



## Master Public Information Officer Program (MPIOP) Overview/FY17 Application Process

### **Purpose:**

To provide an overview of the Master Public Information Officer Program (MPIOP) and the FY17 application process.

### **Program Description:**

The Master Public Information Officer Program 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;
- 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.

### Target Audience:

MPIOP is for public information officers with a minimum of five (5) years' experience as a full time public information officer with a demonstrated sphere of influence capable of advancing the relevance of whole community external affairs.

### Application Process Fiscal Year 2017:

Applicants should direct questions to the Master Public Information Officer mailbox:

[FEMA-Master\\_PIO\\_Program@FEMA.DHS.GOV](mailto:FEMA-Master_PIO_Program@FEMA.DHS.GOV).

Email completed application packets in the order listed below to:

[netcadmissions@fema.dhs.gov](mailto:netcadmissions@fema.dhs.gov)

### How to Apply:

Each application must include the following seven (7) items submitted in order 1-7:

1. A cover letter from the applicant requesting admission to the program and specifying the applicant's qualifications and perceived expectations of the program (no required format).
2. An essay of no more than 500 words that explains why you would like to be considered for admission into this course. This essay should outline:
  - a. Your sphere of influence within your community. This sphere would include local committee membership, special projects involving other community groups and volunteer agency board memberships. Indicate length of time you've been involved with these organizations.
3. A General Admissions Application FEMA Form 119-25-1 (Item 9a on the form should state "Master Public Information Officer Program"). This form will require signature of the FEMA Regional Training Manager (RTM) or the appropriate State Training Officer (STO).
4. The applicant's signed statement indicating their commitment to complete the entire program of three (3) resident courses (E0389, E0393 and E0394) at EMI and the Research Project during the coming fiscal year.
5. A resume not to exceed two (2) pages in length (no required format).
6. Recommendations (at least three) from a supervisor and/or a peer. Recommendations should address the following:
  - a. Why the applicant should be considered for admission into this course.
  - b. What the applicant will gain from the course.
  - c. What the applicant will contribute to the course.
  - d. What the applicant's potential impact on his/her organization will be.
7. A letter of support from their agency. This letter must recognize the student must attend three (3) sessions at EMI during the fiscal year in order to complete the course.
8. Completed application packets will be reviewed by a formal selection board and process. The application window is now to June 30, 2016, with selections made in July and announced by Admissions in August.

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**Incomplete packages will not be accepted.**

Although not the preferred method, packages may also be mailed or faxed to:

Admissions Office, Room I-216  
National Emergency Training Center  
16825 South Seton Avenue  
Emmitsburg, Maryland 21727-8998  
Phone: (301) 447 - 1035  
Fax: (301) 447 - 1658  
Email: [netcadmissions@fema.dhs.gov](mailto:netcadmissions@fema.dhs.gov)

**Classroom Requirements:**

1. E0389 Master Public Information Officer. The first four-day session is scheduled: November 7-10, 2016.
2. E0393 Master Public information Officer – Part Two. The second session has three (3) scheduled dates. Participants must indicate preferred preference in order of priority. Class size is limited.
  - Dates are
    - a. November 28 – December 2, 2016
    - b. May 15-19, 2017
    - c. July 24-28, 2017
3. E0394 Master Public Information Officer – Part Three. The third session is scheduled: August 28 – 31, 2017.

**EMI Master Public Information Officer Program  
Point of Contact:**

Phil Politano at email:  
[Philip.politano@fema.dhs.gov](mailto:Philip.politano@fema.dhs.gov)

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