



Length: 1 1/2 Days

Cost:

There is no fee for the course. SOEM provides course materials and instructors. Food, lodging & transportation costs are the responsibility of participants.

Completion:

Participants who actively participate and attend all hours of the program will receive a Certificate of Completion for the course.

How to Request this Course:

Request this course through your County Emergency Manager. County Emergency Managers, please submit a course request form through your SOEM Regional Office

Contact Us:

New York State Office of
Emergency Management
Training & Exercises Section
(518) 292-2351 or
OEMTraining@dhses.ny.gov
<http://www.dhses.ny.gov/oem/training/>

Training Information Bulletin

TRAINING COURSE AVAILABLE UPON REQUEST

BASIC PUBLIC INFORMATION OFFICER (G-290)

Description

Emergency Public Information Officers are tasked with the responsibility of ensuring that the general public is kept abreast of any emergency situation in which it might be involved. Public information activities are essential to all emergency management functions. To maintain the highest quality of public information, emergency public information officers must be provided with the opportunity to learn about and practice the skills needed to successfully execute the requirements of the job, including oral and written communications, information dissemination, media interface and public information planning. At the conclusion of the Basic Public Information Course, participants will be able to develop and/or enhance basic skills in writing, public speaking, working with the media, and handling interviews, inquiries, and news conferences. This includes making basic public information choices and decisions that begin to set policy, getting more comfortable with the media, and develop and conduct awareness campaigns.

Topics & Issues to be Covered

- What Are the Media?
- Writing Skills for PIOs
- Speaking to Groups
- News Interviews and Conferences
- Awareness Campaigns
- Planning Strategies

Prerequisites

To promote understanding of HSPD-5/NIMS requirements and the role of the PIO and the Joint Information System in the Incident Command System, we *strongly encourage* participants to complete both the IS-700, an Introduction to the National Incident Management System; and the IS-100, Introduction to the Incident Command System.

Who Should Attend

Emergency personnel who have collateral responsibilities as full or part-time Public Information Officers. The course is geared toward individuals who either have public information duties as an auxiliary or primary part of their jobs or who are relatively new first-time public information officers who have emergency management as a part of their responsibilities. Elected and appointed individuals for the jurisdiction are also encouraged to attend.