



OREGON DEPARTMENT OF EMERGENCY MANAGEMENT

L0105: Public Information Basics Course

Date(s): October 20-22, 2025

Time: 8:00 – 5:00 PST

Location: Oregon Department of Emergency
Management,

3930 Fairview Industrial Dr SE, Salem, OR 97302

Course Description:

This 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

- Develop a public awareness campaign using the strategic communications planning model
- Develop an incident communications strategy using the strategic communications planning model
- 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 media during 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 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

- [IS-29: Public Information Officer Awareness](#)

Click Here to Register: <https://www.eventbrite.com/e/1677754562059>

Attendance:

Per FEMA standards, no more than 10% absenteeism is allowed to receive a certificate of completion.

Accessibility Requests and Questions:

If you have any questions, or to request any reasonable accommodations that will facilitate your full participation in this training, please contact the OEM Training Program (oem.training@oem.oregon.gov). Please reach out at least two weeks in advance to request any accommodations.