

EMERGENCY MANAGEMENT INSTITUTE

NATIONAL EMERGENCY TRAINING CENTER • EMMITSBURG, MD 21727



FEMA

Course: *L0388 Advanced Public Information Officers*

Course Dates:

April 18–22, 2016 (*Limited seats available*)

Travel Dates:

Sunday, April 17 and Saturday, April 23, 2016.

Course Length:

This course is five (5) days.

- Registration: 7:45am – 8:00am
- Course time: 8:00am – 5:00pm

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:

- Play an active role during a joint information center functional exercise (Unit 1).
- Compare/discuss current crisis communication methodologies and the relationship with emergency communication (Unit 2).
- Analyze fear and the changes in the American family's impact on delivering emergency messaging (Unit 3).

- Describe the tools available for successful strategic communications planning (Unit 4).
- Demonstrate the ability to work in a joint information center (Unit 5).
- Design strategic communications planning in an all-hazards environment (Unit 6).
- Complete individual strategic plans for further development of external affairs function functionality (Unit 7).

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 (waived if ICS-300 completed)
5. IS-250.a: Emergency Support Function #15 (ESF 15) - External Affairs: A New Approach to Emergency Communication and Information Distribution
6. 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
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. (Exceptions can be made by the EMI course manager upon written request).

Location:

Ohio Emergency Management Agency
2855 West Dublin Granville Rd.
Columbus, OH 43235

Notice to Applicants:

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.

Registration for this course is completed through the Ohio Office of Emergency Management. EMI registration will be completed once the course begins. EMI registration requirements are listed below.

To register, please access the first link below to request a New User Account in our Public Safety Training Campus and if you do not receive your User ID and Password within 24 hours, call the Help Desk at 614-752-6487 to inquire about your account.

Next, access the second link below to view the list of upcoming courses and register for the courses that interest you.

Ohio Public Safety Training Campus Website

<https://trainingcampus.dps.ohio.gov/cm/cm710/pstc/pstc.html>

Ohio EMA Training Current Course Listing

<https://webeoc.ema.state.oh.us/TrainingAndExercise/courselist.aspx>

After you are assigned an account:

1. Log in to the website;
2. Access the Course Catalog;
3. Enter the course number “388” in the Catalog ID box;
4. Click the search button, and
5. Double-click on the course that you are interested in attending.

The system will indicate that you are now “Waiting for Approval”.

Feel free to contact the Help Desk at 614-752-6487 if you need help with the registration process or contact me if you have any other questions.

Enrollment Information:

Students must complete the FEMA 119-25-1 General Admission Application form found at:

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

and submit the application form to Ohio EMA State Training Officer Lisa Jones for approval at ljones@dps.ohio.gov.

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Ohio residents submit your application form directly to Lisa Jones and be sure **that the application is signed by the Head of your sponsoring organization and includes your FEMA SID number**.

Out of State Students must obtain the approval and signature of their Sponsoring Organization and their State Training Officer and submit the application to Lisa Jones at ljones@dps.ohio.gov.

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.

Access the link below if you need to retrieve your FEMA SID number.

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

Lodging Information:

Ohio EMA will pay for your lodging if you are an Ohio resident (non-Federal and non-private business employee) contingent upon your completion of the course; however, you must contact the hotel **NO LATER THAN TWO-WEEKS PRIOR TO THE START DATE OF THE COURSE** to make your reservations. The agency only provides lodging for Ohio residents that are students commuting 45 miles or more away from their home and/or office to the training location (see the Training Plan and Catalog for more lodging information).

Updated Policy Regarding Food in Classroom:

Please be advised that effective immediately, the Ohio Emergency Management Agency prohibits food in the classrooms (**no food of any kind**); and **ALL** drinks including coffee must be covered with a lid.

Access the following link to view and read the Ohio EMA No Show Policy and other pertinent information.

Ohio EMA 2015-2016 Training Plan & Catalog

http://ema.ohio.gov/documents/training/2015-2016TrainingPlanCatalog_20150716.pdf

State Point of Contact:

Lisa Jones,
Ohio EMA, SAA TPOC &
State Training Coordinator
(614)799-3824
ljones@dps.ohio.gov

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