



G-0290: Basic Public Information Officer

COURSE OBJECTIVES:

- Explain why Emergency Public Information is important during an incident
- Recognize the functional needs and challenges of different audiences
- Demonstrate the role and function of the PIO in both day-to-day and emergency environments
- Compare actions PIOs can take to work with the news media
- Using the strategic communications planning model, develop a public awareness campaign
- Using the strategic communications planning model, develop an incident communications strategy
- Using 95% activity scenarios, demonstrate public information skills in the areas of writing, on-camera interviews, media relations, and social media campaigns
- During an emergency or crisis situation, demonstrate public information skills
- Update the public information training goals

Target Audience:

- emergency responders
- law enforcement
- public information/media specialist
- emergency management
- public safety communications

COURSE DATES/TIME:

January 13 & 14, 2026 8a to 4p

EMCC - Bangor

A light breakfast and lunch will be provided!

REGISTRATION LINK

Jointly Hosted by:
Hancock County EMA
Penobscot County EMA
Waldo County EMA