



## Basic Public Information Officer



**Basic Public Information Officer (G290):** Public information consists of the processes, procedures and systems to get the right information, to the right people, at the right time, to make the right decisions. This course is designed for people who work with the media in times of crisis and day-to-day media relations. This training will equip participants with the basic skills needed to function as Public Information Officers (PIOs), such as oral and written communications, understanding and working with the media, and basic tools and techniques needed to perform effectively.

Participants engage in public speaking exercises and media interview sessions. Classroom and breakout sessions are information intensive and are designed to help participants apply principles and techniques taught in the discussions.

Participants will work with representatives from the media and other agencies involved in crisis communications.

### Topics Discussed:

- Crisis Communication Skills
- Today's Media Environment
- Developing and Delivering Key Messages
- Interview Techniques
- Developing News Releases
- Developing an EPIO plan
- Social Media
- Conducting News Conferences
- Legal Issues and the PIO
- Interview Labs

**Course Length:** 24 hours

**Course Code:** G290

## 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:

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Find us online by visiting:

[www.caloes.ca.gov/CSTI](http://www.caloes.ca.gov/CSTI)

**COURSE SCHEDULE**

**JOIN OUR MAIL LIST**

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