

# EMERGENCY MANAGEMENT INSTITUTE

NATIONAL EMERGENCY TRAINING CENTER • EMMITSBURG, MD 21727



FEMA

## Course: *MGT-903/L0388 Advanced Public Information Officer* Joint offering between Emergency Management Institute (EMI) and Center for Domestic Preparedness (CDP)

*(Limited seats still available)*

### Course Dates:

December 14–17, 2015

### Travel Dates:

Travel days are:

Sunday, December 13 and Friday, December 18, 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 is designed as a functional exercise with lectures interspersed to teach new techniques.

### Course Objectives:

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

- Discuss current crisis communication methodologies and the relationship with emergency communication
- Analyze the changes in the American family and its impact on delivering emergency messaging

- Relate media driven fear mongering to the acceptance of emergency communication messages
- Describe the tools available for successful strategic communications planning
- Demonstrate the ability to work in a joint information center

### Continuing Education Units (CEUs):

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 (waived if ICS-300 is 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-250.a: Emergency Support Function #15 (ESF 15) - External Affairs: A New Approach to Emergency Communication and Information Distribution
7. IS-700.a: National Incident Management System (NIMS), an Introduction
8. IS-702.a: NIMS Public Information Systems
9. IS-800.b: National Response Framework, An Introduction

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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:**

The target audience for this course is public information personnel who have completed the prerequisites and/or pre-course knowledge check. The “G” course requirements can be waived for those individuals who have extensive experience in public information activities. Applicants should have held their position for at least three (3) years.

**Location:**

Center for Domestic Preparedness  
Anniston, AL

Lodging is provided for course participants on the CDP campus. Participants staying overnight on campus are required to purchase a meal ticket for the duration of the training activity.

**Notice to Applicants: Apply for this course at the link below; do not apply to EMI.**

<https://cdp.dhs.gov/training/program/uu>

Individuals applying for this class 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 “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.

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](mailto:philip.politano@fema.dhs.gov).

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