



## FEMA- Emergency Management Institute Higher Education Program & National Training Liaison

*Presents Webinar Series- Session VI*

### *“Understanding the Basic Relationship between Public Information Officers and Journalists”*

**February 24, 2016      1:30 – 2:30 p.m. EST**

The webinar will provide college level emergency management and homeland security educators with a basic understanding of the relationship between Public Information Officers and Journalists.

Ed McDonough, Maryland Emergency Management Agency, will discuss why emergency managers and PIOs need the media and what we expect from the media. Stacey Cohan, freelance journalist, will go over the "mind of the media" to help participants better understand how journalists work and think to better know what is needed and why. Stephen Carter, Mid-Atlantic Center for Emergency Management, Frederick Community College, will moderate.

#### **Learning Objectives:**

1. Students need to have a basic understanding of how the process works.
2. Students will need to know where to find PIO professionals in the municipal, county or state government where they might work; in the private sector, corporation or hospital; or in the non-governmental agency.
3. Understand the importance of all colleges and universities offering emergency management, homeland security and related programs provide one or more PIO/risk communications courses

Participants are asked to register in advance for the online webinar. Closed captioning will be provided.

**The registration link is:** <https://fema.connectsolutions.com/urbpj2016/event/registration.html>

For additional information: Contact Wendy Walsh, EMI Higher Education PM- [wendy.walsh@fema.dhs.gov](mailto:wendy.walsh@fema.dhs.gov)

