

L0105

Public Information Basics Course



Course Description

This course is sponsored by: the Idaho Office of Emergency Management and Ada County Emergency Management and Community Resilience.

The goal of this course is to equip participants with the skills needed to be a full or part-time Public Information Officer, both in the proactive/advocacy times and crisis/emergency response.

Objectives:

- Demonstrate the role and function of the PIO in both day-to-day and emergency situations
- Develop a public awareness campaign
- Develop an incident communications strategy
- Indicate the purpose of a public awareness campaign
- Identify the steps in developing a public awareness campaign
- Learn to follow the 8-step StratCom process in planning
- Describe different public information written products
- Apply effective news release writing guidance
- Adapt or repurpose written media products for social media
- Describe what types of impressions specific body language might convey during an interview
- Identify the elements of a news interview
- Demonstrate effective techniques for on-camera interviews

Audience

This course is intended for newly appointed emergency managers and professionals transferring from another discipline to emergency management.

Registration

Dual registration is required. Please register at www.idahoprepares.com.
AND <https://training.fema.gov/generaladmissionsapplication/appform.aspx>
Class Code: HZBWX

Course Completion

Participants who actively participate, attend the entire course, and successfully complete the course receive a Certificate of Completion.

Date(s) & Time(s)

May 31st - June 2nd, 2023
8:00 a.m. - 5:00 p.m. MST

Location

7180 Barrister Dr.
Boise, ID 83704

Prerequisites

Required:

IS-29 PIO Awareness Course

To take this course, click here:
<http://training.fema.gov>

Course Tuition

- This training is DHS/FEMA grant eligible.
- Please contact your respective county/tribal emergency manager
- No tuition fee

State Registration Contact

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