



**State of Maine**  
*Department of Defense, Veterans and Emergency Management*  
**Maine Emergency Management Agency**

## **EMERGENCY MANAGEMENT COURSE ANNOUNCEMENT**

### **L-105: Public Information Basics**

**November 14<sup>th</sup> – 16<sup>th</sup> 2023**

#### ***COURSE OVERVIEW:***

The Cumberland County Emergency Management Agency, in partnership with the Maine Emergency Management Agency, will be hosting a Public Information Basics course. This course is designed to equip participants with the skills needed to be full or part-time PIO's, 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 crises / emergency response.

#### ***COURSE OBJECTIVE & MODULES:***

- 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 Communication Process
- Demonstrate the role and function of the PIO in both day-to-day and emergency environments
- Compare actions PIO's can take to work with the news media before and during an emergency
- Describe different public information 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

***TARGET AUDIENCE:***

Newly appointed emergency managers from Federal, State, Local, Tribal, and Territorial, Emergency Management agencies, and prospective professionals transferring from another discipline to emergency management. Or individuals filling positions where media interaction may take place as a result of an emergency situation.

***COURSE PREREQUISITES:***

- IS 029.a: Public Information Officer Awareness

***COURSE LOCATION:***

Course to be held at 74 Lunt Rd. Falmouth, Maine. Classes will run from 8 a.m. to 4 p.m. daily.

***REGISTRATION:***

Interested applicants must be vetted prior to applying to this offering. Please email course prerequisite certificate to Jesse Farnham at [jesse.farnham@maine.gov](mailto:jesse.farnham@maine.gov) for consideration and to receive course enrollment details.