



## Public Information Officer/Crisis Communications Awareness

**G289**

### Course Information Sheet

**Location:** Hunterdon County Emergency Operations Center (EOC)

201 Cherryville Road, Flemington, NJ 08822

**Date:** April 23, 2015

**Time:** 8:30a.m. - 4:00 P.M.

#### Pre-Course Recommendations

- ICS 100 (Required) ICS 700 Recommended)

#### Additional Information:

The G289 PIO Awareness course is a elective course from FEMA.

**NJ OEMS CREDIT** Pending CEU'S    NJDFS CREDIT .5 CEU'S    NJLMS CREDIT Not Applied For  
CEU'S

#### Course Purpose:

This course will orient the participants to the public information function and the role of the PIO in the public safety/emergency management environment. Additionally, this training will prepare participants for subsequent training to further develop their PIO skills. The course content will emphasize strategies for handling crisis communication situations.

#### Course Objectives

**At the end of this course, the students should be able to:**

- Define emergency public information and the Public Information Officer (PIO) roles and responsibilities.
  - Describe written and digital tools that are used to support public information activities.
  - Describe how the PIO can work effectively with the news media to communicate emergency public information.
- Apply basic PIO skills to crisis communications situations. Apply the principles of ICS in response to a simulated incident.

#### Target Audience

The primary audience for this training is individuals who will have public information responsibilities as their main job or as an auxiliary function at the State, tribal, or local level of government. Additionally audience may include emergency management personnel who may serve in or manage an emergency operations center, to include office of emergency management staff and administration, support function staff, representatives from municipal agencies/departments that may assist in the recovery process.



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**Class size** limited to 24, registration is required: [NJOEM Training Application](#).

The target audience for this course includes the following local government positions and allied professionals:

- Medical Examiners/Coroners
- Funeral Directors
- Law Enforcement Personnel
- Fire Department Personnel
- Emergency Medical Services Personnel
- Emergency Planners
- Emergency Management Personnel
- Public Officials
- Health Official/Care Administrator or Planner
- Media (Public Information Officers)
- Public Works Personnel
- Members of the Clergy
- The Salvation Army Personnel
- American Red Cross Personnel
- Forensic specialists
- National Guard Members
- Transportation (railroads, etc.) Personnel
- Other significant disaster workers
- Community Planner and Staff
- Business and Private Organization Representative

**For more information:** Contact Course Manager, Mary Goepfert, External Affairs Officer, NJOEM at [lppgoepm@gw.njsp.org](mailto:lppgoepm@gw.njsp.org) 609-963-6818.

**Registration is required:** [NJOEM Training Application](#). Fill out the application completely and email/send it to Lynn Reid at [lppreidL@gw.njsp.org](mailto:lppreidL@gw.njsp.org), 609-882-2000 ext 6204 or fax it to 609-671-0160.

The Training Exercise Unit web link is

[http://www.state.nj.us/njoem/programs/field\\_training.html](http://www.state.nj.us/njoem/programs/field_training.html)

You will be contacted by email when your application is received and approved.

