

AWR 209: Working with The Media: A Course for Rural First Responders

AWR 209 is a DHS/FEMA-certified, 7-hour, tuition-free 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.

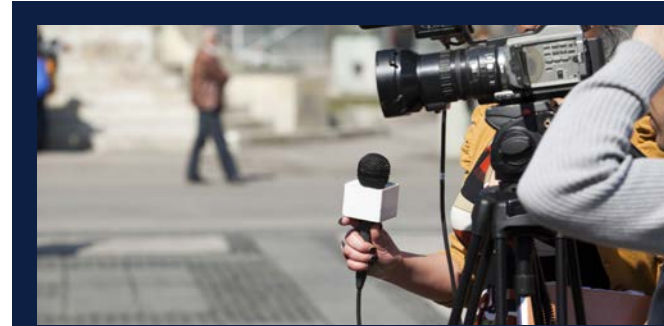
Therefore, in the event that a first responder is thrust into the role of PIO, whether it be roadside at the scene of an emergency or detailing directions to the public in a crisis situation, it is important to understand how the media works and how to work with the available media outlets.

Topics include (but not limited to):

- 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 the responders at the scene of an emergency
- Giving interviews that work
- Writing effective news releases that will be read

Who Should Attend:

- Emergency Management
- Emergency Medical Services
- Fire Service
- Governmental Administrative
- Healthcare
- Law Enforcement
- Public Health



Location:

Altoona, Wisconsin

Address:

Altoona Fire and Police Department
1904 Spooner Avenue
Altoona, WI 54720

Sponsoring Agency

Wisconsin Emergency Management

Course Date:

April 22, 2023

Course Time:

8:00am-4:00pm CT

Course Registration Deadline (date/time):

April 8, 2023 / 5:00pm CT

Prerequisites:

Non-U.S. citizens are required to complete a DHS Foreign National Visitor Request form 30 days in advance. Contact RDPC at 877-855-RDPC (7372) for more info.

Registration is **required** through the **RDPC website**. Register for this course by visiting the following link:

<https://ruraltraining.org/course/AWR-209/?scheduled=true&id=5554>

Register **no later than 2 weeks** before the course date. A **minimum of 20 registrations** must be received by this date to ensure the class will be held.

FEMA S.I.D. REQUIRED. Register for your FEMA Student Identification Number by visiting <https://cdp.dhs.gov/femasid>

For more information regarding this course, please contact the following:

Course Contact Person
Susan Bloomfield

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