



L0388 Advanced Public Information Officers

Course Date:

November 5-9, 2018

Travel Dates:

November 4 and November 9/10, 2018

Course Length:

This course is five (5) days in length.
Class time: 8:00am to 5:00pm each day.
Registration: 7:45am to 8:00am

Location:

Ohio Emergency Management Agency
2855 West Dublin Granville Road
Columbus, Ohio 43263

Course Description:

The Advanced Public Information Officer Course provides participants the knowledge and skills to establish, manage and work within a joint information center (JIC) through multimedia lectures and individual and group activities. The training allows participants the opportunity to apply advanced public information skills during a multi-day functional exercise (FE) designed to test the participants' abilities to analyze, coordinate, process and create information in a fast-paced, realistic environment.

Through a tabletop exercise (TTX), participants evaluate their processes to help them generate new ideas, products, or ways of viewing challenges or situations as well as improve their processes ensuring every action has a measurable relevance for each identified audience, including senior leadership.

Course Goal:

Upon completion of the course, the participants will be able to:

- Review assigned JIC role for the Functional Exercise. (Unit 1)
- Apply current crisis communications methodologies to community audiences during an incident. (Unit 2)
- Analyze the characteristics of the changing American family and how the media and fear play a role in shaping communication goals and messages. (Unit 3)
- Conduct an analysis of personal and organizational disaster response readiness. (Unit 4)
- Relate the Incident Action Planning (IAP) process to the External Affairs 8-Step Strategic Communications Model. (Unit 5)
- Demonstrate the ability to work in a JIC by actively contributing to exercise tasks and products as specified in the exercise objectives through exercise play. (Unit 6)
- Write strategic communications plans in an all-hazards environment. (Unit 7)
- Complete a professional improvement plan. (Unit 8)

Prerequisites:

1. IS-42 Social Media in Emergency Management
2. IS-100.b Introduction to Incident Command System (ICS) (or ICS course for specific specialty: healthcare, public works, etc.)
3. IS-200.b ICS for Single Resources and Initial Action Incidents (or discipline specific course)
4. IS--201 Forms Used for the Development of

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- the Incident Action Plan (waived if ICS-300 completed)
5. IS-247.a: Integrated Public Alert and Warning System (IPAWS) or either IS-248 Integrated Public Alert and Warning System (IPAWS) for the American Public or IS-251 Integrated Public Alert and Warning System (IPAWS) for Alerting Authorities
 6. IS-700.a National Incident Management System (NIMS), an Introduction
 7. IS-702.a NIMS Public Information Systems
 8. IS-800.b National Response Framework, An Introduction
 9. G0289 Public Information Officer Awareness Training (or IS-29 PIO Awareness on-line course)
 10. G0290 Basic Public Information Officers Course (or S203 Public Information Officer or E/L 952 All Hazard Incident Management PIO).
 11. G0291 Joint Information System/Joint Information Center Planning for Tribal, State and Local PIOs (may be waived with written request of Course Manager).

Recommended Prerequisites:

1. ICS-300: Intermediate Incident Command System for Expanding Incidents
2. IS-120.a An Introduction to Exercises
3. IS-242.b Effective Communication
4. IS-650.a Building Partnerships with Tribal Governments
5. IS-660 Introduction to Public-Private Partnerships
6. IS-909 Community Preparedness: Implementing Simple Activities for Everyone

Continuing Education Units (CEUs):

The Emergency Management Institute (EMI) awards 3.2 CEUs for completion of this course.

Target Audience:

The target audience for this course is public information personnel who have completed the prerequisites listed in the Prerequisites section above and/or pre-course knowledge check. The "G" course requirements can be waived for those individuals who have extensive experience in public information activities. Written requests for waivers must be submitted to the National Emergency Training Center (NETC) Admissions Office.

If you already attended the 388 course prior to 2012, you are eligible to retake this redesigned version of the training.

To Apply:

Complete a [FEMA Form 119-25-1](https://training.fema.gov/apply/119-25-1.pdf?d=2014-12-9), General Admissions Application found at: <https://training.fema.gov/apply/119-25-1.pdf?d=2014-12-9>

Please complete student signature and signature of the supervisor or sponsoring agency official. Applications will be collected at the start of training.

Once you complete registration with the state, provide the following information to sctraylor@dps.ohio.gov :

- Name
- Email
- Telephone Number
- Organization
- Job / Position Title
- Address including city/state/zip
- Discipline (Police, Fire EMS, Health, Local Government, etc.)

This information is necessary for course exercise role assignment to be completed prior to the start of the class.

Scan the QR Code, or click the link to get information on how to apply for EMI courses:

Potential Students:

FEMA does not provide stipend reimbursement for off-campus course deliveries. You will be responsible for all associated travel costs. There is no charge for the training.

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

Notice to Applicants for EMI courses:

Individuals applying for EMI classes will be required to register using the FEMA Student Identification (SID) number. This number will be used in place of the Social Security Number (SSN) on your application form. **The SSN is no longer required.**

How do I obtain my FEMA SID number?

Step 1: [To register](#), go to

<https://cdp.dhs.gov/femasid>

Step 2: Click on the "Register for a FEMA SID" button on screen.

Step 3: Follow the instructions and provide the necessary information to create your account.

Step 4: You will receive an email with your SID number. You should save this number in a secure location.

Lodging:

Ohio EMA will pay for lodging for Ohio residents (non-federal and non-private business employee) contingent upon completion of the course. The agency only provides lodging for Ohio residents commuting 45 miles or more away from their home and office to the training location. Lodging reservation details and directions are provided upon enrollment. Meals, Per Diem and all other travel expenses are the responsibility of the student or the parent organization.

EMI Point of Contact:

For additional information contact the course manager, [Phil Politano](#) at (301) 447-1343 or email Philip.Politano@fema.dhs.gov.

For additional information visit the [Public Information \(PIO\) website](#) (<http://training.fema.gov/programs/pio/>).

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