



## Basic PIO and JIC/JIS (G290-291)



**Basic PIO and JIC/JIS (G290-291):** The course is designed for people who work with the media in times of crisis and day-to-day media relations. The program emphasizes the importance of developing a Public Information Officer (PIO) team, communications skills, leadership and working in a Joint Information Center using Joint Information Systems.

Participants engage in public speaking exercises and media interview sessions. Classroom and breakout sessions are information intensive and are designed to help participants apply principles and techniques taught in the discussions. Participants will work with representatives from the media and other agencies involved in crisis communications. The class includes certification in the FEMA Basic Public Information Officer Course (G290) and JIC/JIS (G291) courses.

### Topics Discussed:

- Crisis Communication Skills
- Today's Media Environment
- Developing and Delivering Key Messages
- Interview Techniques
- Developing News Releases
- Developing an EPIO plan
- Social Media
- Conducting News Conferences
- Joint Informations Systems (JIS)
- Joint Information Centers (JIC)
- Legal Issues and the PIO
- Interview Labs
- PIO Team Exercises

NOTE: This course is eligible for the use of Homeland Security Grant Program SHSP, UASI, LETPP. Homeland Security Grant funds may cover the cost of registration, travel, lodging and per diem only.

**Course Length:** 32 hours  
**Course Code:** G290-291

For the course schedule visit [www.caloes.ca.gov/CSTI](http://www.caloes.ca.gov/CSTI)

Find us online @ [www.caloes.ca.gov/CSTI](http://www.caloes.ca.gov/CSTI)  
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## About CSTI

CSTI has evolved into a statewide enterprise with responsibility for supporting training, exercises and education in a wide variety of public safety areas including but not limited to; emergency management, homeland security, hazardous materials, disaster recovery and crisis communications.

**For more information regarding this or other courses we offer, please call:**

**(805)549-3535**

**Email us at:**

**[CSTIinfo@caloes.ca.gov](mailto:CSTIinfo@caloes.ca.gov)**

## COURSE SCHEDULE

### JOIN OUR MAIL LIST

[WWW.CALOES.CA.GOV/CSTIUPDATES](http://WWW.CALOES.CA.GOV/CSTIUPDATES)

**Camp San Luis Obispo  
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93405-7605**



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