Media Relations (MR): This course is a 16-hour training which will provide participants an opportunity to apply advanced public interview/information skills. Focusing on the PIO interview and public speaking capabilities, participants will experience on-camera presentations, radio broadcasts, newsprint, periodicals, and social media communications using current best practices in the industry. *Recommend waiting 18-24 months after completing the G290- Basic Public Information Officer course*

Course Objectives:

- Provide participants the knowledge and skills to establish, manage, and work as Public Information Officers / Crisis Communicators internally and externally.
- Provide participants advanced interview and public speaking experience designed to test the participants’ abilities to analyze, coordinate, process, and create information in a realistic media environment.
- Participants will demonstrate effective communication skills by preparing and utilizing a Single Overriding Communication Objective (SOCO).
- Demonstrate effective communications by participating in recorded verbal presentations to evaluate the effectiveness of their communication with their target audience.
- Upon completion of this course, participants will be able to relate their workshop experience to their primary area of responsibility by verbalizing their communications role.
- Upon completion of this course, participants will be able to demonstrate current industry best-practice standards in crisis communications methods for whole community audiences during a multitude of incidents by completing a minimum of four - two-hour interview labs.

Course Length: 16 hours
Course Code: MR

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
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