



## **ELK0105 Public Information Basics Fact Sheet**

- Initial focus group held 4-6 April 2020 (4 EMI, 4 SMEs)
- Focus Group held 8-10 September 2020 (2 EMI, 6 SMEs)
- In-house revision
- Validated the curriculum of E/L/G290/291 and E/L0105 that were combined in April
- Course was combined to better align with the Basic Academy and APIO courses
- First courses were delivered November and December 2020 in New Jersey and Arkansas
- Major areas revised:
  - Added Crisis Communication
  - Added news conference activity
  - Replaced final exercise with JIC/JIS activity
- Course went from 2 days (16 contact hours) to 3 days (24 contact hours)
- Course will start being delivered FY21
- ELK0105 can be used as the prerequisite for the ELK0388 APIO course in October 2020
- G0290 and G0291 are not a substitute for the ELK0105
- G0290 and G0291 will be phased out and EMI will no longer update or accept the courses as a prerequisite starting FY23
- States can use their own PIO instructors for this course
- Highly encourage ELK0105 instructors attend the ELK0110 Train the Trainer
- EMI will assist with instructors if needed

### **Course Content**

#### **Introduction to Public Information**

- Complete a pre-course assessment
- Explain why emergency public information and managing crisis communications are both important during an incident
- Identify and recognize the needs and challenges posed by different audiences
- Strategic Communication
  - Using the strategic communications planning model, develop public awareness campaign key messages (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.
- PIO Roles and Responsibilities
  - Demonstrate the role/function of the PIO in day-to-day and emergency environments
  - Compare actions PIOs can take to work with the news media during non-emergency and emergency situations
- Writing Skills Workshop
  - Describe different public information written products.
  - Apply effective news release writing guidance.
  - Adapt or repurpose written media products for social media.
- Interview Skills
  - Describe the types of impressions specific body language might convey in 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.
- Crisis/Emergency Communications
  - Apply crisis communications methodologies to community audiences in an incident.
  - Describe factors that influence public response to warning messages.
  - Discuss the myths associated with public response to warning messages.
  - Describe the intent of the Integrated Public Alert and Warning Systems (IPAWS).
  - Identify the components of effective alert and warning messages.
  - Write a clear and accessible warning message for a given simulated situation.
  - Identify characteristics of effective alert and warning messages.
- Media Relations at the Scene
  - Outline media needs at the scene.
  - Explain the news conference cycle.
  - Apply news conference logistics.
- Information Coordination
  - Differentiate between JIS and JIC
  - Describe triggers for JIC activation
  - Describe the preparedness activities for establishing and maintaining a JIC
  - Describe flexible and scalable structures for organizing a JIC based on incident needs
- Wrap-Up Exercise
  - Work as a team to effectively respond to and manage information
- Course Summary
  - Complete a post-course assessment