



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



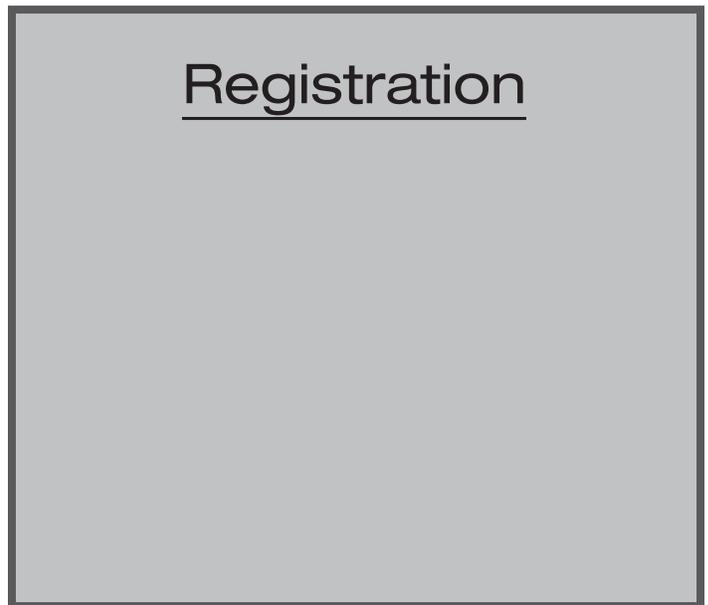
*AWR 209 Dealing with the Media: A Short Course for Rural First Responders* is a six-hour tuition-free course designed to provide rural first responders with the skills and knowledge to quickly adopt the role of public information officer (PIO) if/when needed and to communicate with the public through 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 best to work with the available media outlets.

#### Topics covered include but are 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.

*\*Please note all foreign nationals need to complete a Department of Homeland Security Foreign National Visitor Request Form in order to attend this course.*

Register for your FEMA Student Identification number at:  
<https://cdp.dhs.gov/femasid>



For information about course content or how to obtain a DHS Foreign National Visitor Request Form contact Michelle Day:  
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