



SACRAMENTO REGIONAL PUBLIC SAFETY TRAINING CENTER

AMERICAN RIVER COLLEGE – LOS RIOS COMMUNITY COLLEGE DISTRICT

5146 Arnold Ave., Room 110A, McClellan, CA 95652

916-570-5000 (phone) 916-570-5023 (fax)

srcjtc@arc.losrios.edu (e-mail) <http://www.arc.losrios.edu/~safety> (web site)



MEDIA FOR THE PUBLIC INFORMATION PROFESSIONAL

COURSE DESCRIPTION:	Media for the Public Information Professional is a 40-hour intensive course designed for the Public Information/Affairs Officer or other individuals who routinely work with or deal with the media. The course will cover identifying stakeholders and their roles, introduction to the media, legal updates, and legal and/or confidential issues associated with interacting with the media and access issues. The course also provides training in managing the media, on-scene incident management and the media, issue identification and management, crisis management, preparing your superiors for the media, and how to communicate with the media using press releases, alerts, incident briefings, fact sheets, and interviews.
PREREQUISITES:	Successful completion of POST/STC/CPOST or Fire Basic Academy or equivalent as determined by Dean.
SCHEDULE:	TBA
HOURS:	8:00 a.m. – 5:00 p.m.
LOCATION:	Sacramento Regional Public Safety Training Center 5146 Arnold Avenue McClellan, CA 95652
CREDIT:	Two (2) units through American River College
RESERVATIONS:	Call 916-570-5000, fax 916-570-5023, or e-mail srcjtc@arc.losrios.edu
ENROLLMENT:	Students are strongly encouraged to complete the online registration forms prior to the first day of class. Please click here to apply for classes: https://www.xap.com/Applications/Los_Rios_CCD/apply.html . Once you have applied and received your confirmation by email, please contact our office to register for class, or you may download a registration form from our website and fax your credit card information to our office.
CERTIFICATION:	P.O.S.T. #2970–22324

FEE: \$60.00

\$40.00 Enrollment fee
\$20.00 Material fee

*All fees subject to
change*