



Kentucky State Fire School

Lexington, KY
June 5-9, 2024



507 Public Information/Public Affairs

The focus of this course is to cover some of the basics of being a Public Information Officer (PIO) and managing Public Affairs for your department. The course is designed for anyone who is interested in becoming a PIO, or already in the roll of a PIO, and social media managers. During the course, students will learn techniques for doing on camera interviews, writing a press release, interacting and managing the news media and telling your department's story. Students will also learn social media techniques and marketing your department on social media as well as the do's and don'ts of social media.

This 2-day course will be offered Saturday-Sunday.

Lead Instructor: Jordan Yuodis, Anchorage Middletown Fire & EMS

**2024 Kentucky State Fire School
Central Bank Center
410 W. Vine Street, Lexington, KY**