



*Citizens are scared.  
The media are  
knocking at your  
door.  
What will you tell  
them?*

*Is your public  
information staff  
ready for a major  
incident?  
Do you know all the  
resources that are  
available to you?*



## PUBLIC INFORMATION ASSIST TEAM

The Public Information Assist Team is an element of the Coast Guard Incident Management Assistance Team, available to help Federal On-Scene Coordinators meet their communication needs during an incident. The PIAT is a four-person team that provides crisis communications expertise during oil spills, hazardous material releases, marine accidents, natural disasters and terrorism or WMD incidents.

PIAT members are highly trained communicators and experts in establishing and managing the NIMS-compliant Joint Information Center. The JIC is a central location that facilitates public information responsibilities during an incident. The PIAT responds to incidents prepared to staff all levels of the JIC, including Public Information Officer and Assistant Public Information Officer positions.

PIAT members also teach risk communication techniques and Joint Information Center organization to Coast Guard, other federal, state and local agencies, and industry personnel. The PIAT also helps develop federal and industry-led pollution response exercises, and can act as coaches and evaluators during the exercises.

### **Services the PIAT Provides:**

- Public information support for incident commanders
- JIC establishment and management
- JIC organization, staffing
- Photo/Video documentation
- JIC training
- Risk Communication training

### **To Request the PIAT for Response:**

Call the IMAT Command Duty Officer at **(757) 448-5572**.

### **To Schedule Joint Information Center or Risk Communication Training:**

Call the PIAT at **(757) 858-4290**.



*Your agency is working in a joint response. The Incident Command System is in place. How will you communicate the command's objectives?*



## RISK COMMUNICATION TRAINING

The Public Information Assist Team offers risk communication training covering basic theories, strategies and tactics. The curriculum is designed for public information professionals and anyone who may need to communicate in a risk or crisis situation.

The training is a mix of lecture, class discussion, practical exercises and case studies.

**Topics covered include:**

- Theories of risk communication
- Skills and tools for risk communication
- Risk communication scenarios
- Role of media in risk situations
- Stakeholder outreach
- Using community input
- Communication implications for risk management



## JOINT INFORMATION CENTER TRAINING

Establishing a Joint Information Center (JIC) as part of the Incident Command System (ICS) is the most effective means of meeting federal requirements for public information and can make the difference between the public perceiving your incident to be under control or in chaos.

PIAT JIC training is NIMS-compliant and geared to responders who will work at the incident command post level. The training is designed to teach you how to establish and manage a JIC. Special attention is paid to the Public Information Officer (PIO) position and responsibilities and how JIC staff positions help the PIO carry out those responsibilities.

You will leave the training with an understanding of what a JIC is, how it fits into ICS and how a JIC is managed.

The curriculum is designed for anyone who might be a member of a joint agency public information team or communicating with the media and the public during an incident. You should have at least some familiarity with NIMS ICS before the course begins.

## ADDITIONAL INFORMATION

**Duration:** The training is flexible depending on your needs. We offer full and half-day classroom sessions.

**Logistics:** Training should be scheduled at least one month in advance.

The host agency should provide primary and secondary training date, a facility for the training and logistical support.

*To schedule training, call us at (757) 858-4290 or e-mail Chief Warrant Officer Kimberly Smith at [Kimberly.R.Smith@uscg.mil](mailto:Kimberly.R.Smith@uscg.mil).*

*To request the PIAT assistance for a response contact the IMAT Command Duty Officer at (757) 448-5572.*

