



IOWA CENTRAL HOMELAND SECURITY TRAINING CENTER

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Coordinator: Jennifer Cook 515.574.1263

G-290 Basic Public Information Officer Course

**October 19-20 8 am-5 pm
Fire Training Center, Dubuque, IA**

This course assists participants with building the skills needed to be a full or part-time public information officer; such as oral and written communications, understanding and working with the media, and the basic tools and techniques PIOs need. It covers the latest technology available, so that PIOs can use those tools comfortably, and to their advantage.

This course is comprised of a blend of content from expert sources in the public information field, some FEMA program information and guidance, individual and small group activities, and classroom discussion about PIO roles and strategies for working with the media.

COURSE OVERVIEW

THE MEDIA – WHO ARE THESE PEOPLE AND WHAT DO THEY WANT?

ROLE OF THE PUBLIC INFORMATION OFFICER

NEWS INTERVIEWS

WRITING NEWS RELEASES THAT WORK

PRACTICE INTERVIEWS

MEDIA RELATIONS AT THE SCENE

EMERGENCY PUBLIC INFORMATION/JOINT INFORMATION SYSTEM

GROUP WORKSHOPS

GETTING GOOD STORIES IN THE MEDIA / AWARENESS CAMPAIGNS

To register for this class, contact:

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