



**Welcome
Public Information Officer
Basic PIO G0290**



Unit 1: Introduction to Public Information



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Visual 1.2

Course Administration

Course/site logistics:

- Emergency procedures
- Schedule
- Breaks and lunch
- Restrooms
- Cell phones (silent)

Other ground rules

- Minimize acronyms
- Engage!



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Visual 1.3

Activity 1.1: Reality Check

Instructions: Working individually, read the scenario in your Student Manual and answer the discussion questions. This exercise takes place in real time; be realistic about your access and resources as they stand today.

Purpose: To identify gaps in your level of preparedness as a PIO and think about how to address those gaps.

Estimated Time: 10 minutes



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Visual 1.4

Introductions

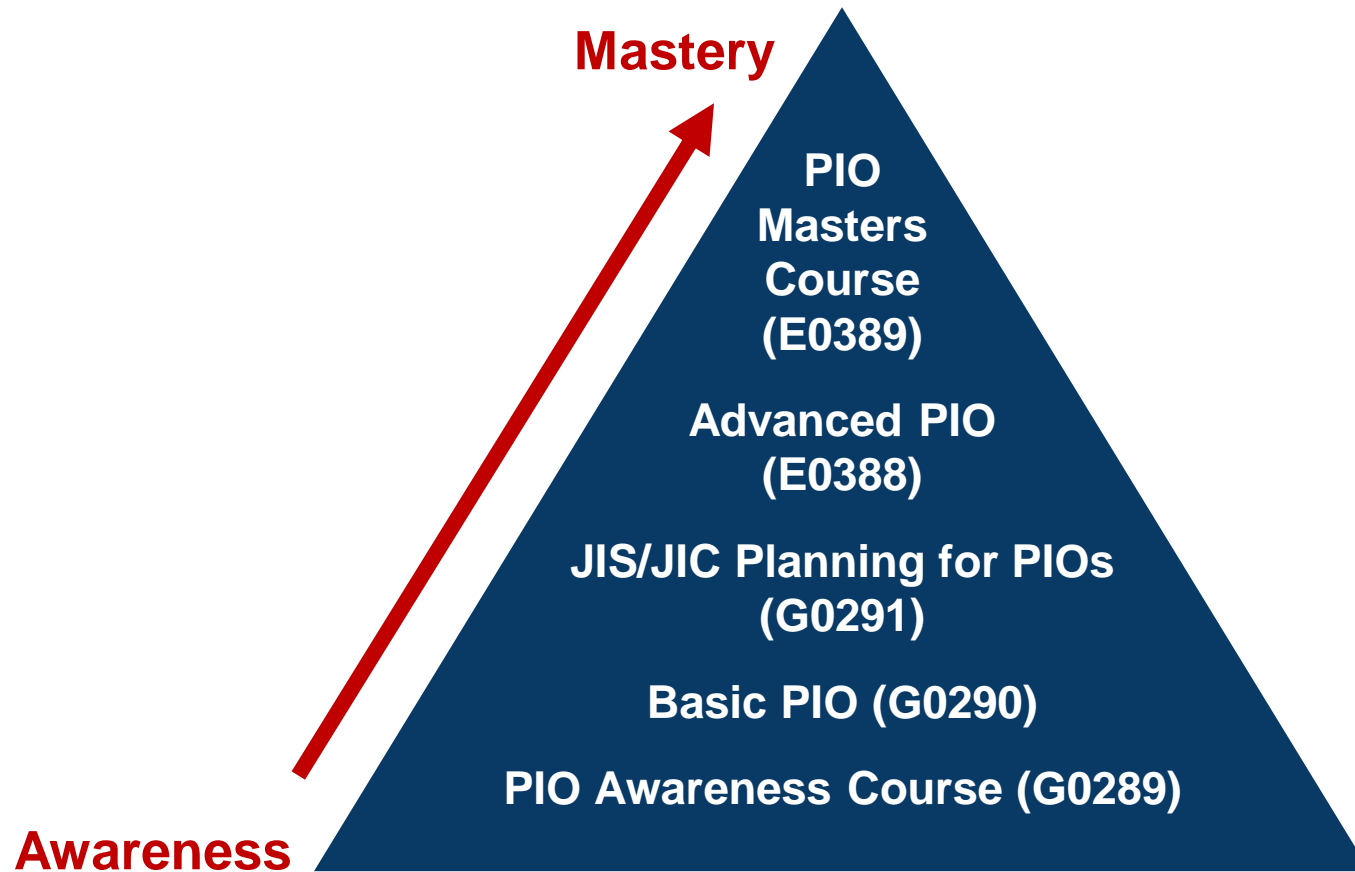
- Name
- Organization
- Brief public information goal
 - Personal or organizational
 - Short- or long-term



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Visual 1.5

Tiered Training Approach



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Visual 1.6

Course Purpose

To equip participants with the skills needed to be full- or part-time PIOs, including **oral and written communications**, understanding and **working with the media**, and **basic tools and techniques** to perform effectively.



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Visual 1.7

Course Objectives

After this course, you will be able to:

- Explain the importance of public information during an incident
- Recognize the needs of the whole community
- Demonstrate the role of the PIO in both day-to-day and emergency environments



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Visual 1.8

Course Objectives (*Continued*)

- Compare actions PIOs can take to work with the news media during non-emergency and emergency situations
- Develop a public awareness campaign and an incident communications strategy
- Draft a variety of products, use social media and demonstrate how to interact with the media
- Demonstrate application of on-scene media management laws and guidelines
- Complete a public information training goals inventory



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Course Agenda

DAY 1	DAY 2
Unit 1: Introduction to PIO	Unit 5: Writing Skills Workshop
Unit 2: Roles and Responsibilities	Unit 6: Interview Skills Workshop
Unit 3: Strategic Communications Planning	Unit 7: Wrap-Up Exercise
Unit 4: Media Relations at the Scene	Unit 8: Course Summary

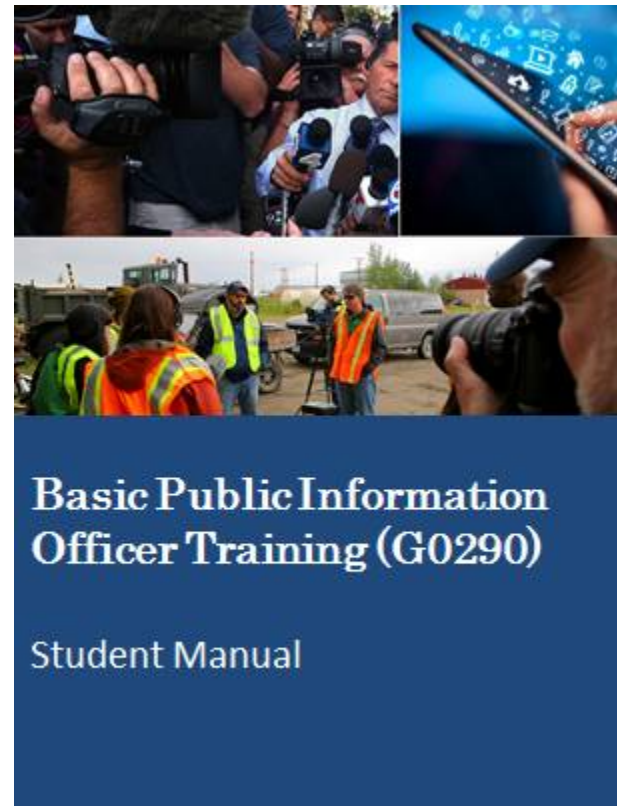


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Visual 1.10

Course Resources

- Student Manual:
 - Visuals
 - Major content points
 - Room to take notes
- Resource Guide
- Instructors
- Each other – Network!



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Visual 1.11

Unit Objectives

At the end of this unit, you will be able to:

- Complete a pre-course test
- Explain why emergency public information is important during an incident
- Recognize the needs and challenges posed by different audiences



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Visual 1.12

G0289 Review Game

PIO Roles	Strategic Comms	The Media	Write it Right!
\$100	\$100	\$100	\$100
\$200	\$200	\$200	\$200
\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500



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Visual 1.13

Activity 1.2 Why Is It Important?



What does getting the right information to the right people at the right time mean to you?



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Visual 1.14

Discussion



How do you communicate with people in crisis?

Are you familiar with access and functional needs issues in your community as it relates to public information?



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Visual 1.15

Pre-Course Test

- This is an individual effort
- It is used to measure the effectiveness of the course
- You have 10 minutes to complete the test



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Visual 1.16

Unit Summary

In this unit, we discussed:

- The content and structure of this course
- The importance of public information
- Communicating with people in crisis
- Audience challenges in your community



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Visual 1.17