



# Lee County Florida ARES®

Training Bulletin: #13

Course: PR-101 ARRL Public Relations (Formerly EC-015)

Date/Time (if applicable): ANYTIME

Location: ONLINE

Cost: FREE

ARES® Training Level: Level 1 (Optional), Level 2 (Optional) & Level 3 (Optional)

Description: This is a basic training course for PIOs and anyone interacting with the media and promoting Amateur Radio. This course is designed to give hams a quick overview in public relations activities. It uses the skills of experts in various aspects of public relations to provide volunteer Public Information Officers with the basic skills and expectations that a PIO needs to know to be effective in their home region. PR-101 covers everything from the basic news release to Web sites and video work.

Prerequisites: NONE

Registration Instructions: Visit the ARRL website and click the Licensing, Education & Training tab. Select learn more for online courses, then online course catalog learn more and finally PR-101: ARRL Public Relations (EC-015) and read the course requirements. At the bottom of that page there is a hyperlink to the "Learn More". Select that link and download the PR-101 course at the bottom of the page.

Please remember to forward a copy of your certificate after successfully completing the course to your SERT Trac account, to the Lee County ARES® Administration Chief, and update your Taskbook.

Additional Related, Follow-up or Advanced Courses: IS-29 Public Information Officer Awareness will introduce the participants to the public information function and the role of the PIO in the public safety/emergency management environment.