



Course: *L0388 Advanced Public Information Officers*

Course Dates:

May 22–26, 2017

Travel Dates:

May 21 and 27, 2017

Course Length:

This course is five (5) days in length. Class times are 8:00am – 5:00pm each day.

Course Registration:

7:45am – 8:00am

Location:

California Specialized Training Institute (CSTI)
10 Sonoma Avenue, Building 904
Camp San Luis Obispo Cal OES/CSTI
San Luis Obispo, CA 93405

Course Description:

The Advanced Public Information Officer Course provides participants with 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 situation 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 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 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 the 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)
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

Continuing Education Units (CEU's):

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 prerequisites 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.

Potential Students:

FEMA does not provide stipend reimbursement for off-campus course deliveries. You will be responsible for all associated travel costs. **CSTI does charge \$900.00 for this training. This is not a FEMA/EMI fee.**

To Apply:

Registration for this course is completed through California OES / Training Branch CSTI.

To register, follow the link below:

<http://w3.calema.ca.gov/PrepareTrain/Public/Registrar.nsf/wf?OpenFrameSet>

EMI registration will be completed once the course begins. EMI registration requirements are listed below.

Enrollment Information:

Students must complete a FEMA Form 119-25-1, General Admissions Application form found at:

<http://training.fema.gov/Apply/119-25-1%20Previously%20FF75-5.pdf>.

The General Admissions Applications will be collected on the first day of training. Please have all required signatures prior to arriving at the training.

Lodging:

Contact CSTI for lodging information.

Meals:

A meal ticket purchase is required at CSTI. Details are available from CSTI.

Notice to Applicants for EMI courses:

Individuals applying for EMI courses will be required to register using the FEMA Student Identification (SID) number.

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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.

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 by email at: Philip.Politano@fema.dhs.gov.

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