



Master Public Information Officer Program (MPIOP) Overview FY23 Application Process

Program Description:

The Master Public Information Officer Program (MPIOP) is a three-course series that prepares Public Information Officers for an expanded role in delivering public information and warning using a strategic whole community approach.

The program reinforces the qualities needed to lead whole community Public Information/External Affairs programs, provides relevant management theories and concepts, and uses case studies to enhance Public Information/External Affairs skill sets. MPIOP participants work within a collaborative environment on projects and establish a network of peers.

MPIOP participants will contribute to the body of knowledge for emergency management-related public information. This includes evaluation of leadership, group dynamics, and functional best practices of Joint Information Centers (JICs) by monitoring student activity during advanced Public Information Officer course offerings.

E0389 Course Objectives:

- Demonstrate how to use networking to influence programs, organizations and environments by conducting a networking activity;
- Describe how to explain to stakeholders the importance of engaging community executives in communications planning by applying the whole community concept to an analytical activity;
- Assess science-based research methods available to grow the Public Information body of knowledge by drafting initial ideas for the individual capstone project;
- Examine leadership lessons by participating in a group Executive Reading session;
- Apply the basic concepts of Disaster Behavioral Health by analyzing a case study;
- Promote Public Information training and exercises in the organization and community by developing a community or agency-specific training and exercises plan;
- Contrast strategic and executive concepts for a Public Information case study; and
- Implement the next steps of the Master Public Information Officer Program.

E0393 Course Objectives:

- Discuss organizational analysis in preparation for analysis of a Joint Information Center functional exercise;
- Discuss techniques for analyzing interpersonal relationships within a Joint Information Center during a functional exercise;
- Design a process for analyzing a Joint Information Center functional exercise;
- Analyze a functional exercise for personnel management trends, best practices leadership practice;

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- Evaluate interpersonal relationships as they pertain to Joint Information Center practice during a functional exercise;
- Design a report outlining results of the functional exercise analysis that will contribute to the Public Information body of knowledge.

E0394 Course Objectives:

- Develop body of knowledge report through consolidated review of multiple Joint Information Center functional exercise analysis reports;
- Propose how strategic PIO leaders coordinate the actions of stakeholders and emergency management agencies to achieve a common purpose; and
- Design, develop, and implement a research project to contribute to the Public Information body of knowledge.

MPIO Paper Requirement:

The MPIO paper is the culminating experience of all MPIO participants designed to reflect the MPIO participant's commitment to lead the future of Public Information. The MPIO paper is an original paper, developed and finalized over the course of the 1-year program. Strict deadlines are assigned during key stages and failure to meet the deadlines will preclude a participant from completing the program.

Prerequisite:

E/L/K0388: Advanced Public Information Officer (no substitute or waiver)

Target Audience:

MPIOP is for Public Information Officers with the pertinent background and extensive experience as a full-time Public Information Officer who have demonstrated a sphere of influence capable of advancing the relevance of whole community External Affairs.

Application Process (April 1–June 1, 2022):

The Emergency Management Institute (EMI) Emergency Management Professional Program Branch will accept applications for the Master Public Information Officer Program (MPIOP) from **April 1–June 1, 2022**, for the Fiscal Year (FY) 2023 Cohort.

A formal selection board will convene to review the application packages with an announcement of the results made to applicants in September.

There are a limited number of spaces for the Cohort, and applications are expected to be very competitive in nature. Applicants are encouraged to review all selection and application requirements before submitting their application package.

How to Apply:

The Application Package Document and an E/L/K0388 completion certificate are the only documents required to be considered for the program. Incomplete application packages will not be considered by the selection panel.

1. Retrieve a copy of your **E/L/K0388 Completion Certificate** that will be emailed with the Application Package Document.

[Click here to access the Application Package Document](https://training.fema.gov/programs/pio/_assets/mpio_application_packet_2023.pdf) (https://training.fema.gov/programs/pio/_assets/mpio_application_packet_2023.pdf). This form needs to be downloaded and saved to your PC prior to filling it out. This document, which is a fillable PDF form, and an E/L/K0388 completion certificate is all that need to be emailed to FEMA-Master_PIO_Program@fema.dhs.gov to be considered for this Program.

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This form includes:

- A **cover letter** requesting consideration for admission to the Program and specifying the applicant's qualifications, accomplishments, and expectations of the Program.
 - **Candidate Information**
 - **Supervisor Recommendation**
 - **Resume**
 - **Master Public Information Officer Program Commitment Statement.** This indicates commitment to complete the entire program, which consists of the three resident courses at EMI and the MPIOP Paper. There are three date options for the E0393 course in this section. Please indicate which date you prefer for this course if selected into the Program.
 - **Master Public Information Officer Program Questionnaire**
2. Once the Application Package Document is complete with signatures, save the document as a PDF file with the following file-naming convention: **LastnameFirstname.MPIOP.FY23**
Example: PolitanoPhilip.MPIOP.FY23
 3. Save the E/L/K0388 certificate with the following file-naming convention:
LastnameFirstname.FY23.388 Example: PolitanoPhilip.FY23.388
 4. Email the Application Package Document and E/L/K0388 completion certificate to:
FEMA-Master_PIO_Program@fema.dhs.gov

Tentative Course Dates:

- E0389 Master Public Information Officer – Implementing Communications Strategies for Whole Community Leadership. The first 4-day session is scheduled:
 - **December 5–8, 2022**
- E0393 Master Public information Officer – Applying Advanced Concepts in Public Information and Communications. The second session has three scheduled dates. Participants must choose one session. *Indicate preferred dates in order of priority.* Class size is limited. Dates are:
 - **January 23–27, 2023**
 - **April 24–28, 2023**
 - **July 31–August 3, 2023**
- E0394 Master Public Information Officer – Mastering Public Advocacy Plans to Create an Effective Community of Stakeholders. The third session is scheduled:
 - **September 18–21, 2023**

Application Selection Criteria:

Applications will be evaluated based on the following requirements:

- Pertinent background and extensive experience as a full-time Public Information Officer
- Basic PIO instructional experience (recommended not required)
- Substantial continuing service and commitment to the field
- Sphere of influence to advance whole community External Affairs

Incomplete packages will not be accepted.

EMI MPIOP Point of Contact:

For questions, please email Nicole Shutts at: FEMA-Master_PIO_Program@fema.dhs.gov

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