



# DuPage County

Office of Homeland Security & Emergency Management

## G0290: Basic Public Information Officer course

**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 federal, state, local, tribal or territorial level of government, and in the private and nongovernmental sectors.

**Goal of the G0290 course:** This two-day course will consider the value of communication before, during and after an incident. It will help PIOs identify critical audiences, both internal and external.

**November 5<sup>th</sup> – November 6<sup>th</sup>, 2019 from 8:30am – 4:30pm**

### Course Objectives

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

Course Location:  
Bensenville Police Station  
[345 E Green Street](#)  
[Bensenville, Illinois 60106](#)

**To register for this NO COST training course?**

<https://www.eventbrite.com/e/fema-g0290-basic-pio-public-information-officer-tickets-63019031620>

Questions about this training, contact Kevin Sur at [kevin.sur@dupageco.org](mailto:kevin.sur@dupageco.org)