

# EMERGENCY MANAGEMENT INSTITUTE

NATIONAL EMERGENCY TRAINING CENTER • EMMITSBURG, MD 21727



FEMA

**\*\* REVISED \*\***

## **Course: *E389 Master Public Information Officer (Pilot)***

**This is an update to the announcement dated March 28, 2012. Please note the changes in the “To Apply” section of this opportunity.**

### **Course Date:**

Pre-course Webinar -- to be determined

E389 - Master Public Information Officer (PIO) at  
Emergency Management Institute (EMI)  
August 6-10, 2012

Post-course Webinar -- to be determined

### **Class Length:**

Five-days plus pre-course and post-course Webinars

### **Course Description:**

The PIO Master-Level course provides PIOs with National Incident Management Systems (NIMS) guidance, management, leadership tools, and techniques to use during disasters. It addresses larger coordination efforts needed for events requiring communication at the regional, tribal, State, and Federal levels.

Participants will complete a final project research paper based on one of the activities in the course. The project should also meet the participant's interest and jurisdictional needs. Sample project topics include:

- A Limited English Proficiency (LEP) Plan for the student's jurisdiction;
- A policy for social media plan for their jurisdiction; and
- A Joint Information Center (JIC) Plan for their jurisdiction

### **Course Objectives:**

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

- Review the role of the PIO as it relates to emergency public information;
- Effectively lead, manage, and motivate a Joint Information System (JIS)/JIC considering policy, resources, personnel, and communication issues;
- Manage community and stakeholder relationships successfully;
- Employ techniques to reach the whole community;
- Develop insights and communication strategies to navigate community politics;
- Identify emerging tools and technologies to assist the PIO; and
- Demonstrate advocacy skills as a PIO.

### **Prerequisites:**

- G290 Basic Public Information Officer
- G291 Joint Information System/Joint Information Center Planning for tribal, State and local PIOs
- E388 Advance Public Information Officer

\*Advanced Incident Command System Training is recommended, but not required.

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**Course Topics:**

The topics addressed in this course include:

- JIS/JIC Business Management
- Leadership
- Stakeholder Relationship Management
- Communication Strategy

**Target Audience:**

The target audience includes experienced Federal, tribal, State, and local, or government PIOs who have worked previously in a JIS/JIC setting, and who are or will be serving in a leadership role within the JIS/JIC.

Applicants must have:

- Served in the position of PIO for a minimum of three years.

**To Apply:**

Applicants are encouraged to carefully review all selection and application elements before submitting their application package.

Applicants should provide to course manager by April 30, 2012 the following material:

- **Writing sample** (example: piece of your professional writing as a PIO).
- **An essay** of no more than 500 words that explains why you would like to be considered for admission into this course. The essay should conform to the APA writing style.
- **Recommendations** (at least two) from a supervisor and/or a peer. Indicate any waivers of prerequisites you received for previous training or any specific reason for not completing a prerequisite course. Recommendations should address the following:
  - Why should the applicant be considered for admission into this course?
  - What will the applicant gain from the course?
  - What will the applicant contribute to the course?
  - What will be the applicant’s potential impact on his or her organization?

Applicants that meet the above criteria will be notified by the course manager no later than May 31, 2012. Once notified, applicant must complete a FEMA Form 119-25-1, General Admissions application with student signature and signature of supervisor or sponsoring agency official. Submit the application through the State Emergency Management Training Officer who will mail, scan, or fax it to:

Admissions (Room I-216)  
National Emergency Training Center (NETC)  
16825 South Seton Avenue  
Emmitsburg, MD 21727-8998  
Phone: (301) 447-1035  
Fax: (301) 447-1658  
Email: [netc-admissions@fema.dhs.gov](mailto:netc-admissions@fema.dhs.gov)

FEMA regional employees should submit their application to their Regional Training Manager (RTM). Tribal representatives can submit their application directly to NETC Admissions Office.

The need to attend this training must be documented in **block 16** of the application. For further enrollment information, refer to the EMI web site at <http://training.fema.gov/apply>.

**EMI Point of Contact:**

For course information, contact the EMI course manager, Phil Politano, (301) 447-1343, or 1-800-238-3358 ext 1343 or email: [philip.politano@fema.dhs.gov](mailto:philip.politano@fema.dhs.gov).

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