

Online *Independent Study* Training for PIO's through FEMA

Go to <https://training.fema.gov/is/crslist.aspx>

You can scroll to see the list of classes or search by title

Most classes only take an hour or two to complete.

IS-29.a Public Information Officer Awareness Training

The goal of this awareness course is to provide an orientation to the public information function and the role of the Public Information Officer (PIO) in the public safety/emergency management environment.

IS-42.A Social Media in Emergency Management – REVISED

The purpose of this course is to provide the participants with best practices including tools, techniques and a basic roadmap to build capabilities in the use of social media technologies in their own emergency management organizations.

Classroom Training for PIO's

Public Information Awareness (G289)

Dates: G289-011; July 26, 2022 – Phoenix

This course is designed to acquaint participants with concepts underlying the PIO role. Taken alone, this course can provide a basic understanding of the PIO function for those new to the position. This training is a prerequisite for advanced training. Topics include the role of a PIO in emergency information, news release writing, working with the media, public awareness campaigns.

All students must register at <http://dematraining.az.gov> . There is no cost for this course. This course is offered online as well, see above IS-29a.

This course is coordinated by the Arizona Department of Emergency and Military Affairs and conducted by experienced local PIO's.

Basic Public Information Officer course (G290)

Dates: G290-17; Aug 23-24, 2022 – Phoenix

The course is designed to prepare participants to function as full- or part-time PIOs. Topics include communication tools that work, media relations on the scene, news interviews, news release writing, media panel. Students will write a news release and videotape a practice interview.

Course registration is not open yet, when open all students must register at <http://dematraining.az.gov> . There is no cost for this course.

This course is coordinated by the Arizona Department of Emergency and Military Affairs and conducted by experienced local PIO's.

Public Information Basics (L105)

Dates: L105 – Flagstaff Oct 18-20 (will not be in Acadis until August)

This course is designed 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 as a PIO, both in the proactive/ advocacy times and crisis/emergency response.

Prerequisite: IS – 29 (mentioned above) A full description of the Public Information Basics course can be found here: <https://www.firstrespondertraining.gov/frts/npcatalog?catalog=EMI>

All students must register at <http://dematraining.az.gov> . There is no cost for this course.

Advanced Public Information Officer Course in Maryland (E0388) or Adobe Connect (K0388)

Dates: 7/25/2022 – 8/5/2022 – K0388

This course is a combination of lecture presentations and exercises designed to apply public information skills during a major emergency or disaster situation. This week long course (you need to arrive on Sunday and return on Friday) when you take the course at the Emergency Management Institute in Emmitsburg, Maryland. It is a very thorough course and is good training.

The K0388 course through Adobe Connect is M,T, W, Th, F from 10:00 – 2:00 for 2 weeks.

If you are approved to attend, the federal government will actually reimburse your plane ticket cost, provide your lodging and the only out of pocket costs for your agency is the meal ticket (approximately \$120 for all your meals while at the facility). There are [prerequisites](#) for the course. Admissions will accept G290/291 as prerequisites until October 2023, then you will need to have the 105 Public Information Basics Course.

You can find out more at <http://training.fema.gov/emcourses/crsdetail.aspx?cid=E388&ctype=R> This course is offered in other states but you will have to pay for your lodging, contact EMI for full details.

Master Public Information Officer Course (E-389, 393, 394)

Dates: Check this [link](#) for course offerings

The Master Public Information Officer Program is a three-course series that prepares public information officers for an expanded role in delivering public information and warning using a strategic whole community approach.

The program reinforces the qualities needed to lead whole community public information/external affairs programs, provides relevant management theories and concepts, and uses case studies to enhance public information/external affairs skill sets. MPIOP participants work within a collaborative environment on projects and establish a network of peers. More information here, <https://training.fema.gov/programs/pio/masterpio.aspx>

Online training for PIO's through the CDC

Crisis and Emergency Risk Communication (CERC)

The CDC offers Crisis and Emergency Risk Communication training including the following topics; Introduction to Crisis and Emergency Risk Communication, Psychology of a Crisis, Messages and Audiences, Community Engagement, Spokesperson, Communication Channels.

<https://emergency.cdc.gov/cerc/training/archives.asp>

Reference Materials

Message mapping

https://www.orau.gov/cdcynergy/erc/content/activeinformation/resources/Covello_message_mapping.pdf

Emergency Risk Communication CDCynergy (templates, message development)

<https://www.orau.gov/cdcynergy/erc/Content/phase2/phase2.htm>

Crisis and Emergency Risk Communication resource

<https://www.orau.gov/cdcynergy/erc/Content/phase2/phase2.htm>

Questions commonly asked by the media in a crisis (Covello, 1995). The best way to access this list of 77 questions is by entering the term “Covello 77 questions” into your preferred search engine.

Countering False Information on Social Media in Disasters and Emergencies

https://www.dhs.gov/sites/default/files/publications/SMWG_Countering-False-Info-Social-Media-Disasters-Emergencies_Mar2018-508.pdf

U.S. Department of Homeland Security, Emergency Support Function 15 Standard Operating Procedure <http://www.fema.gov/media-library/assets/documents/34369>

National Incident Management System (NIMS) Basic Guidance for Public Information Officers

https://www.fema.gov/sites/default/files/documents/fema_nims-basic-guidance-public-information-officers-12-2020.pdf

Protective Action Questions & Answers for Radiological and Nuclear Emergencies

https://www.epa.gov/sites/production/files/2017-07/documents/pags_comm_tool_p9.pdf

Protective Action Area Map Templates

https://www.epa.gov/sites/production/files/2017-09/documents/protective_action_area_map_templates_09152017_w-cover.pdf

Improvised Nuclear Device and Recovery: Communicating in the Aftermath (June 2013)

http://www.fema.gov/media-library-data/20130726-1919-25045-0618/communicating_in_the_immediate_aftermath_final_june_2013_508_ok.pdf

Communicating During and After a Nuclear Power Plant Incident (June 2013)

http://www.fema.gov/media-library-data/20130726-1919-25045-1433/communicating_during_and_after_npp_incident_june_2013_secure_.pdf

Communication with the Public in a Nuclear or Radiological Emergency

<http://www-pub.iaea.org/books/IAEABooks/8889/Communication-with-the-Public-in-a-Nuclear-or-Radiological-Emergency>

7/18/2022

Nuclear Detonation Preparedness, Communicating in the Immediate Aftermath
<http://www.remm.nlm.gov/NuclearDetonationPreparedness.pdf>

Rad Resilient City <http://www.radresilientcity.org/>

Networking/Professional Organizations*

Arizona Information Officers Association (AIOA) – This is a networking group based on the Statewide PIO list maintained by the Arizona Department of Emergency and Military Affairs. Everyone who is on the list is considered a member. There are no membership fees.

- **AIOA maintains a Facebook PIO group** (Arizona PIOs). It is a closed group where PIOs can share ideas, have discussion related to all things PIO. If interested, send a friend request.

International Association of Business Communicators - [IABC](#)

National Information Officers Association - [NIOA](#)

National Association of Government Communicators - [NAGC](#)

Arizona School Public Relations Association - [ASPRA](#)

3CMA - [City-County Communications and Marketing Association](#)

PRSA – [Public Relations Society of America](#)

* Information provided to promote the public information profession. If you know of a group that should be added, please send an email to judy.kioski@azdema.gov.