

Handout 13.1 Classroom Discussion Instructions for Instructor

Divide the class into teams of three to four students, and have each team develop **a plan** (*do not develop the actual presentation*) for preparing a 30-minute presentation on the earthquake hazard in an eastern city, say Memphis, TN. Assign each team a different target audience (i.e., the public at a town meeting, a local government agency, local building officials, K-12 school children, a local development board, public utility companies, local news media, an emergency response organization, etc). The teams should use the guidelines presented in the lecture to determine what message should be delivered, the main points they would need to communicate, and the required resources and information for their particular target audience. Each team will be required to stress slightly different aspects of the earthquake hazard. For instance, the mission of communication to the public would perhaps focus on education and encouragement of household preparation and mitigation activities. Each group should discuss what issues should be included in their plan and informally present these ideas to the class. Each group should submit a brief summary and/or list of the key issues in their plan at the end of the class.

The instructor should make sure the students come to class prepared to discuss the assignment as required, therefore, the handout should be provided the session prior to the discussion. This assignment should be graded as a class participation exercise. The instructor also may wish to provide the students with the document “RiskComm Guide10-01.doc” that is included in the background material for this section.

The purpose of the exercise is two-fold. The exercise promotes the active involvement of students in exercising the principles learned in the lectures, and secondly, they are forced to learn about the earthquake hazard in a region of the country where they probably have not previously understood the earthquake risk to be high.

Handout 13.1 Classroom Discussion – Risk Communication

You will be divided into teams of 3 to 4 students. Each team will be assigned the responsibility of developing a **plan** (*do not develop the actual presentation*) for preparing a 30-minute presentation on the current earthquake hazard in an eastern city, say Memphis, TN. Your target audience for this scenario exercise will be assigned by the instructor. Target audience might be the public at a town meeting, a local government agency, a local development board, an emergency response organization, etc. You teams should use the rules presented in the lecture to determine:

1. What message should be delivered.
2. The main points they would need to communicate.
3. The required resources and information for your particular target audience.

Each team will be required to stress slightly different aspects of the earthquake hazard. For instance, the mission of communication to the public would perhaps focus on education and encouragement of household preparation and mitigation activities. Each group should come to class prepared to discuss what issues should be included in their plan and informally present these ideas to the class. Note that you will have to do at least some preliminary research (i.e., the Internet as per USGS) to understand what the overall earthquake hazard level in Memphis, TN is. You also may wish to consult Handout 13.3 RiskComm Guide10-01.doc that will be made available to you. Each group should submit a brief summary and/or list of the key issues in their plan at the end of the class.

The purpose of the exercise is two-fold. The exercise promotes the active involvement of students in exercising the principles learned in the lectures, and secondly, they are forced to learn about the earthquake hazard in a region of the country where they probably have not understood to be such at significant earthquake risk. This assignment will be graded as a class participation exercise.