



## Public Information Basics



**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

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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**

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



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