

Media Consultants

Public Information Officer and Joint Information Center Training April 6-7, 2010



Classroom Training

Media Consultants will conduct a 2-day PIO/JIC training course on April 6-7, 2010. The course is divided into four 4-hour modules; you can enroll for any or all of the 4 modules (see page 2). The entire course is recommended for all Incident Commanders, Public Information Officers, Joint Information Center staff, and Media Spokespersons for any local, state, federal agency, school, hospital, industry private sector and non-governmental organizations that would work together to respond to any emergency under the National Incident Management System (NIMS).

Instructors

The class will be taught by NIMS-certified Instructors Chuck Wolf and Bob Gresser from Media Consultants, a Houston-based crisis communications firm. Chuck and Bob have served as Public Information Officers and Joint Information Center Managers during actual emergencies, LEPC drills and EPA/USCG exercises for over 20 years. Both have more than 40 years of combined broadcast news experience at KIKK, KTRH, and CNN Radio. Visit: www.mediacon.com

Training Location

The classroom training session will be hosted by the City of La Porte's Office of Emergency Management located at 3001 North 23rd Street in La Porte, TX 77571. You will be emailed a link to a map with driving directions to the Emergency Management office/Police Department building after you register for the training.

Online Registration

You must register online at: <http://www.mediacon.com/register.asp> You can register yourself and others from your organization. You'll be notified by e-mail within 24 hours if space is available.

Deadline

The deadline to register (or cancel a registration for a full refund) is 12 noon on April 1, 2010. To cancel a registration, please send an e-mail to: mediacon@aol.com

Questions?

Please call Chuck Wolf at 281-980-1400 or Bob Gresser at 713-773-9690. Unlike NIMS online training, you'll be able to ask questions of the Instructors and interact with your fellow students.



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Course Outline

The 2-day PIO/JIC course is divided into 4 modules; you can attend any or all of the modules:

- **Module #1: NIMS IS-702 (Public Information Systems)**
Tuesday, April 6 from 8:00 a.m. to 12 p.m.
Learn the PIO's responsibilities under Incident or Unified Command and how the PIO must establish a Joint Information System (JIS) under NIMS; this course must be completed by all PIO's in 2010 under the NIMS Five-Year Training Schedule.
- **Module #2: Basic PIO Skills**
Tuesday, April 6 from 1:15 p.m. to 5:15 p.m.
How should a PIO communicate with the media and public? Define your key messages, write a news release or EAS Warning, discover traditional and social media tools, learn how to conduct telephone and in-person interviews, and handle tough reporter questions.
- **Module #3: National Response Team Joint Information Center Model**
Wednesday, April 7 from 8:00 a.m. to 12 p.m.
Just adopted in October 2009, this new national JIC model can expand to fit any size and type of emergency; you'll get org charts, job descriptions, sample forms and checklists to set up, equip, and operate a JIC with local, state, federal, and other Response Partners.
- **Module #4: JIC Tabletop Exercise**
Wednesday, April 7 from 1:15 p.m. to 5:15 p.m.
Students who attend the NRT JIC Model training will be assigned PIO and JIC roles, then will set up a physical and virtual JIC to deal with a major hurricane and other hazards, plus the media and public in this Tabletop Exercise. Bring your laptop and cell phone.

Tuition

Tuition is \$75 per module or a discounted total of \$240 for all four modules. Each student receives a workbook, handouts, pen, and refreshments; lunch is on your own. Pay online by credit card or by mailing a personal or company check that must be received prior to class.

Prerequisites

No previous PIO or JIC experience is required. Completion of IS-700.a (NIMS Introduction) is recommended but not required. Visit: <http://www.training.fema.gov/EMIweb/IS/is700a.asp>

Final Exam

After completing the NIMS IS-702 training, each student will need to pass an online Final Exam in order to receive NIMS IS-702 certification. The certificate will be e-mailed to each student by FEMA's Emergency Management Institute. Students who complete all 4 modules will receive a Media Consultants "Certificate of Training" for this 16-hour NIMS-compatible PIO/JIC course.