



Delaware Emergency Management Agency

Course Description

COURSE CODE/TITLE	E/L 105	Public Information Basics	
COURSE LOCATION	Delaware Emergency Management Agency 165 Brick Store Landing Road Smyrna, DE 19977		
COURSE DATES	9-11 October, 2024	COURSE TIME	0830-1630
COURSE DESCRIPTION	<p>This course is designed 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.</p> <p>Students will be required to register through the Delaware Learning Center (DLC) and the FEMA NETC website to receive full credit for the course. Students will receive instructions on how to register through the NETC in the confirmation email immediately following registering for the course in the DLC.</p>		
COURSE OBJECTIVES	<ul style="list-style-type: none"> • 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 		
PREREQUISITES	<p>All participants are required to provide proof of completion for each required prerequisite by sending copies of completion certificates to training.dema@delaware.gov to be eligible to attend the course.</p> <p>Required Prerequisite Courses: IS0029.a: Public Information Officer Awareness</p>		
TARGET AUDIENCE	<p>State, local, and tribal government emergency program managers, other emergency management staff, and other local government employees responsible for mitigation. The secondary audience includes Federal emergency management personnel and employees of federal, state, and local governments who work in the emergency management field.</p>		
OPEN TO THE PUBLIC	<p>No</p>		
COST/MEALS	<p>The training and course materials are provided at no cost to the state, local organization or responder. Funding for travel, accommodations, and meals are not provided for this training opportunity.</p>		

All classes have limited seats. Registrations will be processed on a first come/first served basis. If you have any questions please e-mail training.dema@delaware.gov

Note: DEMA address: 165 Brick Store Landing Road, Smyrna, DE. When reporting to DEMA for training please park on the lower level (back) parking lot and enter the training door to the facility.