



AWR 209 Dealing with the Media: A Short Course for Rural Responders

Dealing with the Media: A Short Course for Rural First Responders is a six-hour course designed to provide rural first responders with the skills and knowledge to quickly adopt the role of public information officer (PIO) if/when needed and to communicate with the public through the media.

Many rural first responder organizations do not have a full or part-time PIO on staff. Therefore, in the event that a first responder is thrust into the role of PIO, whether it be at the scene of an emergency or detailing directions to the public in a crisis situation, it is important to understand how the media works and how best to work with the available media outlets.

Through this course, rural first responders will gain an understanding of what the media is looking for at the scene of an emergency and in public awareness campaigns, as well as learn how to give interviews that work and write successful news releases.

Key elements of the course:

- utilizing the media in emergency and public awareness situations
- working with the media at the scene of an emergency
- anticipating what news agencies want from first responders at the scene of an emergency
- giving interviews that work
- writing effective news releases that will be read

This course also addresses:

- controlling an impromptu interview and scheduled interview and/or press conference
- applying “back pocket” statements that can be utilized during an interview
- Setting up and managing a media staging area
- getting your stories into the media

It is highly recommended that participants complete *IS 100A: Introduction to Incident Command System* and *IS 700A: National Incident Management System (NIMS)* prior to enrollment in this course.

To schedule this training in your jurisdiction please contact the RDPC at 877-855-RDPC (7372) or email info@ruraltraining.org. This training is tuition free for qualifying rural jurisdictions and was developed by Iowa Central Community College, a member of the RDPC.

www.ruraltraining.org

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Provider:	Rural Domestic Preparedness Consortium
Min/Max Enrollment:	Min 20/Max 40
Length:	6 hours (Direct delivery)
Level of Training:	Awareness
Format:	Instructor-led training
Course Number:	AWR 209
Prerequisites:	- U.S. citizenship