



Advanced Public Information Officer

Advanced Public Information Officer: This advanced course builds on the foundations established in the Basic Public Information Officer course series: This course provides participants the knowledge and skills to establish, manage and work within a joint information center. The training will allow students to develop the skills to coordinate a message once developed and to modify if problems or sources of confusion arise. It discusses techniques to develop strategic messaging in support of incident action plans, managing joint information centers including personnel and stress. The course uses exercises as well as lectures to achieve objectives.

Upon completion of this course, participants will be able to:

- Describe the changes in the American family and society and how these changes relate public information officer.
- Analyze the impact of fear mongering on the acceptance of emergency communication messages
- Discuss current crisis communication methodologies and the relationship with emergency communication
- Describe the tools available for successful strategic communications planning
- Describe the practice, policy and procedure related to Joint Information Systems and Joint Information Centers
- Discuss current topics in external affairs during a panel discussion
- Demonstrate ability to work in a joint information center

Prerequisites:

Students must complete FEMA's Basic Public Information Officers course or CSTI's Joint Information Officer/Joint Information System (G290/291) at the State level before they attend the Advanced Public Information Officer course (L0388).

Crisis Communications Specialists Certificate:

This course meets one of the requirements for the State OES/CSTI Crisis Communications Specialists Certificate.

Course Length: 40 hours

Course Code: L0388

About CSTI

CSTI has evolved into a statewide enterprise with responsibility for supporting training, exercises and education in a wide variety of public safety areas including but not limited to; emergency management, homeland security, hazardous materials, disaster recovery and crisis communications.

For more information regarding this or other courses we offer, please call:
(805)-594-2100

Email us at:

CSTInfo@caloes.ca.gov

Find us online by visiting:
www.caloes.ca.gov/CSTI

COURSE SCHEDULE

JOIN OUR MAIL LIST

WWW.CALOES.CA.GOV/CSTIUPDATES

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