



Lexington Emergency Management Training Notification

G0290: Basic Public Information Officer

Target Audience: Individuals who have public information responsibilities as all or part of their assigned responsibilities and those who may be required to function in a public information or public affairs capacity during an emergency. Those persons who may be required to function in an auxiliary public affairs role at the local, state, federal, tribal or territorial level of government and in the private and nongovernmental sectors.

G0290 Course Goal: This two-day course will present examples and skill exercises that demonstrate the value of effective communications with internal and external audiences before, during and after an incident. This course will assist the PIO in identifying and targeting important audiences and providing them with correct information in a timely manner.

Course Objectives:

- Explain why emergency public information is important during an incident. (Unit 1)
- Recognize the functional needs and challenges of different audiences. (Unit 1)
- Demonstrate the role and function of the PIO in both day-to-day and emergency environments. (Unit 2)
- Compare actions PIOs can take to work with the news media during day-to-day and emergency situations. (Unit 2)
- Using the strategic communications planning model, develop a public awareness campaign (95%). (Unit 3)
- Using the strategic communications planning model, develop an incident communications strategy (5%). (Unit 3)
- Explain the news briefing cycle and outline media needs at the scene. (Unit 4)
- Describe the difference between media briefings and press conferences. (Unit 4)
- Describe different public information written products, apply effective news release writing guidance. (Unit 5)
- Adapt or repurpose written media products for other purposes. (Unit 5)
- Describe what types of impressions specific body language might convey during an interview. (Unit 6)
- Identify elements of an interview the PIO should consider ahead of time. (Unit 6)
- Identify steps a PIO needs to take to prepare for and conduct a news interview. (Unit 6)
- Demonstrate effective techniques for on-camera interviews. (Unit 6)
- Given an emergency scenario, apply public information skills. (Unit 7)
- Recall course key points. (Unit 8)

This course is FREE of charge. Participants are responsible for travel, meals and lodging costs.

Course Dates/Time: June 25-26, 2019, 8:30am-4:30pm

Course Location: Lexington Public Safety Operations Center (PSOC), 115 Cisco Road, Lexington, KY, 40504

Upon successful course completion, the participant will receive a certificate of achievement.

To register for this course, visit: www.BeReadyLexington.com/training

For more information, please contact John Bobel at 859.280.8067 or email to: jbobel@lexingtonky.gov