

L105: Public Information Basics

3-Day Course



Course Description:

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 Pre-Requisites:

Prior to enrolling in E/L 105, students must complete:

- list text here [IS-29: Public Information Officer Awareness](#)

Course Dates:

May 19-21, 2025

The course is provided by Northampton County Management at no cost.

Location

Northampton County EOC
100 Gracedale Ave.
Nazareth, PA 18064

On Line Registration

pa.train.org

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questions