



**FEMA**

Emergency Management Institute



# Public Information Officer (PIO) Regional Workshops

## Two FEMA Emergency Management Institute Courses

### IS-29: Public Information Officer Awareness

Workshop includes:

- EAS
- IPAWS
- Public call taking
- PIO/Press Releases
- Social Media

Sponsored by the Nevada Public Warning/Public Information Initiative



### IS-702.A NIMS Public Information

Actual incident case studies  
lessons learned



## Three Regional Workshop Locations

**Southern Nevada  
Las Vegas**

**June 5-6, 2013**

Tuscany Hotel

255 E. Flamingo Road  
Las Vegas, NV 89169

**Eastern Nevada  
Elko**

**August 7-8, 2013**

Great Basin College

1500 College Parkway  
Elko, NV 89801

**Northern Nevada  
Reno**

**September 10-11, 2013**

Washoe County EOC

5195 Spectrum Blvd.  
Reno, NV 89512

Register to attend online at [www.nvcrisiscommunicators.org](http://www.nvcrisiscommunicators.org)

# Workshop Agenda and FEMA Training Schedule

## DAY ONE—FEMA IS-29 Public Information Officer Awareness

8:30 am to 9:00 am	Registration and Check-in	
9:00 am	Welcome and Introductions	Steve Hermann, Huntsville Training Associates (HTA)
9:00 am to 10:00 am	Project Update	Aaron Kenneston, Project Director
10:00 am to 10:30 am	Update on Nevada Emergency Alert System (EAS)	Adrienne Abbott-Gutierrez, State Chair
10:30 am to 10:45 am	Break	
10:45 am to 11:00 am	Update on 211	Aaron Kenneston, Project Director
11:00 am to 11:30 am	Understanding the Public Information Officer Role	Steve Hermann & Bill Henle (HTA)
11:30 am to 1:00 pm	Training/Working Lunch	
1:00 pm to 2:30 pm	Using Tools and Resources and Communicating Effectively	Steve Hermann & Bill Henle (HTA)
2:30 pm to 2:45 pm	Break	
2:45 pm to 3:30 pm	Preparing the Community and Communicating During an Incident	Steve Hermann & Bill Henle (HTA)
3:30 pm to 4:30 pm	Incident Case Studies	Steve Hermann & Bill Henle (HTA)
4:30 pm	Day One Training Concludes	

## DAY TWO—FEMA IS-702.A NIMS Public Information

8:30 am to 9:00 am	Registration and Check-in	
9:00 am to 10:30 am	NIMS Public Information System	Steve Hermann & Bill Henle (HTA)
10:30 am to 10:45 am	Break	
10:45 am to 11:30 am	Joint Information System (JIS) and Joint Information Centers (JIC) Operations	Steve Hermann & Bill Henle (HTA)
11:30 am to 12:30 pm	Training/Working Lunch Break	
12:30 pm to 2:00 pm	Agencies, Resources, and Terms	Steve Hermann & Bill Henle (HTA)
2:00 pm to 2:15 pm	Break	
2:15 pm to 3:00 pm	Incident Case Studies	Steve Hermann & Bill Henle (HTA)
3:00 pm to 3:30 pm	Training Review and Wrap-Up	Aaron Kenneston, Project Director

### Workshop Leaders Huntsville Training Associates (HTA)

**William A. Henle, CHMM**, has over 36 years experience teaching hazardous materials and responding to hazardous materials incidents. Recently retired from Portland Fire and Rescue, Bill was their Hazardous Materials Coordinator the last 18 years. He is a Certified Hazardous Materials Manager (CHMM), Certified Hazardous Materials Instructor, and has a B.A. degree in Education from Parsons College. He has responded to over 1,000 hazardous materials incidents, including over 300 clandestine drug labs and was responsible for all hazardous materials response operations and training for the 700 person fire department, where he was also the Team Leader for the full-time Hazmat Response Team.

He was the Chair of the State Hazmat Teams Advisory Group, and served four years as Lead Instructor in the Fire Science Technology program at Portland Community College. He has five years experience in the private environmental response field where he supervised and managed projects including emergency response to train derailments, tunnel and chemical fires, and tanker accidents. Mr. Henle has ten years previous experience at two Illinois fire departments where he taught physical science and worked as a paid on call firefighter, engineer and chief as well as teaching Fire Science part time at a local community college.

He has provided specialty training for a local Explosives Disposal Unit (EDU), FBI (Oregon) plus other law enforcement and related agencies, and been a Presenter and Lecturer at various national hazardous materials conferences across the U.S. including the International Hazmat Teams Conference, the International Fire Instructors Conference, the Certified Hazardous Materials Managers Conference, and the Continuing Challenge. He has taught NIMS for numerous civilian police and fire agencies, U.S. Air Force bases, and the U.S. Postal Service. He has four years experience as an Adjunct Instructor for the National Fire Academy.

**Stephen L. Hermann CEM** recently retired as the Hazardous Materials Coordinator for the Arizona Department of Public Safety, and Arizona's senior State-on-Scene-Coordinator for hazardous materials emergency response. He has supervised over 120 serious hazardous materials highway and rail incidents over the past 35 years; has participated in raiding over 150 clan drug labs; and published over 130 articles in all of the major police, fire, and environmental magazines.

Mr. Hermann is a Senior Executive Fellow of the John F. Kennedy School of Government, Harvard University. His Bachelor of Science degree is in Explosives Technology, and he is a graduate of the U.S. Naval School Explosive Ordnance Disposal, United States Army Command and General Staff College, and the U.S. Army War College. He is a retired Army Chemical Corps Colonel in the USAR. He was awarded the Certified Emergency Manager (CEM) credential by the International Association of Emergency Managers.

He served seven years at Scottsdale Fire Department, the last 5 as Public Information Officer. He is past National Chairman of COHMED, the national organization of state and local hazardous materials enforcement officers. Steve was a script reviewer and participated in field testing for the National Fire Protection Association's videotape, "**BLEVE Update**"; and consultant to the Institute of Makers of Explosives for their video "**Responding to Trucking Incidents Involving Commercial Explosives**".

Steve has testified before subcommittees of both the U.S. House of Representatives and the United States Senate. He taught at Scottsdale Community College over 20 years, and is the author of three books dealing with hazardous materials accidents and explosives. He was Commandant of the Arizona Military Academy for the Arizona Army National Guard; formerly the State Chemical Officer, and commanded a cobra Attack Helicopter Battalion. He has guest lectured at the National Fire Academy, Arizona State University and the University of Arizona.

# IS-29: Public Information Officer Awareness

## Course Dates

June 5, 2013

August 7, 2013

September 10, 2011

## Take Optional Final Exam Online

Please note that the **FEMA Independent Study (IS)** Program does not accept the **FEMA Student Identification Number (SID)** when completing your test. Please use your **Social Security Number (SSN)** as directed in the test form. Those individuals that do not wish to use their SSN may request an Alternate ID number.

## Course Overview

This course covers basic information about the role of a State or local Public Information Officer. The goal of this awareness course is to provide an orientation to the public information function and the role of the Public Information Officer (PIO) in the public safety/emergency management environment.

The topics addressed in this course include:

- Understanding the PIO role
- Using tools and resources
- Communicating effectively
- Preparing the community
- Communicating in an incident

## Course Objectives:

Upon completing this course, the participant will be able to:

- Describe the role and function of the Public Information Officer (PIO)
- Describe the target audiences for the PIO
- List the skills needed to be an effective PIO
- Describe traditional media available for communication
- Describe evolving media tools for communication
- Describe how to effectively communicate orally and through written products
- Describe how to have a successful relationship with the news media
- Define a public awareness campaign
- Describe how to develop and execute a public awareness campaign
- Describe the role of the PIO in an emergency
- Describe how to manage the news media at the scene of an incident

## Primary Audience

This course is designed for new or less experienced State or local Public Information Officers (PIOs) or those who have this role as a secondary function.

## Prerequisites

None

## CEUs:

0.2

## Course Length:

2-3/4 hours

# IS-702.A: National Incident Management System (NIMS) Public Information Systems

## Course Dates

June 6, 2013

August 8, 2013

September 11, 2013

## Take Optional Final Exam Online

Please note that the **FEMA Independent Study (IS) Program** does not accept the FEMA **Student Identification Number (SID)** when completing your test. Please use your **Social Security Number (SSN)** as directed in the test form. Those individuals that do not wish to use their SSN may request an Alternate ID number.

## Course Overview

The National Incident Management System (NIMS) provides a consistent nationwide template to enable all government, private-sector, and nongovernmental organizations to work together during domestic incidents. This includes public information.

The public information systems described in NIMS are designed to effectively manage public information at an incident, regardless of the size and complexity of the situation or the number of entities involved in the response.

Note: IS-702.a is an updated version of the IS-702 course. If you have successfully completed IS-702, you may want to review the new version of the course. For credentialing purposes, the courses are equivalent.

## Course Objectives:

The goal of this course is to facilitate NIMS compliance by providing you with the basic information and tools that you need to apply NIMS public information systems and protocols during incident management.

At the conclusion of this course, you should be able to:

- Define NIMS public information systems to include onsite operations, the Joint Information System (JIS), and the Joint Information Center (JIC), and how they relate to each other.
- Describe the JIS/JIC process of gathering, verifying, coordinating, and disseminating information by public information and incident management personnel.
- Identify each agency involved in given emergency situations and the role of each in the JIS to ensure appropriate situational awareness information is communicated to the public.
- Define key terms related to public information systems to include the relationship with multiagency coordination systems and the field.
- Identify typical resource requirements for public information systems.

## Primary Audience

This course is designed for local and State public information officers.

## Prerequisites

N/A. However, completion of IS 700.a – National Incident Management System (NIMS), An Introduction is recommended.

## CEUs:

0.3

## Course Length:

3-3/4 hours

# General Information

## How to Register for the Training

The same workshop will be held in three different locations around the state of Nevada. Please register for a workshop that is closest to your region.

1. Go online at [www.nvcrisiscommunicators.org](http://www.nvcrisiscommunicators.org)
2. Click on the register button
3. Complete the registration form and you will receive an attendee confirmation.

## Certificates of Completion

A Certificate of Completion for each FEMA session will be issued to attendees by Washoe County Emergency Management.

## Meals

Lunch will be provided each day as part of the training session that will be conducted during the lunch break.

## Optional FEMA Online Test

In addition to the Washoe County Emergency Management Certificate of Completion for each FEMA session, attendees are eligible to receive a separate FEMA Certificate for each FEMA session. Instructions will be issued during the workshop on how to complete the optional FEMA online test and receive FEMA CEU's.

## Travel Guidelines

Please review the travel guidelines that are noted on your attendee confirmation form when you register. For travel related questions and/or reimbursements, please contact:

Cathy Ludwig 775-337-5859  
[cludwig@washoecounty.us](mailto:cludwig@washoecounty.us)



This training is funded by a State of Nevada Department of Homeland Security grant.

## Training Locations:

### Southern Nevada

#### Las Vegas

June 5-6, 2013

Tuscany Hotel

255 E. Flamingo Road

Las Vegas, NV 89169

702-893-8933

### Northern Nevada

#### Reno

September 10-11, 2013

Washoe County EOC

5195 Spectrum Blvd.

Reno, NV 89512

775-337-5859

### Eastern Nevada

#### Elko

August 7-8, 2013

Great Basin College

1500 College Parkway

Elko, NV 89801

775-738-8493

## Hotel Information

Attendees are on their own for making hotel reservations. The hotels noted below are listed as a courtesy for booking room reservations. Please check with the hotel for current rates.

### Las Vegas

**GSA Lodging Per Diem Rate is \$99.00**

#### Tuscany Hotel Suites

255 E. Flamingo Road

Las Vegas, NV 89169

702-893-8933

### Elko

**GSA Lodging Per Diem Rate is \$77.00**

#### Group Code: Washoe County Emergency Management

Red Lion Hotel—\$99.00 room rate | 1-800-545-0044

Gold Country Inn—\$77.00 room rate | 1-800-621-1332

High Desert Inn—\$77.00 room rate | 1-888-394-8303

### Reno

**GSA Lodging Per Diem Rate is \$94.00**

Please call hotels directly for current rates.

Atlantis Casino Resort 775-825-4700

Circus Circus 775-329-0711

Grand Sierra Resort 775-789-2000

Peppermill Hotel 775-826-2121

Silver Legacy 775-329-4777