



Course: *L0388 Advanced Public Information Officers*

Course Dates:

September 11-15, 2017

Travel Dates:

September 10 and 16, 2017

For those not attending the L0387 course on September 10th. *Reminder: The L0387 course is a prerequisite for the L0388 Advanced PIO course.*

Students within the Minneapolis/St. Paul metro area will not require travel days.

Course Length:

This course is five (5) days in length. Registration from 7:45am to 8:00am. Class times generally run from 8:00am to 5:00pm each day.

Location:

State of Minnesota, Department of Public Safety
Division of Homeland Security and Emergency Management
445 Minnesota Street, Suite 223
St. Paul, MN 55101

Course Description:

The Advanced Public Information Officer course provides participants with the knowledge and skills to establish, manage and work within a 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 FE. (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)

TRAINING OPPORTUNITY

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
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 listed in the Prerequisites section below, and/or pre-course knowledge check. The "G" course prerequisites can be waived for those individuals who have extensive experience in public information activities. Written requests for waivers must be submitted to Philip Politano, Course Manager, at the National Emergency Training Center (NETC).

If you already attended the 388 course prior to 2012, you are eligible to retake this redesigned version of the training.

To Apply:

Registration for this course is completed through the City of Minneapolis Office of Emergency Management.

Thomas J. Miller, MEP
Training and Exercise Branch Director
Office of Emergency Management
City of Minneapolis
Emergency Operations Training Facility
25 37th Ave NE, Minneapolis MN 55421
W: (612) 673-5803
C: (612) 554-5137
Thomas.miller2@minneapolismn.gov

Students must complete the FEMA 119-25-1 General Admission Application form found at <http://training.fema.gov/Apply/119-25-1%20Previously%20FF75-5.pdf>.

Please have all required signatures prior to submitting the application.

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.

TRAINING OPPORTUNITY

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

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

EMI Point of Contact:

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

TRAINING OPPORTUNITY