

Internet references for public information and risk communication

PIO/emergency risk communication guides

Centers for Disease Control and Prevention, 2002, *Crisis and Emergency Risk Communication*.

Training modules, CD-ROM, and reference documents: <http://emergency.cdc.gov/cerc/>

Federal Communicators' Network, 2001, *Communicator's Guide*: 78 p., free PDF:

<http://govinfo.library.unt.edu/npr/library/papers/bkgrd/communicators.html>

Federal Emergency Management Agency, 2007, *National Incident Management System (NIMS) Basic Guidance for Public Information Officers (PIOs)*: 25 p.; <http://www.fema.gov/library/viewRecord.do?id=3095>

FireSafety.gov, 2009, *Fire Spokesperson's Pocket Media Guide*: 22 p.; free PDF and other resources available at http://www.usfa.fema.gov/media/media_guide/index.shtm

Oak Ridge Institute for Science and Education, 2006, *Emergency Public Information Pocket Guide*: 92 p.; free PDF: <http://orise.orau.gov/emi/epi/files/epi-booklet.pdf>. Training: <http://orise.orau.gov/nsem/epi.htm>

US Dept. of Health and Human Services, 2002, *Communicating in a Crisis: Risk Communication Guidelines for Public Officials*: 83 p.; free PDF/paper: <http://store.samhsa.gov/product/Risk-Communication-Guidelines-for-Public-Officials/SMA02-3641>

Terrorism, hazardous materials, and infectious diseases (but broadly applicable)

Centers for Disease Control and Prevention, 2006, *Communicating in the First Hours*: technical information, pre-scripted messages, B-roll, other resources for terrorism: <http://www.bt.cdc.gov/firsthours>

Chemical and Biological Arms Control Institute, 2002, *What Should we Know? Whom do we Tell? Leveraging Communication and Information to Counter Terrorism and its Consequences*: 40 p.; free PDF: http://www.mipt.org/DesktopModules/MIPT_eDocuments/handlers/GetDocBinary.ashx?d=6350

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Glass, T.A., and Schoch-Spana, M., 2002, Bioterrorism and the people: how to vaccinate a city against panic: *Clinical Infectious Diseases*, v. 34, p. 217-223; free PDF: <http://www.journals.uchicago.edu/doi/pdf/10.1086/338711>

Howard, R.J., 2000, Getting it right in prime time: *Emerging Infectious Diseases*, v. 6, no. 4, p. 426-427; free PDF: http://wwwnc.cdc.gov/eid/article/6/4/00-0422_article.htm

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Radio and Television News Directors Association & Foundation, 2004, *A Journalist's Guide to Covering Bioterrorism*, 2nd ed.: 51 p.; free PDF: http://www.rtnda.org/pages/media_items/a-journalists-guide-to-covering-bioterrorism-second-edition301.php?id=301

US Dept. of Health and Human Services, 2005, *Terrorism and Other Public Health Emergencies: a Reference Guide for the Media*: 259 p. Free download (along with [field guide](#)): <http://www.phe.gov/emergency/communication/guides/media/pages/default.aspx>

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Internet references for public information and risk communication

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General risk communication resources and websites*

Argonne National Laboratory: <http://www.dis.anl.gov/groups/riskcomm/index.html>

California Office of Emergency Services (Sandman), 2001, *Risk Communication Guide for State and Local Agencies*: 87 p.; free PDF: <http://www.calema.ca.gov/PlanningandPreparedness/Documents/RiskGuide.pdf>

Food and Drug Administration (Fischhoff et al.), 2011, *Communicating Risks and Benefits: an Evidence-Based User's Guide*: 242 p.; free PDF: <http://www.fda.gov/AboutFDA/ReportsManualsForms/Reports/ucm268078.htm>

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Bernstein Crisis Management, Inc.* (includes free subscription to very good semi-monthly e-newsletter): <http://www.bernsteincrisismanagement.com>

Center for Risk Communication* (Dr. Vince Covello, Dir.): <http://www.centerforriskcommunication.org>

Decision Research* (Dr. Paul Slovic, Pres.): <http://www.decisionresearch.org>

Media Survival Group* (Karen & Dave Terrill): <http://www.mediasurvivalgroup.com>

Ropeik and Associates (David Ropeik)*: <http://dropeik.com/index.html>

Peter Sandman Risk Communication Website*: <http://www.psandman.com>

Other

Center for Research on Environmental Decisions, 2009, *The Psychology of Climate Change Communication*: 54 p.; free PDF: <http://www.cred.columbia.edu/guide/>

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Radio and Television News Directors Association & Foundation, *50 Questions You Need To Ask When Preparing Crisis Coverage*: 3 p., free PDF: <http://www.rtnda.org/media/pdfs/bestpractices/newsandterror/questions.pdf>

Sandman, P.M., and Lanard, J., 2003, *Fear of Fear: the Role of Fear in Preparedness ... and Why it Terrifies Officials*: online column: <http://www.psandman.com/col/fear.htm>

Schoch-Spana, M., 2005, *Public Response to Extreme Events—Top 5 Disaster Myths*: 9 p.; free PDF: http://www.rff.org/rff/Events/upload/20180_1.pdf

Thomas, P., 2003, *The Anthrax Attacks*: The Century Foundation, 48 p. Excellent review and analysis about issues and challenges related to public information and risk communication during anthrax crisis in late 2001; free PDF: http://tcf.org/publications/pdfs/pb221/thomas_anthrax.pdf

* May include commercial products; inclusion on this list does not constitute an endorsement.