

EMERGENCY MANAGEMENT INSTITUTE

NATIONAL EMERGENCY TRAINING CENTER • EMMITSBURG, MD 21727



FEMA

Course: *E0388 Advanced Public Information Officers*

Course Dates:

May 4 – 7, 2015

July 27 – 30, 2015

August 24 – 27, 2015

Travel Dates:

Travel days are:

Sunday, May 3rd and Friday, May 8th, 2015

Sunday, July 26th and Friday, July 31st, 2015

Sunday, August 23rd and Friday, August 28th, 2015

Course Length:

This course is four (4) days. Class times generally run from 8:00 a.m. to 5:00 p.m. each day.

Course Description:

The Advanced Public Information Officer Course provides participants the knowledge and skills to establish, manage and work within a joint information center. The training will allow students to develop the skills to coordinate a message once developed and to modify if problems or sources of confusion arise. It discusses techniques to develop strategic messaging in support of incident action plans, manage joint information centers, personnel and stress. The course uses exercises as well as lectures to achieve objectives.

Course Objectives:

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

- Describe the history and present environment in which public information officers' work.
- Describe the changes in the American family and society over the last twenty years.

- Analyze the impact of fear mongering on the acceptance of emergency communication messages.
- Discuss current crisis communication methodologies and the relationship with emergency communication.
- Describe the tools available for successful strategic communications planning.
- Describe the practice, policy and procedure related to Joint Information Systems and Joint Information Centers.
- List leadership skills required by public information officers working in a joint information center.
- Demonstrate the ability to work in a joint information center.

Continuing Education Units (CEUs):

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

Course 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 the Incident Action Plan
5. IS-250.a: Emergency Support Function #15 (ESF 15) - External Affairs: A New Approach to Emergency Communication and Information Distribution
6. IS-251 Integrated Public Alert and Warning System (IPAWS) for Alerting Authorities
7. IS-700.a National Incident Management System (NIMS), an Introduction
8. IS-702.a NIMS Public Information Systems

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9. IS-800.b National Response Framework, An Introduction
10. G0289 Public Information Officer Awareness Training (or IS-29 PIO Awareness on-line course)
11. G0290 Basic Public Information Officers Course (or S203 Public Information Officer or E/L 952 All Hazard Incident Management PIO)
12. 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

Target Audience:

Full-time Public Information personnel who have completed the prerequisites listed above. The “G” course requirements can be waived for those individuals who have extensive experience in public information activities. Waiver requests must be in writing and submitted to Admissions. (Part-time public information officers with approval from course manager.)

Applicants should have held their position for at least three (3) years.

Location:

National Emergency Training Center (NETC)
Emergency Management Institute (EMI)
16825 S. Seton Avenue – S Building
Emmitsburg, Maryland 21727

To Apply:

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 office which will mail, scan, or fax it to:

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

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



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

Note to Regional Training Managers, Regional Program Managers, and State Training Officers: The FEMA Form 119-25-1 must be submitted four weeks prior to the course start date.

Application Review:

In order to be evaluated for admission into this course, block #16 on the application form must be completed. Please refer to the student selection criteria listed below and indicate how you meet the requirements based upon your position and experience.

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



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 two weeks prior to the course date to reserve a seat.

Call (301) 447-1048, ext. 1113, or email FEMA-netc-housing@fema.dhs.gov.

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Notice to Applicants for EMI courses:

Individuals applying for EMI classes will be required to register using the FEMA Student Identification (SID) number. **The Social Security Number (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 “Need a FEMA SID” button on the right side of the 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.

What do I do with this new SID number I have been assigned?

The SID number is used in place of the SSN on your General Admissions Application (FEMA Form 119-25-1) for any courses that begin on or after October 01, 2012.

For continual updates on other EMI exercise-based courses, please sign up for our free email subscription at: <http://training.fema.gov/EMIWeb/IEMC/>

EMI Point of Contact:

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



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