

Candidate Statement: Shane Dorrill*Candidate for IAEM-USA Region 4 Communications Officer*

My name is Shane Dorrill, and I am honored to seek your support as a candidate for IAEM-USA Region 4 Communications Officer. With more than 20 years of experience as a public information officer in emergency management at The University of Alabama, I bring a deep commitment to public safety, a passion for storytelling, and a proven ability to lead during times of crisis.

As Director of Communications and Public Information Officer for the University's Department of Public Safety—which includes both the Office of Emergency Management and the University Police Department—I've built our digital presence from the ground up. In less than three years, I've exponentially grown our Facebook, Instagram, and X (formerly Twitter) platforms by creating content that is not only informative but engaging and relevant to our audience. I use data-driven insights and analytics to guide what we post and when, ensuring our messaging is timely, strategic, and impactful.

I also led a complete redesign of all public safety websites at the University—delivering the project ahead of schedule. This overhaul significantly improved user experience, accessibility, and the visibility of critical safety information for our campus and community.

My credentials reflect my dedication to professional excellence: I hold the AEM® designation from IAEM, the Advanced Level Emergency Management Certification from the Alabama Association of Emergency Managers, and the FEMA Executive Public Information Officer designation. I've also earned Master PIO certifications from FBI-LEEDA and the University of Tennessee Law Enforcement Innovation Center, as well as the PIO credential from the Center for Public Safety Excellence's Commission on Professional Credentialing.

Throughout my career, I've served as the lead PIO during major emergencies, including countless severe weather events. I've coordinated communications for large-scale events like Alabama football games, which double the city's population, and I've worked directly with state and federal partners during three presidential visits and a GOP presidential debate.

One of my proudest accomplishments has been helping to establish a dedicated PIO group in Tuscaloosa County. This coalition—made up of PIOs from emergency management, law enforcement, fire departments, schools, higher education, industry, and NGOs—meets regularly to share situational awareness and align messaging. It's a model of collaboration and consistency that I believe can be replicated across Region 4.

If elected, I will bring this same energy, innovation, and collaboration to IAEM Region 4. My goals are clear:

- **Tell the stories of our members**—highlighting the incredible work being done across Region 4 through compelling content on social media and our website.
- **Strengthen our digital presence** by using analytics, strategy, and creativity to grow engagement and visibility.
- **Enhance communication and connection** among IAEM members, while encouraging new professionals to join and contribute to our community.
- **Serve as a voting member of the Region 4 Board**, ensuring that communications remain a central pillar of our regional strategy.

I believe communication is more than just messaging—it's about building trust, fostering connection, and amplifying the voices of those who serve. I am passionate about the power of communication in emergency management and committed to helping Region 4 lead the way in outreach, transparency, and member engagement.

I would be honored to represent you and help lead Region 4 into a stronger, more connected future.