

L0105: Public Information Basics

Course Description

This FEMA course is part of a Career Development Program in which participants learn an established set of emergency management competencies through a progressive training and education system that includes the entry-level National Emergency Management Basic Academy. This course will equip participants with the skills needed to be full or part-time PIOs, including oral and written communications; understanding and working with the media; and basic tools and techniques to perform effectively as a PIO, both in the proactive/ advocacy times and crisis/ emergency response.

Course Objectives Include

- Using the strategic communications planning model, develop a public awareness campaign (95%)
- Using the strategic communications planning model, develop an incident communications strategy (5%)
- Identify steps a PIO needs to take to prepare for and conduct a news interview

Audience

This course is intended for newly appointed emergency managers from federal, state, local, tribal, and territorial emergency management agencies and prospective professionals transferring from other disciplines to emergency management.

Prerequisites

None required

Registration

Dual registration is required (IOEM &EMI). Use this link to apply:

[National Emergency Management Basic Academy \(NEMBA\) - Idaho 2024 Survey \(surveymonkey.com\)](https://www.surveymonkey.com)

Students who enroll with IOEM will receive a registration code & instructions to apply through the Emergency Management Institute (EMI).

Registration closes on: 06/12/24

Dates & Times

June 26th -28th, 2024
8:00 a.m. - 5:00 p.m. PST

Location

Lewiston Public Health Office
215 10th St.
Lewiston, ID 83501

Course Tuition

- No cost for tuition

Course Completion

Students who participate in the class & pass the final exam with a score of 75% or higher will receive a completion certificate from the Emergency Management Institute (EMI).

State Contact

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