



# Information Assistance for the response community





## Public Information Assist Team

National Strike Force Coordination Center  
1461 N. Road St.  
Elizabeth City, NC 27909  
P. (252) 331-6000  
F. (252) 331-6012  
[www.strikeforcenews.com](http://www.strikeforcenews.com)

**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 National Strike Force, 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 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 acts 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 Communications training

### To Request the PIAT for Response:

Call the National Strike Force Coordination Center  
**(252) 331-6000** or  
the National Response Center  
**(800) 424-8802**



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**Your agency is working in a joint response. The Incident Command System is in place.**

*How will you communicate the command's objectives?*



# 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.

**Duration:** The training is flexible depending on your needs. The typical lecture is four hours followed by an exercise lasting four hours.

**Logistics:** Training should be scheduled at least one month in advance. The host agency should provide primary and secondary training date and logistical support.

To schedule training, call us at **(252) 331-6000 x3026** or e-mail Chief Warrant Officer Amy Midgett at [Amy.Midgett@uscg.mil](mailto:Amy.Midgett@uscg.mil) or Petty Officer Matt Schofield at [Matthew.R.Schofield@uscg.mil](mailto:Matthew.R.Schofield@uscg.mil)

### Topics Covered Include:

- JIC positions and responsibilities
- JIC structure
- JIC processes
- JIC products
- JIC/ICS forms

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

### Pre-Requisites:

- ICS 100, 200
- IS 700, 800

Online classes are available at

<http://training.fema.gov/IS/>



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**Citizens are scared.  
The media are knocking at  
your door.**

*What will you tell them?*



# Risk Communications Training

The Public Information Assist Team offers Risk Communications 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.

**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 **(252) 331-6000 x3026** or e-mail Chief Warrant Officer Amy Midgett at [Amy.Midgett@uscg.mil](mailto:Amy.Midgett@uscg.mil) or

Petty Officer Matt Schofield at [Matthew.R.Schofield@uscg.mil](mailto:Matthew.R.Schofield@uscg.mil)

## Topics Covered Include:

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

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



# PIAT Significant Responses


 - Oil Spill

 - Floods

 - Vessel Grounding

 - Airplane Crash

 - Hurricane/Typhoon

 - Other

## 1995

 *Opal*, Pensacola, Florida

## 1996


 *Julie N*, Maine

 *Cape Mohican*, San Francisco

 *TWA Flight 800*, East Moriches, N.Y.


## 1997

 *Kiroshima*, Alaska

 *Red River*, North Dakota

## 1999

  *New Carissa*, Coos Bay, Ore.


 *Egypt Air Flight 990*, Nantucket, Mass.


  *Floyd*, North Carolina

 *Sergo Zakariadze*, San Juan, Puerto Rico


## 2000

 *Patuxent River*, Eagle Harbor, Md.

 *Alaska Airlines*, Port Huneme, Calif.

 *Westchester*, New Orleans

 *Wild Turkey Bourbon Spill*, Henderson, Ky.

 *Coal Slurry Spill*, Inez, Ky.

## 2001

  *Jessica*, Galapagos Islands, Ecuador

 *Sept. 11*, New York/Washington, D.C.

 *CSX Train Derailment*, Baltimore

  *Allison*, Houston

## 2002

 *Rouge River*, Detroit

 *Lili*, Texas/Louisiana

 *Cooper River*, Charleston, S.C.

## 2003

 *Staten Island Barge explosion*, New York

 *Space Shuttle Columbia*, Texas

 *Bouchard Barge*, Buzzard's Bay, Mass.

## 2004

 *Capitol Hill Ricin response*, Washington, D.C.

 *Bow Mariner explosion*, Virginia coast

 *Ajmanz*, Guam

 *Ivan*, Alabama/Florida

 *Athos I*, Philadelphia

  *Selendang Ayu*, Alaska

## 2005

    *Katrina*, Gulf Coast


## 2006

 *Citgo*, Lake Charles, La.

 *Ioke*, Wake Island


 *Contamination of former CG LORAN Station*, Gagil, Yap, Micronesia

## 2007

 *Cosco Busan*, San Francisco

## 2008


 *DM 932*, New Orleans

 *Ike*, Texas/Louisiana

## 2009

 *Chemical Supplier*, Houston

 *Asian Carp Electric Barrier*, Chicago

 *Dubai Star*, San Francisco

 *South Padre Island Tar Balls*, South Padre Island, Texas

## 2010

 *Deepwater Horizon*, Gulf Coast

 *Port Arthur Oil Spill*, Port Arthur, Texas

 *PETN Explosives Spill*, Morehead City, N.C.

 *Princess Kathleen*, Juneau, Alaska