



Course: *E0388 Advanced Public Information Officers*

Course Dates:

May 15-19, 2017
July 24-28, 2017

Travel Dates:

May 14 and 20, 2017
July 23 and 29, 2017

Course Length:

This course is five (5) days in length. Class times generally run from 8:00am to 5:00pm each day.

Location:

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

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 the Incident Action Plan (waived if ICS-300 completed)

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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
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) (requirement may be waived with written request of Course Manager).
12. G0291 Joint Information System/Joint Information Center Planning for Tribal, State and Local PIOs.
 - a. If you cannot attend this training prior to arriving for the 0388 Advanced PIO, EMI will offer this course the Sunday prior to the 0388 course. You must submit a separate application for the course (on-campus course number is L0387). This will require you to arrive on the Saturday before the 0388 course.

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 (CEU's):

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, General Admissions Application, with student signature and signature of supervisor or sponsoring agency official. Submit the application no later than six (6) weeks prior to the start of the course. Mail, scan, or fax the application 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 RTMs, RPMs and STOs: The FEMA Form 119-25-1 must be received by NETC Admissions – no later than six (6) weeks prior to the start of class.

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Application Review:

In order to be evaluated for admission into this course, block #16 on the application form must be completed. Review the prerequisites and target audience 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 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

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 (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.

Travel Authorizations:

FEMA PFT and CORE employees must ensure their travel authorization (TA) is completed through Concur Government Edition (CGE) Travel System for course offerings.

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 "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.

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>. 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).

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Submit the following information to Michael.Wells@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 or 301-447-7207.

EMI Point of Contact:

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

<http://training.fema.gov/programs/pio/>

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