



REVISED

Course: L0388 Advanced Public Information Officers Opelika/Auburn, AL - *NOTE: NEW location

Course Dates:

October 28-November 1, 2020

Registration is 7:45 AM - 8:00 AM

Course Time is 8:00 AM – 5:00 PM

Travel Dates:

October 27 and November 2, 2020

Course Length:

This course is five (5) days in length.

Location:

COURSE MOVED FROM MOBILE to:

205 South 10th Street

Opelika, AL 36803

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.

This course requires 4-6 hours of pre-course work. Please plan accordingly.

Course Goal:

Upon completion of this course, 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)

Prerequisites:

1. IS- 42 Social Media in Emergency Management
2. IS-100b Introduction to Incident Command System (ICS) (or ICS course for specific specialty: healthcare, public works, etc.)
3. IS-200b ICS for Single Resources and Initial Action Incidents (or discipline specific course)

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4. IS-201 Forms Used for the Development of the Incident Action Plan (Waived if ICS-300 completed)
5. IS-247a: 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-700a National Incident Management System (NIMS), an Introduction
7. IS-702a NIMS Public Information Systems
8. IS-800b National Response Framework, An Introduction
9. IS-29 Public Information Officer Awareness Training (online course)
10. G0290 Basic Public Information Officers Course (or S203 Public Information Officer or E/L 952 All Hazard Incident Management PIO)
11. 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-120a An Introduction to Exercises
3. IS-242b Effective Communication
4. IS-650a 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. Waiver requests must be in writing and submitted with your application packet. Waiver requests must specifically outline how your experience meets, or exceeds, the coursework outlined in the “G” course(s) you are requesting a waiver for. For example, if you did not take the G291 course, detail your experience

working in a JIS or JIC, including your role and when/what incident the JIC or JIS was activated. Part-time public information officers with approval from course manager. Students who have not attended this training in the previous five years may also apply.

Potential Students:

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 this training.

Enrollment Information:

1. This course requires self-registration through the State of Alabama by:
 - i. Completing the initial registration form at <https://portal.ema.alabama.gov/train/10388-advanced-public-information-officer/>
 - ii. Submitting your completed documentation packet to training@ema.alabama.gov.
2. Eligible candidates must submit a FEMA General Admission Application (Form 119-25-1), which can be downloaded from FEMA's website at: <http://www.training.fema.gov/Apply>. This application must be signed by the applicant as well as the head of the sponsoring agency, supervisor or training manager on page two.

Once your documentation has been received and your eligibility to attend has been verified, enrollment confirmation will be sent from the state training officer.

How to Obtain your FEMA Student Identification (SID) Number

Access the link below to [Register for a FEMA SID number](https://cdp.dhs.gov/femasid/) (<https://cdp.dhs.gov/femasid/>).

Access the link below if you need to [Retrieve Your FEMA SID number](https://cdp.dhs.gov/femasid/RetrieveSID.aspx) (<https://cdp.dhs.gov/femasid/RetrieveSID.aspx>).

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

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(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 “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.

State Point of Contact:

Jason Smith, State Training Officer
Alabama Emergency Management Agency

Office: (205) 280-2235

Cell: (205) 746-5113

SouthernLinc LTE: (205) 396-0085

Amateur Radio: W4EGR

Email: Jason.smith@ema.alabama.gov

EMI Point of Contact:

For additional information contact the course manager, [Phil Politano](#), at (301) 447-1343 or by email at: philpolitano@fema.dhs.gov

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