



## **NEW JERSEY OFFICE OF EMERGENCY MANAGEMENT TRAINING ANNOUNCEMENT**

### **PUBLIC INFORMATION TRAINING SERIES**

A series of Public Information Courses – ranging from the beginner level to advanced - will be sponsored by the NJ Office of Emergency Management over the next several months.

Information is below. Please register ASAP, we expect these courses to fill up quickly. You may also forward this information to those who will benefit from it. If your agency works with county or external partners, they are welcome to attend.

There is no cost to attend NJOEM training courses.

Our training application is available on line at:

[http://www.ready.nj.gov/pdf/ftu\\_trainingapplic.pdf](http://www.ready.nj.gov/pdf/ftu_trainingapplic.pdf) - return it to us by fax at 609-671-0160.

A special application for the July Texas Engineering Extension Service course can be found here:

For info re: course content, contact Mary Goepfert, [lppgoepm@gw.njsp.org](mailto:lppgoepm@gw.njsp.org)

For general info re: registration procedures etc. contact Lynne Reid, NJOEM Field Training Unit, [LPPREIDL@gw.njsp.org](mailto:LPPREIDL@gw.njsp.org)

Directions and logistical information will be sent with your course confirmation.

Schedule and course descriptions below:

Public Information Officer Awareness (G289)

Date: May 17, 2011

Time: 8:30 AM - 4:00 PM

Location: Regional Operations Intelligence Center, W. Trenton

Course Manager: Mary Goepfert, External Affairs Officer NJOEM

Course Information:

The NJOEM will be conducting a training seminar on the new updated Federal Emergency Management Agency awareness training program for Public Information Officers (PIO). This course is recommended as a prerequisite for attendance at the 2-day Basic PIO Course (G290). At the end of this course, participants will be able to:

- Define emergency public information and the PIO function.
- Describe how written products are used to support public information activities.

- Describe how the PIO can work effectively with the news media to communicate emergency public information.
- Apply basic PIO skills to public awareness campaigns.

Target Audience: The primary audience for this training is individuals who have public information responsibilities as their main job or as an auxiliary function at the State or local level of government. A secondary audience for this training includes individuals who would benefit from a general understanding of the emergency public information function. This audience would include elected and other officials with responsibilities that would necessitate their working with PIOs or the news media during an emergency incident.

#### Basic Public Information Officer (G290)

Date: June 7-8, 2011

Time: 8:30 AM - 4:00 PM

Location: Regional Operations Intelligence Center, W. Trenton

Course Manager: Mary Goepfert, External Affairs Officer, NJOEM, additional instructors TBA

The NJOEM will be conducting a training seminar on the new updated Federal Emergency Management Agency training program for Public Information Officers (PIO). Prior completion of the PIO Awareness Course (G289) is recommended.

At the end of this course, participants will be able to:

- Demonstrate how to communicate emergency public information effectively in writing to the public through the news media.
- Describe actions the PIO can take to prepare for and conduct an effective interview with the news media.
- Demonstrate the ability to answer questions effectively during an on-camera interview.
- Describe how to effectively perform the responsibilities of the PIO at the scene of an incident.
- Describe the JIS/JIC concepts as they apply to the public information function in an expanding incident.
- Participate in a panel discussion with members of the news media.

Target Audience: State, County, and local emergency management and emergency services staff who have either full or part time direct responsibility for public information in their communities or departments.

#### Joint Information Systems Planning for PIOs (G291)

Date: July 15, 2011

Time: 8:30 AM - 4:00 PM

Location: Regional Operations Intelligence Center, W. Trenton

Course Manager: Mary Goepfert, External Affairs Officer, NJOEM, additional instructors TBA

Description of Event:

As an incident expands in complexity, often multiple agencies, departments, and jurisdictions may be integrated into incident management activities both at the command and coordination levels. In a multiagency response, several Public Information Officers (PIOs) may be assigned to the incident, requiring increased coordination.

The National Incident Management System (NIMS), based on best practices, recommends that responders establish:

- The Joint Information System (JIS): The JIS provides the mechanism to organize, integrate, and coordinate information to ensure timely, accurate, accessible, and consistent messaging across multiple jurisdictions and/or disciplines, including the private sector and nongovernmental organizations (NGOs).
- The Joint Information Center (JIC): The JIC is used to ensure coordination of public information during incidents that involve multiple agencies and/or jurisdictions. The Incident Command/Unified Command may use a JIC to support the gathering, verification, coordination, and dissemination of accurate, accessible, and timely information. The JIC is a central location that facilitates operation of the JIS.

This training will:

- Equip PIOs with the skills needed to establish and operate a JIS/JIC.
- Impart a working knowledge of operational practices for performing PIO duties within the NIMS multiagency coordination system.

**Target Audience:** The primary audience for this training is individuals who have public information responsibilities as their main job or as an auxiliary function at the State, county or local level of government.

Texas Engineering Extension Service (TEEX, Texas A & M) - "Public Information in a WMD/Terrorist Incident"

Date: July 21-22, 2011

Time: 8:30 AM - 4:00 PM

Location: Regional Operations Intelligence Center, W. Trenton

Delivered and managed by TEEX, Mary Goepfert is NJOEM Point of Contact

This course examines the role of public information in managing a WMD/terrorism incident and provides practical training in crisis communication techniques. In such an incident, it is imperative that community leaders, incident managers, and public information officers are prepared to communicate with the public through the news media. The course focuses on the role of public information in incident management, the information needs of the public in a crisis, and the various means of effectively communicating through the news media. Upon completion of the course, participants will understand the role of public information in a WMD/terrorism incident, and be prepared to plan and execute public information actions in the event of such an incident.

**Target Audience:** The course is designed for participants whose duties may require them to interface with news media representatives during their community's response to a WMD/terrorism incident or major disaster. Course participants who would benefit from this training include the jurisdiction's key elected officials, public information officers, key department heads, key public health and medical personnel, and emergency management officials from both the public and private sectors.

