



## Course: Master Public Information Officer Program (MPIOP) Overview/FY20 Application Process

### Course Dates:

1. E0389 Master Public Information Officer. The first four-day session is scheduled:  
**December 9-12, 2019**
2. E0393 Master Public information Officer – Part Two. The second session has three (3) scheduled dates. Participants must choose one session. *Indicate preferred dates in order of priority.* Class size is limited.
  - Dates are:
    - **January 27-31, 2020**
    - **April 27-May 1, 2020**
    - **August 3-7, 2020**
3. E0394 Master Public Information Officer – Part Three. The third session is scheduled:  
**September 21-24, 2020**

### Travel Dates:

**E0389:** December 8 and 14, 2019

**E0393:**

- January 26 and February 1, 2020
- April 26 and May 2, 2020
- August 2 and 8, 2020

**E0394:** September 20 and 25, 2020

### Course Length:

- E0389 – 4 days
- E0393 – 5 days
- E0394 – 4 days

### Location:

All classes are held on campus at:  
Emergency Management Institute (EMI)  
National Emergency Training Center (NETC)  
Emmitsburg, Maryland

### Course Description:

The Master Public Information Officer Program is a three-course series that prepares public information officers for an expanded role in delivering public information and warning using a strategic whole community approach.

The program reinforces the qualities needed to lead whole community public information/external affairs programs, provides relevant management theories and concepts, and uses case studies to enhance public information/external affairs skill sets. MPIOP participants work within a collaborative environment on projects and establish a network of peers.

MPIOP participants will contribute to the body of knowledge for emergency management related public information. This includes evaluation of leadership, group dynamics and functional best practices of joint information centers (JICs) by monitoring student activity during advanced public information officer course offerings.

### Course Goal:

#### E0389 Course Objectives:

- Demonstrate how to use networking to influence programs, organizations and environments by conducting a networking activity;
- Describe how to explain to stakeholders the importance of engaging community executives in communications planning by applying the whole community concept to an analytical activity;
- Assess science-based research methods available to grow the Public Information body of knowledge by drafting initial ideas for the individual capstone project;

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- Examine leadership lessons by participating in a group Executive Reading session;
- Apply the basic concepts of Disaster Behavioral Health by analyzing a case study;
- Promote public information training and exercises in the organization and community by developing a community or agency specific training and exercises plan;
- Contrast strategic and executive concepts for a public information case study; and
- Implement the next steps of the Master Public Information Officer program.

### **E0393 Course Objectives:**

- Discuss organizational analysis in preparation for analysis of a joint information center functional exercise;
- Discuss techniques for analyzing interpersonal relationships within a Joint Information Center during a functional exercise;
- Design a process for analyzing a joint information center functional exercise;
- Analyze a functional exercise for personnel management trends, best practices leadership practice;
- Evaluate interpersonal relationships as they pertain to joint information center practice during a functional exercise;
- Design a report outlining results of the functional exercise analysis that will contribute to the public information body of knowledge.

### **E0394 Course Objectives:**

- Develop body of knowledge report through consolidated review of multiple joint information center functional exercise analysis reports;
- Propose how strategic PIO leaders coordinate the actions of stakeholders and emergency management agencies to achieve a common purpose; and
- Design, develop and implement a research project to contribute to the public information body of knowledge

### **Prerequisite:**

0388 Advanced Public Information Officer

### **Target Audience:**

MPIO is for public information officers with a minimum of five (5) years' experience as a full time public information officer with a demonstrated sphere of influence capable of advancing the relevance of whole community external affairs.

### **To Apply:**

Applicants should direct questions to the Master Public Information Officer mailbox:

[FEMA-Master\\_PIO\\_Program@FEMA.DHS.GOV](mailto:FEMA-Master_PIO_Program@FEMA.DHS.GOV).

Email completed application packets in the order listed below to:

[netcadmissions@fema.dhs.gov](mailto:netcadmissions@fema.dhs.gov)

### **How to Apply:**

Each application must include the following eight (8) items submitted in order 1-8:

1. A cover letter from the applicant requesting admission to the program and specifying the applicant's qualifications and perceived expectations of the program (no required format).
2. An essay of no more than 500 words that explains why you would like to be considered for admission into this course. This essay should outline:
  - a. Your sphere of influence within your community. This sphere would include local committee membership, special projects involving other community groups and volunteer agency board memberships. Indicate length of time you've been involved with these organizations.
  - b. If you are an instructor of basic PIO courses, list the courses as well as the length of time you've been instructing and the number of students you taught in the last two (2) years.
3. Certificate of Completion for the 388 Advanced Public Information Officer course
4. A General Admissions Application FEMA Form 119-25-1 (Item 9a on the form should state "Master Public Information Officer Program"). This form will require signature of the FEMA Regional Training Manager (RTM) or the appropriate State Training Officer (STO).

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5. The applicant's signed statement indicating their commitment to complete the entire program of three (3) resident courses (E0389, E0393 and E0394) at EMI and the Research Project during the coming fiscal year.
6. A resume not to exceed two (2) pages in length (no required format).
7. Recommendations (at least three) from a supervisor and/or a peer. Recommendations should address the following:
  - a. Why the applicant should be considered for admission into this course.
  - b. What the applicant will gain from the course.
  - c. What the applicant will contribute to the course.
  - d. What the applicant's potential impact on his/her organization will be.
8. A letter of support from their agency. This letter must recognize the student must attend three (3) sessions at EMI during the fiscal year in order to complete the course.

#### **Application Review:**

Completed application packets will be reviewed by a formal selection board and process. The application window is now to June 30, 2019, with selections made in July, and announced by Admissions in August.

#### **Incomplete packages will not be accepted.**

Although not the preferred method, packages may also be mailed or faxed to:

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

Upon acceptance into the course, NETC Admissions will mail out an Acceptance Letter and Welcome Package outlining travel information, NETC shuttle services, lodging and other logistics. Scan the QR Code below, or click the link for a PDF copy of the NETC Welcome Package online:



[http://training.fema.gov/EMIWeb/downloads/NETC\\_Welcome\\_Package.pdf](http://training.fema.gov/EMIWeb/downloads/NETC_Welcome_Package.pdf)

Lodging is provided for course participants on the NETC campus. Participants staying overnight on campus are required to purchase a meal ticket for the duration of the training activity. Notify the NETC Transportation Office at least 2 weeks prior to the course date to reserve a seat. Call (301) 447-1048, ext. 1113, or email [FEMA-netc-housing@fema.dhs.gov](mailto:FEMA-netc-housing@fema.dhs.gov).

#### **Travel Authorizations:**

All Federal travelers must have an approved TA prior to travel. A copy of the TA must be presented upon arrival. No exceptions are made to the NETC policy.

#### **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.

#### **NATIONAL EMERGENCY TRAINING CENTER (NETC) CAMPUS ACCESS – REAL ID ACT STANDARDS**

Does your ID meet the Real ID Act standards? Anyone entering the National Emergency Training Center (NETC) campus is required to show valid photo identification that meets [REAL ID Act standards](#). The purpose of the REAL ID Act is to stop terrorists from evading detection by using false identification. Check to [see if your state is compliant](#) at <https://www.dhs.gov/current-status-states-territories>.

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If your driver's license does not meet the requirements of the REAL ID Act, you will need to bring one of the following acceptable forms of identification:

- A valid U.S. passport or passport card.
- A valid federal employee, military, or veteran ID card.
- A valid state-enhanced driver's license (Contact your state's motor vehicle department for availability).

Students from non-compliant states (a regular driver's license from these states will not be accepted) who do not possess any acceptable form of identification may request a National Crime Information Center (NCIC) check from the NETC Security Office. Note: This is a one-time NCIC check; a successful NCIC check is valid for 180 days; within the 180 day time-frame a student is expected to obtain a compliant form of identification).

Submit the following information to [Jason.Cawthon@fema.dhs.gov](mailto:Jason.Cawthon@fema.dhs.gov) in a password-protected document at least three weeks before your class:

- Your full name
- Date and place of birth
- Social Security Number

Students arriving at the NETC campus without a compliant ID or a successful NCIC criminal history check will be sent home at their own expense without receiving a stipend reimbursement.

Questions related to NETC campus access identification should be directed to [Jane.Sentz@fema.dhs.gov](mailto:Jane.Sentz@fema.dhs.gov) or 301-447-7207.

**EMI Point of Contact:**

For additional information contact the course manager, Phil Politano (301)447-1343 or email [FEMA-Master\\_PIO\\_Program@FEMA.DHS.GOV](mailto:FEMA-Master_PIO_Program@FEMA.DHS.GOV).

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