

L0105

Public Information Basics

Course Description

The goal of this course is to 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.

NOTE: K0105 has been updated and revised to replace G0290 and G0291. This course is part of the Emergency Management Basic Academy curriculum.

Objectives

- Using the strategic communications model, develop a public awareness campaign.
- Using the strategic communications planning model, develop an incident communications strategy.
- Indicate the purpose of a public awareness campaign.
- Identify the steps in developing a public awareness campaign.
- Develop a strategy for an awareness campaign on a selected topic.
- Change the method of developing a plan to follow the 8-step StratCom process.
- Demonstrate the role and function of the PIO in both day-to-day and emergency situations
- 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 an interview the PIO should consider ahead of time.
- Identify steps a PIO needs to take to prepare for and conduct a news interview.
- Demonstrate effective techniques for on-camera interviews.

Audience

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

Prerequisites

Required: IS-29.a Public Information Officer Awareness
Course may be taken at <http://training.fema.gov>.

Course Completion

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

Date(s) & Time(s)

October 31-November 2, 2022
9am-4pm MT

Register by: October 17, 2022

Location

Boise, ID

*specific location information will be shared prior to the course

Registration

Pre-registration is required.
Walk-ins are not accepted.

Register at

www.idahoprepares.com AND
[https://training.fema.gov/
netc_online_admissions/](https://training.fema.gov/netc_online_admissions/).

Course Tuition

- This training is DHS/FEMA grant eligible.
- All local responder agencies should contact their respective County/Tribal Emergency Manager. State agencies should contact IOEM Training.
- There is no cost for this class.

State Contact

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