



Course Description

Public Information Basics (L-105)

Description:

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.

Course Objectives:

At the end of this course, participants will be able to:

- Using the strategic communications planning model, develop a public awareness campaign and 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 emergency environments.
- Compare actions PIOs can take to work with the news media during day-to-day and emergency situation.
- 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 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

Prerequisites:

- IS0029.a: Public Information Officer Awareness

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

Length: 24 hrs

Target Audience:

- Emergency managers (less than three years of experience)
- Members of state/local/tribal/territorial homeland security or emergency services programs
- Non-governmental organizations, voluntary agencies, or professional organizations
- Private sector emergency management offices
- Emergency Management roles at colleges/universities
- Federal partners, military and emergency managers at other departments or agencies

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.