



OREGON DEPARTMENT OF EMERGENCY MANAGEMENT

Training Opportunity

L0105: Public Information Basics

Course Code: OR105

Date:

March 19-21, 2024

8:00am to 5:00pm (PST) each day

Location:

Oregon Department of Emergency Management

3930 Fairview industrial Dr

Salem, OR 97302

Course 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. This course being delivered as part of the Basic Academy.

Course Objectives

Using the strategic communications planning 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 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.

Target Audience

This course is intended for newly appointed emergency managers from Federal, state, local, tribal, territorial, and emergency management agencies, and prospective professionals transferring from another discipline to emergency management.

Prerequisite

IS0029.a: Public Information Officer Awareness. PIO awareness can be taken at <http://training.fema.gov>.

Applicant will need to submit prerequisites for this course in the attachments screen in the online application.

To Register:

L0105 Public Information Basics

[NETC Registration](#) Use Course Code: OR105

Questions?

Contact the State Training Program, oem.training@oem.oregon.gov