

EMERGENCY MANAGEMENT INSTITUTE

NATIONAL EMERGENCY TRAINING CENTER • EMMITSBURG, MD 21727



FEMA

Course: *IS29 Public Information Officer (PIO) Awareness*

Class Length:

2 ½ hours (approximately)

Course Date:

Course is now available online.

Course Description:

This course covers basic information about the role of a State or local PIO. The goal of this awareness course is to provide an orientation to the public information function and the role of the PIO in the public safety/emergency management environment.

Course Objectives:

Upon completing this course, the participant will be able to:

- Describe the role and function of the PIO
- Describe the target audiences for the PIO
- List the skills needed to be an effective PIO
- Describe traditional media available for communication
- Describe evolving media tools for communication
- Describe how to effectively communicate orally and through written products
- Describe how to have a successful relationship with the news media
- Define a public awareness campaign
- Describe how to develop and execute a public awareness campaign
- Describe the role of the PIO in an emergency
- Describe how to manage the news media at the scene of an incident

Prerequisites:

There are no prerequisites for this course.

Course Topics

The topics addressed in this course include:

- Understanding the PIO role
- Using tools and resources
- Communicating effectively
- Preparing the whole community
- Communicating in an incident

Target Audience:

This course is designed for new or less experienced State or local PIOs or those who have this role as a secondary function.

CEUs:

EMI awards 0.2 CEUs for completion of this course.

To Apply:

This course is available at <http://training.fema.gov/EMIWeb/IS>. When you have completed the course, you may take the online test, fill out the student information, and submit the test for scoring. Federal Emergency Management Agency's Emergency Management Institute's (EMI) Independent Study (IS) office will notify you via email of the results. If you successfully complete the test, a link will be included in the email for you to access and print your course certificate.

For further enrollment information, users may contact the IS office via email independent.study@dhs.gov or call 301-447-1200 or toll free at 800-238-3358, (ext. 1200). IS office hours are 7:30 a.m. – 7:30 p.m. (ET).

TRAINING OPPORTUNITY

Contact Information:

For course information, contact the EMI course manager, Phil Politano, (301) 447-1343, or 1-800-238-3358 ext 1343 or email: philip.politano@dhs.gov.

Related courses:

The following courses offer additional training for PIOs.

Independent Study

- IS 702.a National Incident Management System Public Information Systems

Courses offered by states

- G289 Public Information Officer Awareness (Classroom version of this course)
- G290 Basic Public Information Officer
- G291 Joint Information System/Joint Information Center Planning for Tribal, State and Local PIOs

EMI Resident Courses

- E388 Advanced Public Information Officer
- E389 Master Public Information Officer (Currently in development)

TRAINING OPPORTUNITY

