



G0290: Basic Public Information Officer (2016)

Course Plan

Course Details

Description:	The Basic Public Information Officer Course (G0290) is designed to provide participants with the opportunity to start applying basic concepts underlying the Public Information Officer (PIO) role. This course can provide a basic understanding of the PIO function for those new to the position.
Designed For:	The primary audience for this training is individuals who have public information responsibilities as their main job or as an auxiliary function at the federal, state, local, tribal or territorial level of government, and in the private and nongovernmental sectors.
Authority:	Federal Emergency Management Agency - Emergency Management Institute
Prerequisites:	IS0100.c: An Introduction to the Incident Command System, ICS 100; IS0702.a: National Incident Management System Public Information Systems; IS0909: Community Preparedness: Implementing Simple Activities for Everyone; and IS0029.a: Public Information Officer Awareness.
Standard:	N/A
Hours:	15.0 hours
Maximum Class Size:	24
Instructor Level:	Primary instructor
Instructor/Student Ratio:	1:24 (Note: FEMA recommends 1:12)
Restrictions:	None.
SFT Designation:	FSTEP
Note:	For FEMA issued course completion diplomas, the course must be registered through California Governor's Office of Emergency Services (Cal OES).

Required Resources

Instructor Resources

The following instructor resources are required:

- G0290 Instructor Guide
- G0290 Visuals
- G0290 Course test

Student Resources

To participate in this course, students need:

- G0290 Student Manual
- G0290 Handouts
- Public Information Training Series Resource Guide

Facilities, Equipment, and Personnel

The following facilities, equipment, or personnel are required to deliver this course:

Facilities

- Standard classroom equipped for 24 students
- Whiteboards or easel pads with appropriate writing implements
- Projector/TV with appropriate laptop connections
- Wifi/Internet access

Time Table

Segment			Unit Total
Unit 1: Introduction to Public Information			1.5
Unit 2: Public Information Roles and Responsibilities			1.75
Unit 3: Strategic Communications Planning			1.75
Unit 4: Media Relations at the			1.5
Unit 5: Writing Skills Workshop			3.0
Unit 6: Interview Skills Workshop			3.0
Unit 7: Wrap-Up Exercise			2.0
Unit 8: Course Summary			0.5
	Course Totals		15.0

Time Table Key

1. The Time Table documents the amount of time required to deliver the content included in the course plan.
2. The Course Totals do not reflect time for lunch (1 hour) or breaks (10 minutes per each 50 minutes of instruction or assessment). It is the instructor's responsibility to add this time based on the course delivery schedule.
3. Application (activities, skills exercises, and formative testing) time will vary depending on the number of students enrolled and the acquired structure selected for training. The Application time documented is based on the maximum class size identified in the Course Details section.
4. Summative Assessments are determined and scheduled by the authority having jurisdiction. These are not the written or psychomotor State Fire Training certification exams. These are in-class assessments to evaluate student progress and calculate course grades.

Objectives

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1. Explain why emergency public information is important during an incident. (Unit 1)
2. Recognize the functional needs and challenges of different audiences. (Unit 1)
3. Demonstrate the role and function of the PIO in both day-to-day and emergency environments. (Unit 2)
4. Compare actions PIOs can take to work with the news media during day-to-day and emergency situations. (Unit 2)
5. Using the strategic communications planning model, develop a public awareness campaign (95%). (Unit 3)
6. Using the strategic communications planning model, develop an incident communications strategy (5%). (Unit 3)
7. Explain the news briefing cycle. (Unit 4)
8. Outline media needs at the scene. (Unit 4)
9. Describe the difference between media briefings and press conferences. (Unit 4)
10. Describe different public information written products. (Unit 5)
11. Apply effective news release writing guidance. (Unit 5)
12. Adapt or repurpose written media products for other purposes. (Unit 5)
13. Describe what types of impressions specific body language might convey during an interview. (Unit 6)
14. Identify elements of an interview the PIO should consider ahead of time. (Unit 6)
15. Identify steps a PIO needs to take to prepare for and conduct a news interview. (Unit 6)
16. Demonstrate effective techniques for on-camera interviews. (Unit 6)
17. Given an emergency scenario, apply public information skills. (Unit 7)
18. Recall course key points. (Unit 8)