

Media Consultants

Public Information Officer and Joint Information Center Training November 16-17, 2010



Classroom Training

Media Consultants will conduct a 2-day PIO/JIC training course on November 16-17, 2010, 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 who 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 specialists during the BP oil spill, Hurricane Katrina, 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

This classroom training will be hosted by the Texas Department of Transportation (TxDOT) in its 1st floor auditorium located at 7600 Washington Avenue in Houston, TX 77007 (near Houston TranStar). Free covered parking is available in the adjacent parking garage. You will be emailed a link to a map with driving directions to the building after you register for the training.

Online Registration

You must register online at: www.mediacon.com/register.asp You can register yourself and others from your organization. Classroom seating is limited and filled in the order you register. You'll be notified by e-mail within 24 hours whether or not seats are available.

Deadline

The deadline to register (or cancel a registration for a full refund) is 12 noon on November 9, 2010. To cancel a registration, please send an e-mail to: admin@mediacon.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, November 16, 2010 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, November 16, 2010 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, November 17, 2010 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, November 17, 2010 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/or virtual JIC to deal with a major hurricane and other hazards, and explain how they'd respond to the media and public during this Tabletop Exercise.

Tuition

Tuition is \$75 per module or a discounted total of \$260 for all four modules – save \$10 per module. Each student receives a workbook, handouts, pen with highlighter, and refreshments; lunch is on your own. Pay online by credit card or by mailing a personal or company check.

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.