Public Information Basics (L0105): 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.

Course Objectives:

• Using the strategic communications planning model, develop a public awareness campaign (95%)
• Using the strategic communications planning model, develop an incident communications strategy (5%)
• 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

Course Length: 24 hours  
Course Code: L0105

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:  
CSTIinfo@caloes.ca.gov

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

COURSE SCHEDULE

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