



## Media Relations



**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

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## 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](mailto:CSTInfo@caloes.ca.gov)

Find us online by visiting:

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

**COURSE SCHEDULE**

**JOIN OUR MAIL LIST**

**Cal OES / CSTI**  
**10 Sonoma Avenue**  
**Building 904**  
**San Luis Obispo, CA 93405**



**Cal OES**  
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