



Facing and Embracing Crisis for Your Municipality

Webinar: Tuesday, September 15, 10:30 a.m. – 12:30 p.m.

Register in advance using the link below and you will receive a confirmation email with information and a link to join the webinar:

https://us02web.zoom.us/webinar/register/WN_700IyFKoTuKQzZ8T3cDxvw

*Note: This is an encore presentation of the webinar held on 6/30 & 8/4.
See page 2 for CEU information.*

Crisis happens, and when it does, you won't be judged by the crisis, as much as by your response. Drawing from the experience of four professionals with decades of experience in public affairs crisis communications, our two-hour Zoom presentation will cover the following:

- Why we must embrace crisis communications as a vital part of serving your municipality
- How to develop a crisis communications plan for your municipality or county
- How to face the public and the media in a crisis
- Q&A

PRESENTERS:



[Norris Clark](#) is the managing partner of [Princeton Strategic Communications](#) (PSC), part of the Princeton Public Affair Group based in Trenton, which serves as a communications consultant to MEL. Norris is a former elected municipal official who served as the Director of Family and Community Relations for the New Jersey Department of Education and as a spokesperson for a national presidential campaign.



[Bryan Hickman](#) is a law school graduate who served as a communications aide to Senator Orin Hatch and as Counsel on the U.S. Senate Judiciary and Finance Committees and holds a Master of Political Science from Utah State University.



[Rick Alcantara](#) holds a Master's degree in public relations from Rowan University where he also taught for seven years. He is a specialist in crisis and employee communications who has served the Federal Reserve Bank of Philadelphia and served in leadership roles for the Public Relations Society of America (PRSA).



[David Klucsik](#) served as Director of North America Communications and Head of Risk/Crisis Communications and Issues Management for the international chemical company Solvay. David is a former journalist who received a Master of Journalism from Temple University.

Watch the Webinar and EARN 2.0 CEU's

Registered participants will be eligible to receive Continuing Education Credits for this program.

Two (2.0) contact hours of CEUs for the following designations:

- CMFO/CCFO - office management and ancillary subjects
- CTC - general/secondary
- RMC - professional development
- CPWM - management
- QPA - office admin./general duties

If you are unable to participate in the Webinar via video ZOOM conference, but can by phone, please send an email with "**MEL WEBINAR 3**" in the subject line and include:

1. First/Last Name
2. JIF/Town Affiliation
3. Your phone number (the one you will use to call-in) which is necessary for tracking attendance.

Send to: Tammi at Tammi@princetonsc.com

We will register you and email back the call-in information.