

National Emergency Management Basic Academy

L0105 Public Information Basics

The course equips 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

- Indicating the purpose of and develop a public awareness campaign
- Developing an incident communications strategy
- Applying effective news release writing guidance
- Adapting written media products for social media
- Identifying interview elements a PIO should consider
- Demonstrating effective techniques for on-camera interviews

AUDIENCE

This course is intended for newly appointed emergency managers from Federal, state, local, tribal territorial and emergency management agencies.

REQUIRED PREREQUISITES

IS-029 Public Information Officer Awareness IS
Classes may be taken at: training.fema.gov

TUITION

- No tuition fee
- For grant eligibility contact your county/tribal emergency manager

June
10-12
2025

TIME: 8 a.m. – 5 p.m. MST

LOCATION:

Madison Fire Department
26 North Center Street
Rexburg, ID 83440

REGISTRATION

Pre-registration is required.

[Register here](#)

COMPLETION

Completion certificates will be distributed to registered class participants who complete the final exam with a score of 75% or higher.

CONTACT

Training and Exercise
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MANAGEMENT**