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**MTI RESEARCH SNAPS PRESENTS**

# BEST PRACTICES IN DISASTER PUBLIC COMMUNICATIONS



## SPEAKERS



**FRANCES L. EDWARDS, PHD**

Deputy Director,  
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Center



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Senior Transportation  
Security Scientist, MTI

**21** SEPTEMBER 2023  
12:00-12:30p.m. (PT)

**Free Webinar**  
**0.5 PDH Credit**

When disaster strikes and an emergency notification is issued, people are often unsure how to act. They may spend time “milling,” checking in with friends and neighbors, scrolling through sources and social media—trying to decide whether the alert applies to them. Research has shown this can be life threatening. Looking at how community members responded to alerts during the SCU and CZU complex wildland fires in 2020, experts Dr. Frances L. Edwards and Dan Goodrich examine disaster public communications best practices. How can public agencies collaborate with social media organizations to get the right messaging out? How do we ensure messaging engenders immediate, life-saving action? The researchers have also proposed an app that could assist in eliminating time spent milling by speeding up social media investigation by sorting messages via GIS coordinates, time, and more to ensure community members are reading the messages most relevant to them.

Don't miss this opportunity during National Preparedness Month to gain valuable insights and explore innovative solutions in disaster communication.

**To register:** <https://tinyurl.com/MTI-DisasterCommunications>