



## Basic Public Information Officer and Joint Information Center / Joint Information System



**Basic Public Information Officer and Joint Information Center/ Joint Information System (G290-291):** This course is the first in a three part series of Public Information Officer Basic training. 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.

### 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 Information 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

## 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) 594-2100**

Email us at:

[CSTInfo@caloes.ca.gov](mailto:CSTInfo@caloes.ca.gov)

Find us online by visiting:

[www.caloes.ca.gov/CSTI](http://www.caloes.ca.gov/CSTI)

**COURSE SCHEDULE**

**JOIN OUR MAIL LIST**

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