

Public Information Officer (PIO) Training—Avoiding a Second Disaster



“...Learn the basics of understanding and working effectively and positively with the news media.”

This 16-hour course provides training and resources for personnel who may be tasked with serving as a Public Information Officer or otherwise interacting with the media.

Who Should Attend

- Responder level—emergency response providers and disaster workers, entry level to managerial level, including police officers; emergency medical service personnel; firefighters; medical personnel; public health personnel; public work/utility personnel; and other emergency management response personnel who may be tasked with serving as a Public Information Officer
- Typically, all Federal, State, tribal, local, private-sector, and nongovernmental personnel at the following levels of responsibility in emergency management and incident response operations: first-line supervisor, mid-level management and command and general staff who may be tasked with serving as a Public Information Officer.

The student will learn the basics of understanding and working effectively and positively with the news media. Students will understand the laws relating to media access and release of information; learn to effectively communicate messages in a natural and effective manner; learn to control the image of the organization in a positive light; learn to effectively deal with crisis communications and management; and, learn to realistically convey information meeting the ICS/NIMS/SEMS guidelines.

This 16-hour course includes topics such as the following:

- **Perceptions**
 - An overview on how responders, the public, and organizations may view the media
- **Knowing and Understanding the Media**
 - Who is classified as the “media”
 - Media ideology
 - The ethics and needs of the media
- **Bias in the Media**
 - Media bias and its impact on the responder’s organization
- **Image**
 - Public relations issues related to interaction with the media
 - The concept of “branding”
 - The consequences of bad media relationships
 - Media issues that hurt the organization
- **The Public Information Officer (PIO)**
 - What is a PIO?
 - The ABCs (Accuracy, Balance, Completeness)

continued on reverse

Willdan Homeland Solutions

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Call WHS toll-free or visit us online for more information or to schedule classes
(714) 940-6370 | (877) 818-5621 | www.willdan.com

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Course Details

This course involves lecture, group discussions, exercise, and multimedia presentations. The participants will have a solid understanding of their roles and responsibilities as a public information officer.

This course meets the objectives of IS 702 NIMS Public Information Systems.

Call WHS for course cost.

Eligible for Homeland Security Grant funds.

▪ Media Laws and Access

- Discuss laws relating to public/private property
- Access
- Disclosure of activity

▪ Crisis Coordination and Communications

- Understanding difference between crisis and emergency
- Communicating message to media
- Emergency Response PIO structure
- The first 24 hours

▪ Delivering the Message: Interviews

- The basics of oral communications
- On-camera appearance

▪ Press Releases

- How to write and distribute press releases
- What is your purpose?
- What is your message?
- What the media is looking for

▪ Press Conferences

- What is your purpose/message?
- Selling your product
- Best locations
- Best time for press conferences

▪ Dealing with High Profile Incidents/People

▪ Incident Command System/NIMS/SEMS/JIS/JIC

- What is ICS?
- The role of the PIO in the ICS
- Role of the PIO in emergency response
- Methods to get the word out
- Setting up a joint information center/system (JIC/JIS)
- Meets all IS 702 objectives

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