The methodologies and techniques used to deliver timely and accurate information in a complex, dynamic information environment are challenging to any community or organization hosting a mass gathering. The Sport and Special Event Public Information and Emergency Notification course prepares planners, operators, communication professionals, government employees, and public safety professionals to create or enhance venue and event communication programs. The course prescribes best practices for common communication pitfalls and provides flexible and scalable solutions to various scenarios. The training leverages a combination of exercises, discussions, and activities to optimize participant experience.

### **Scope**

The practical and efficient use of communication methodologies and technologies improves safety, security, and resilience within communities hosting events. This innovative training assists professionals in identifying and navigating the sport and special event communication landscape. This interdisciplinary course stresses the importance of leveraging and applying available communication resources to event and incident operations.

This training is applicable across the United States regardless of the venue size, capacity, or type of event. Those who complete this course can use this training to develop or improve public information and emergency notification programs for any sport or special event venue. They will also be able to use the techniques identified in this course to prepare employees and stakeholders, identify planning needs, supplement training and exercise programs, and continuously improve event and crisis communication.

### **Target Audience**

The target audience for this course consists of the following:

- Venue/Event Managers
- Venue/Event Operations
- Event Planners
- Public Relations and Marketing
- Event Communications
- Event Promoters
- Government
- Special Event Officers/Liaisons
- Emergency Management
- Fire and Emergency Services
- Law Enforcement



## **Prerequisites**

None

## **Recommended Training**

Successful completion of:

- IS-100.C: *Introduction to the Incident Command System, ICS 100*;
- IS-200.C: Basic Incident Command System for Initial Response;
- IS-700.B: *An introduction to the National Incident Management System*;
- IS-800.D: National Response Framework, An Introduction; and
- AWR-167: *Sport and Special Event Risk Management* (The DHS/FEMA NTED course is offered upon request and is delivered by NCS<sup>4</sup> in partnership with TEEX, Institute for Law Enforcement and Protective Services Excellence).

## **Course Length**

16 hours

## **Required Materials/Facilities**

The course materials include:

- Participant Guide
- Instructor flip chart
- Pre- and Post-Tests
- Course evaluation forms
- Name tents
- Dry-erase markers (6–8 black, blue, red)
- Pens
- Laptop
- Projector
- Projector screen
- Extension cord and power strip
- Audio equipment: sound system connections or portable laptop speakers



Facilities should be climate-controlled classroom style with table seating to facilitate team/participant exchanges and activities.

## **Learning Environment**

This course must be taught in an environment conducive to participant success. Instructors must ensure the classroom adheres to the following:

- Adequate lighting is available for participant
- Classroom is at a comfortable temperature (e.g., not too cold or hot)
- Minimal outside noise that could distract participants during the course
- Classroom is set up so that all participants are able to see the content and participate in the course
- Evacuation plan is available in case of emergency
- Emergency systems are operable (e.g., emergency exits, emergency lighting)
- Any environmental and/or safety hazards are identified and eliminated or controlled (e.g., insects, slip/trip/fall hazards)
- All equipment and tools being utilized are operable and in good condition.

## **Testing/Certification**

The instructor will use oral questioning during the presentation of each module to assess participants' mastery of the material. Problem areas identified during questioning will be reviewed in further detail.

The course activities within each module assess participant understanding and apply knowledge obtained during the module. Discussion of responses further allows the instructor to assess mastery of the module's material.

Following DHS standards, a pre-test and post-test are administered to measure participants' understanding of the course material. Participants are required to score 70% or better on the post-test and attend 80% of the course hours in order to receive a course certificate of completion.

If a participant scores below 70% the instructor(s) are available to provide remediation with the student to address specific areas of emphasis. Participants will be allowed up to two additional attempts to pass the post-test; total available attempts on the post-test is three. If the participant still scores below 70% after the two post-test re-takes, no course certificate of completion will be issued and the participant must re-take the course at a future date and pass the post-test to receive the course certificate of completion.



## Registration and Attendance

Attendance is crucial in order to receive credit for this course. All participants must complete registration prior to the beginning of the course, sign the attendance roster for each day of the course, attend 80% of the course hours, and complete the evaluation at the end of the course in order to receive a certificate of completion.

Participants will register for the course online (<https://teex.org/dhs-fema-funded>). Under the training tab, participants will:

1. Select *DHS/FEMA-Funded*.
2. Select the course and click the *Register* button.

**Note:** Participants will be asked to log into *myTEEX Student Portal* with their existing TEEX account (or create an account if they are new students).

3. Read the Class Information page to ensure you are enrolling in the correct session and location. Select *Continue*. On the Class Fees and Options page, select *Continue*.
4. Enter your information on the Participant Information page. Select *Continue*.
5. Enter the Order Details and Payment Options then select *Finish*.

A FEMA Student Identification Number (SID) is required to register for and participate in any training provided by FEMA agencies. All FEMA training providers, registration systems, and enrollment procedures are required to use this FEMA SID, which can be obtained (<https://cdp.dhs.gov/femasid/Register.aspx>) or with TEEX assistance upon arrival for class.

## Participant Photo Identification Requirements

Participants attending face-to-face classroom training events will be required to provide photo identification. Participant identification will be verified by a TEEX designated representative the morning of the first day of class. The proof of identification should include the full name and photograph of the individual. The following are acceptable forms of photo identification:

- State-issued ID such as a Driver's License or Identification Card
- United States or Foreign Passport
- National Identity Card
- U.S. Military Card (front and back)
- Permanent Resident Card
- Certificate of Citizenship
- Certificate of Naturalization
- Employment Authorization Document
- Employee ID or Badge with photo

For more information, please refer to the Participant Handbook on the TEEX website.



## **Evaluation Strategy**

This course is concluded with a survey of individual participants using the DHS/FEMA National Preparedness Directorate/National Training and Education Division (NPD/NTED) Kirkpatrick Level I evaluation form which utilizes a 5-point Likert-type scale to evaluate the course, instructor performance and course benefit. Kirkpatrick Level II evaluations are conducted through the administration of pre- and post-course exams. Level III evaluations will be conducted by email surveys approximately 90 days following the conclusion of the course.



## **Course Design Matrix**

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### **Module 1 - Introduction**

#### **Scope Statement**

The purpose of this module is to provide an overview of course topics, administration, and the requirements for course completion credit.

#### **Terminal Learning Objectives (TLO)**

Upon successful completion of this module, participants will be able to state the course goal and objectives and what is required to receive credit for participating in this course.

#### **Enabling Learning Objectives (ELOs)**

Upon successful completion of this module, participants will be able to:

1. State the course goal.
2. Describe the course administration requirements and techniques employed.
3. Complete the Pre-Test as a baseline assessment of knowledge.

#### **Lesson Topics**

- Course goal
- Course target audience
- Course delivery methods
- Course administration requirements: schedule, safety, examinations, evaluations

#### **Instructional Strategy**

This module is delivered through facilitated lecture and course discussions.

#### **Assessment Strategy**

The Pre-Test establishes a baseline of participant knowledge of course materials. There is no passing score.

#### **Practical Exercise (PE) Statement**

A Pre-Test is administered.



## **Module 2 - Communication Fundamentals**

### **Scope Statement**

This module is an overview of communication fundamentals. Participants will identify audiences required for communication, identify modes of communication, and define best practice behaviors for communicating with audiences at events or incidents.

### **Terminal Learning Objectives (TLO)**

Upon successful completion of this module, participants will be able to evaluate communication fundamentals for applying clear, concise, accurate, and actionable messaging.

### **Enabling Learning Objectives (ELOs)**

Upon successful completion of this module, participants will be able to:

1. Discuss challenges related to multi-mode communication during an emerging incident.
2. Define basic communication principles and outcomes for public information and warning.
3. Identify audiences required for communicating during an event or emergency.
4. Describe modes of communication for communicating during an event or emergency.
5. Recognize best practice communication behaviors required for communication during an event or emergency.
6. Evaluate communication needs for a given scenario.

### **Lesson Topics**

This module introduces, through lecturing and discovery learning techniques, the following:

- Communication principles
- Audience communication
- Modes of communication
- Best practice communication behaviors
- Evaluating communication needs

### **Instructional Strategy**

This module is delivered through facilitated lecture and interactive discussions. Key concepts are reinforced through activities, examples, and current events.

### **Assessment Strategy**

The instructor will observe participant contributions and reinforce module objectives by applying lesson topics to the activities.



### **Practical Exercise (PE) Statement**

The purpose of this module's activity is to gauge participant knowledge of communication principles and evaluate communication needs for a given scenario.



## **Module 3 - Communication Dynamics**

### **Scope Statement**

This module is an introduction to communication dynamics. Participants will discuss public information principles and relevant stakeholders for the organization and dissemination of information.

### **Terminal Learning Objectives (TLO)**

Upon successful completion of this module, participants will be able to determine communication roles and responsibilities for an event or incident.

### **Enabling Learning Objectives (ELOs)**

Upon successful completion of this module, participants will be able to:

1. Identify relevant stakeholders for public information and emergency notification.
2. Review communication roles and responsibilities for an event and incident.
3. Understand the National Incident Management System (NIMS) and how it pertains to local resources.
4. Define the Incident Command System Structure and responsibilities for managing communication during an event or incident.
5. Describe the role of a Joint Information Center (JIC) during an event or incident.
6. Discuss public information principles for the organization and dissemination of information during an event or incident.
7. Describe multi-agency coordination operations to facilitate event and crisis communications.
8. Discuss the importance of having appropriate policy and procedures for the management of communication programs and expectations.

### **Lesson Topics**

This module includes the following topics:

- Identifying stakeholders
- Communication roles and responsibilities
- National Incident Management System (NIMS)
- Incident Command System (ICS)
- Joint Information Center (JIC)
- Public Information Principles
- Multi-agency coordination
- Policy and procedure



### **Instructional Strategy**

This module is delivered through facilitated lecture and interactive discussions. Key concepts are reinforced through activities, examples, and current events.

### **Assessment Strategy**

The instructor will observe participant contributions and reinforce module objectives by applying lesson topics to the activities.

### **Practical Exercise (PE) Statement**

The purpose of this module's activity is to identify communication stakeholder roles and responsibilities for sports and special events.



## **Module 4 - Communication Planning**

### **Scope Statement**

This module is an outline of communication planning principles. Participants will also develop messages using best practices.

### **Terminal Learning Objectives (TLO)**

Upon successful completion of this module, participants will be able to develop messages for events and incidents..

### **Enabling Learning Objectives (ELOs)**

Upon successful completion of this module, participants will be able to:

1. Associate key communication planning principles with event and incident management plans.
2. Discuss the crisis communication planning requirements for events and incidents.
3. Develop a pre-scripted message using communication best practices.
4. Generate a social media post communicating critical information using provided messaging techniques.
5. Discuss programs for supporting and evaluating organizational communication strategies and tactics.
6. Identify communication challenges and the role they play in effectively communicating information during an event or incident.

### **Lesson Topics**

This module includes the following topics:

- Communication environment
- Communication plans
- Pre-scripted messaging
- Social-mediated crisis communication
- Training programs
- Communication challenges

### **Instructional Strategy**

This module is delivered through facilitated lecture and interactive discussions. Key concepts are reinforced through activities, examples, and current events.



### **Assessment Strategy**

The instructor will observe participant contributions and reinforce module objectives by applying lesson topics to the activities.

### **Practical Exercise (PE) Statement**

The purpose of this module's activity is to use 27-9-3 guidelines to create pre-scripted messages.



## **Module 5 - Pre-Event Communication**

### **Scope Statement**

This module is an assessment of pre-event communication criteria. Participants will also discuss the methods of conducting pre-event briefings for key stakeholders.

### **Terminal Learning Objectives (TLO)**

Upon successful completion of this module, participants will be able to assess pre-event communication criteria.

### **Enabling Learning Objectives (ELOs)**

Upon successful completion of this module, participants will be able to:

1. Describe the difference between event and incident information sharing.
2. Assess pre-event communication criteria for the dissemination of information to stakeholders.
3. Identify tools and technologies used for communication during the management of an event or incident.
4. Identify industry and governmental resources available for the gathering and sharing of information during an event or incident.
5. Discuss the roles and methods of conducting pre-event briefing(s) for key stakeholders.

### **Lesson Topics**

This module includes the following topics:

- Differences between event and incident communications
- Pre-event communication overview
- Pre-event communications criteria
- Tools and technologies
- Communication resources
- Pre-Event briefings

### **Instructional Strategy**

This module is delivered through facilitated lecture and interactive discussions. Key concepts are reinforced through activities, examples, and current events.

### **Assessment Strategy**

The instructor will observe participant contributions and reinforce module objectives by applying lesson topics to the activities.



## **Practical Exercise (PE) Statement**

The purpose of this module's activities is to identify pre-event communication requirements.



## **Module 6 - Incident Communication**

### **Scope Statement**

This module is an application of incident communication strategies and tactics. Participants will also discuss the collection and sharing of data.

### **Terminal Learning Objectives (TLO)**

Upon successful completion of this module, participants will be able to apply strategies and tactics for incident communication deliverables.

### **Enabling Learning Objectives (ELOs)**

Upon successful completion of this module, participants will be able to:

1. Review how crisis communication implementation supports incident response objectives.
2. Describe crisis communication techniques for communicating the transition from event to incident.
3. Identify the communication team's responsibilities during an incident response.
4. Apply interview strategies and techniques for effective communication for various media interactions.
5. Identify communication needs and the frequency for maintaining effective public information contributing to incident stabilization.
6. Discuss the impact communication quality has on the management of an event or incident.
7. Assess collected data and information for measuring and evaluating operational effectiveness.
8. Discuss the collection and sharing of information during a post-incident debriefing for documentation and continuous improvement.

### **Lesson Topics**

This module includes the following topics:

- Incident response objectives
- Incident communication tools
- Communication team responsibilities
- Interview strategies and techniques
- Communication needs and frequency
- Communication quality
- Data collection and documentation
- Debriefings



### **Instructional Strategy**

This module is delivered through facilitated lecture and interactive discussions. Key concepts are reinforced through activities, examples, and current events.

### **Assessment Strategy**

The instructor will observe participant contributions and reinforce module objectives by applying lesson topics to the activities.

### **Practical Exercise (PE) Statement**

The purpose of this module's activities is to utilize best practices for communicating with the public through social media and news media.



## **Module 7 - Capstone**

### **Scope Statement**

This module is a practical exercise for participants to practice the knowledge, skills, and attitudes acquired throughout the course.

### **Terminal Learning Objectives (TLO)**

Upon successful completion of this module, participants will be able to determine appropriate communication needs and strategies for a given scenario.

### **Enabling Learning Objectives (ELOs)**

Upon successful completion of this module, participants will be able to:

1. Evaluate likely communication challenges for a given scenario.
2. Examine audience characteristics and communication methodologies for a given scenario.
3. Create a pre-scripted emergency message for a given scenario.
4. Identify information-gathering and dissemination techniques for a given scenario.
5. Generate a news release for a given scenario.
6. Construct a social media release for a given scenario.
7. Demonstrate interviewing techniques for a news conference during a given scenario.
8. Execute a post-briefing for a given scenario.

### **Lesson Topics**

This module includes the following topics:

- Collaboration in Crisis Communications
- Crisis Communication Platforms
- Campus Crisis Messaging and Incident Messaging
- Activity: Preparing Crisis Message
- Activity: Crisis Communications Gaps at Your Institution

### **Instructional Strategy**

This module is delivered through a facilitated activity. Course key concepts are reinforced through participation in group discussions and presentations.

### **Assessment Strategy**

The instructor will observe participant contributions and reinforce module objectives by applying lesson topics to the activities.



### **Practical Exercise (PE) Statement**

The purpose of the capstone activity is to provide participants the opportunity and context to apply and perform the concepts, principles, and methodologies of communication provided throughout the course by way of a functional role-playing, scenario-based exercise.



## **Module 8 - Course Summary**

### **Scope Statement**

This module is a brief summary of the course. Participants will also complete the course evaluation and take the Post-Test.

### **Terminal Learning Objective (TLO)**

Upon successful completion of this module, participants will be able to explain key points related to the topics covered in the course.

### **Enabling Learning Objectives (ELOs)**

Upon successful completion of this module, participants will be able to:

1. Summarize key points related to the topics covered in the course.
2. Complete the course evaluation form.
3. Complete the Post-Test as a final assessment of knowledge.

### **Lesson Topics**

This module includes the following topics:

- Course summary
- Course evaluation
- Post-Test

### **Instructional Strategy**

This module is delivered through facilitated lecture and interactive discussion.

### **Assessment Strategy**

The Post-Test measures participants' acquisition of knowledge in this course. Participants are required to score a 70% or better on the post-test in order to receive a course certificate of completion.

### **Practical Exercise (PE) Statement**

A Post-Test is administered.



## Course Agenda

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The course includes eight distinct modules incorporating lecture, discussion, and group exercises. There are activities and exercises designed to allow participants to apply the information covered during the module. A concluding table-top exercise is the final module of the course and allows participants to apply the materials covered during the course.

### Day 1

Module 1	Introduction	1.0 hour
Module 2	Communication Fundamentals	1.0 hour
	Break	10 minutes
Module 2	Communication Fundamentals ( <i>continued</i> )	1.0 hour
Module 3	Communication Dynamics	2.0 hours
Module 4	Communication Planning	1.0 hour
	Break	10 minutes
Module 4	Communication Planning ( <i>continued</i> )	1.5 hours
Module 5	Pre-Event Communication	30 minutes

### Day 2

Module 5	Pre-Event Communication ( <i>continued</i> )	1.5 hours
	Break	10 minutes
Module 6	Incident Communication	2.5 hours
Module 7	Capstone	3.0 hours
	Break	10 minutes
Module 8	Course Summary	1.0 hour



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