



**The Pennsylvania Emergency Management Agency
&
Northampton County EMA
Present**

**G0290 Basic Public Information Officers Course
100 Gracedale Avenue
Nazareth, PA. 18064
December 18th & 19th, 2021**

Course Description

Public information consists of the processes, procedures, and systems to communicate timely, accurate and accessible information to affected audiences. Armed with good information, people are empowered to make better decisions and thus contribute to the overall response goal of saving lives and protecting property. Personnel tasked with gathering, verifying, coordinating, and disseminating public information at the federal, state, tribal, local and territorial levels bear this considerable responsibility concurrently with other job assignments. These Public Information Officers (PIOs) must be provided with the opportunity to learn and practice the skills they will use on the job.

The Basic Public Information Officer Course (G0290) is designed to provide participants with the opportunity to start applying basic concepts underlying the Public Information Officer (PIO) role. This course can provide a basic understanding of the PIO function for those new to the position.

This course will consider the value of communication before, during and after an incident. It will help PIOs identify critical audiences, both internal and external.

Selection Criteria: The primary audience for this training is individuals who have public information responsibilities as their main job or as an auxiliary function at the federal, state, local, tribal or territorial level of government, and in the private and nongovernmental sectors.

Objectives

- Explain why emergency public information is important during an incident.
- Recognize the functional needs and challenges of different audiences.
- Demonstrate the role and function of the PIO in both day-to-day and emergency environments.
- Compare actions PIOs can take to work with the news media during day-to-day and emergency situations.
- Using the strategic communications planning model, develop a public awareness campaign (95%).
- Using the strategic communications planning model, develop an incident communications strategy (5%).
- Explain the news briefing cycle.
- Outline media needs at the scene.



The Pennsylvania Emergency Management Agency & Northampton County EMA Present

- Describe the difference between media briefings and press conferences.
- Describe different public information written products.
- Apply effective news release writing guidance.
- Adapt or repurpose written media products for other purposes.
- Describe what types of impressions specific body language might convey during an interview.
- Identify elements of an interview the PIO should consider ahead of time.
- Identify steps a PIO needs to take to prepare for and conduct a news interview.
Demonstrate effective techniques for on-camera interviews.
- Given an emergency scenario, apply public information skills.
- Recall course key points.

Mission Areas

- Common

Prerequisites

- IS0100.c: An Introduction to the Incident Command System, ICS 100
- IS0702.a: National Incident Management System Public Information Systems
- IS0909: Community Preparedness: Implementing Simple Activities for Everyone
- IS0029.a: Public Information Officer Awareness

