

The Bay Area Urban Areas Security Initiative's Bay Area Training and Exercise Program would like to inform you the following course is still available for registration. Agencies/departments who reside in the twelve county Bay Area UASI region are eligible to attend this course at no cost. Backfill and overtime for this course is not available.

PUBLIC INFORMATION OFFICER BASIC (L0105)

Course Description

Public Information Basics: 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

Date/Time/Location

- January 9-13, 2023 (Mon-Fri)
 - o Mon Jan 9-Thu Jan 12: 8:00am-3:00pm (Lunch: 11:00am-1:00pm)
 - o Fri Jan 13: 8:00am-12:00pm / Virtual
- Via Zoom

Target Disciplines

PI - Public Information

How to Register

<https://www.batep.org>

Attendee Cost

\$0—course fee is paid for by the Department of Homeland Security Urban Areas Security Initiative Grant Program.

Course Registration Cancellation Policy

If you need to cancel your course registration for any reason, please do so no later than 48 hours prior to the course commencement by logging into your BATEP user account and unregistering yourself or by emailing your cancellation request to: support@batep.org. If a student does not unregister and fails to attend a course, the student will be marked as a non-attendance and will be blocked from registering for courses for a minimum of six months and may be removed from any upcoming courses the student is registered for.