



Is Your PIO Team Ready...  
For Your Community's Next Crisis?

## PIO Team JIC/JIS Workshop: DHS Approved

The Department of Homeland Security (DHS) will reimburse the cost of this PIO Team JIC/JIS Workshop using SHSP, UASI, LETPP, MMRS, & CCP grant funds.

This 2-day workshop\* covers: design and function of a Joint Information Center (JIC); Joint Information System (JIS) team training, organization, and functions (ICS/SEMS/NIMS design). Participants experience hands-on involvement in all primary functions of emergency public information: gathering, writing, production and analysis; dissemination; and field information.

The principles Media Survival Group pioneered in this course have been adopted by numerous organizations, including FEMA and the DHS.

In addition to traditional media training based on years of expertise, our constantly current trainers will bring participants up-to-speed on "The New Media." We'll help you position your agency to take advantage of the Internet's many tools (including Twitter, Facebook, RSS, blogs & podcasts), to get your message to your target audiences.

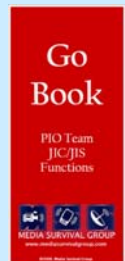
### Media Survival Group (MSG)...

is a consortium of communicators with years of high level crisis experience in multi-agency joint information systems. We can help you and your agency survive a crisis and inform the public you serve. We specialize in public information officer team training and joint information center training.

\*Listed in the DHS training catalog as: "Public Information Officer/Joint Information Center Training Course" - CA-048-RESP

### What You Get:

- ◆ The **Workbook**, which combines course materials and a reference guide including key support documents.
- ◆ The pocket-sized **Go Book**, to assist you throughout your career whenever you're called upon to work in a JIC/JIS. It includes a checklist for setting up a JIC and keeping it running, and serves as a tool to document your organization's crisis response.
- ◆ A **Certificate of Completion**, bearing the Department of Homeland Security logo, signifying completion of this NIMS-compliant course.



Our workshops can be custom designed if you need specialized training!  
Contact us at (916) 402-1235, or on the web at:  
[www.mediasurvivalgroup.com](http://www.mediasurvivalgroup.com)