



Effective Message Writing and Message Design Dashboard

Sponsors: University at Albany and FEMA IPAWS

Pre-Registration and Completion of a Self-Paced Training Required
Deadline to complete the pre-requisite training 4/17.

To complete the pre-requisite training, start here: <https://bit.ly/Learn2Warn>

Questions or Technical Issues: MDDTraining@Bent-Ear.com

Course Description

The Warning, Alert, and Response Networks Act led to the development of the Wireless Emergency Alert (WEA) System because governments at all levels have recognized the need to communicate with their constituents. This nationwide approach means that regardless of location, alerts and warnings can be delivered to those at risk using geo-targeted alerts to mobile devices.

The challenge has been that many messages lack consistency in content, style, and specifics, which can result in ineffective messages. This delays or prevents how these messages are acted upon.

The University at Albany has conducted research on human perceptions

in response to these mobile-delivered messages. In partnership FEMA IPAWS, UAlbany has developed the Message Design Dashboard (MDD) to help emergency managers write effective messages for public alerts and warnings more quickly and consistently.

This interactive training will give students foundational knowledge on effective message writing and hands-on experience with the MDD.

Speaker Bios

Travis Cryan has 25 years of experience in Emergency Services and Preparedness. His early experience was as a Paramedic working in multiple environments ranging from urban to austere. He has also served as the Program Manager for a Healthcare Coalition and coordinated enterprise-level emergency management for Duke Energy. From 2019-2022, he worked for the District of Columbia Homeland Security and Emergency Management Agency as the Training and Exercise Program Manager and in Special Projects for the Office of the Chief of Staff, where he led an effort to change how we train as a profession. Travis is currently the owner of TLC_TRNG and is contracted to Bent Ear Solutions to develop and deliver training for their clients. He continues to push for change in how we think about training. He is a CEM through IAEM and serves as the Vice Chair of the Government Affairs Committee. Travis also holds a BA in Emergency Management and an MS in Management and Leadership.

Zach Stanford is a Senior Consultant for Bent Ear Solutions, specializing in designing solutions for emergency management and homeland security clients. Prior to Bent Ear, Zach spent 6 years working at the Oklahoma Department of Emergency Management and Homeland Security, most recently as the State Coordinator for Crisis Information and Disaster Intelligence. He has experience across all phases of emergency management, leading multiple projects to further support data coordination and collaboration across government agencies to support disaster planning and response. Zach was active in IPAWS policy and message development during his time at OEM.

4 hrs.: Fri. 4/19, 9:00am – 1:00pm

Minimum Participation 0, Maximum Participation 150