



## Course Description

### AWR-209 Working with the Media: A Course for Rural First Responders

#### Description

AWR 209 Working with the Media: A Course for Rural First Responders is designed to provide emergency responders with the knowledge, skills, and abilities to interact with the media and perform public information functions in preparation for and during incidents. Many agencies from small and rural communities do not have a full or part-time public information officer (PIO) on staff and responders often assume this responsibility without formal training and practice. The intent of this course is to prepare responders for interacting with the media when required, whether it be roadside at the scene of an incident or for conveying directions to the public in a crisis situation.

#### Course Objectives

- Recognize the role of the media and possess the knowledge and skills to work with them.
- Describe the skills and knowledge necessary to deal with the media at the scene of an emergency.
- Comprehend components of on-scene and planned off-scene interviews and have the skills necessary to provide them.
- Describe the purpose of disaster public education and steps in developing and implementing public awareness campaigns.
- Describe ways to make stories more interesting to the media and know when to best promote a story idea.
- Identify elements of effective news releases and apply tips for developing and disseminating news releases to the media.

#### Prerequisites

**You must be a US Citizen to take this course. If you are not please let us know by email for further instruction at [OEM.TRAINING@DHSES.NY.GOV](mailto:OEM.TRAINING@DHSES.NY.GOV)**

All participants must have a FEMA Student Identification (FEMA SID) number. Students can search for their existing/create a new FEMA SID at: <https://cdp.dhs.gov/femasid/>.

**Length: 8 Hours**

#### Target Audience:

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
- Law Enforcement
- Health Care
- Public Health

#### Cost:

There is no fee for the course. Other cost considerations are detailed in each LMS course offering.

#### Signup Details:

Register through the New York State DHSES Learning Management System. Access the LMS through the link on the calendar webpage.