

Erik Scott

Fire Captain II / Paramedic - Lead PIO

Speaker Bio:

Erik Scott is a Public Information Officer, Fire Captain, paramedic, author, and nationally recognized crisis communications professional with nearly 25 years of experience in emergency services.

Known for his calm leadership during high-pressure events, Erik has served as a spokesperson and communications leader during some of California's most complex emergencies, conducting thousands of interviews with local, national, and international media outlets. He is regularly deployed as a Type 1 Public Information Officer on major incidents and brings extensive experience supporting local, state, and federal Incident Management Teams, multi-agency coordination efforts, and large-scale disaster response operations.

Erik earned an Associate of Science degree in Emergency Medical Services and a Bachelor of Science degree in Emergency Services Management, graduating with a 4.0 GPA. He has served as a UCLA paramedic instructor, trained as a Terrorism Liaison Officer, and completed advanced leadership development through a West Point based Leadership Program. Throughout his career, he has been recognized for professional excellence, leadership, and service to the community.

A sought-after speaker, Erik combines operational experience, leadership principles, and practical communication strategies to help organizations build trust, navigate uncertainty, and communicate effectively when the stakes are highest. He is the author of *Calm Amidst Chaos*, a frontline memoir and leadership book exploring crisis communication, resilience, and public trust during major emergencies.

Presentation:

Calm Amidst Chaos: Crisis Communication When the World Is Watching

In a major emergency, the public faces a constant stream of information, misinformation, speculation, and uncertainty. The ability to communicate clearly

and credibly can influence protective actions, support operational objectives, and maintain public trust when it matters most.

Part case study and part crisis communications master class, this presentation draws from frontline experience managing information during large-scale incidents where decisions, emotions, and public attention converge in real time. Through operational examples, multimedia storytelling, and practical frameworks, attendees will learn how timely, accurate, and consistent messaging builds credibility; how to counter rumors and misinformation before they shape public perception; and why relationships are the ultimate force multiplier during a crisis.

Participants will leave with actionable tools for emergency notifications, media engagement, interagency coordination, leadership under pressure, and the Messaging Triangle framework—helping them communicate with clarity, build trust, and lead effectively through uncertainty.

Applicable across all hazards and disciplines, this session provides real-world lessons and practical takeaways that emergency managers can immediately apply within their own organizations.