

Colorado Identification and Credentialing Program Guidance

Appendix C

Attachment O: ESF # 15 Public Information and External Communications Personnel Credentialing

2016 Revision

Colorado Division of Homeland Security and Emergency
Management

Logistics Section



COLORADO

**Division of Homeland Security
& Emergency Management**

Department of Public Safety

ESF # 15: Public Information and External Communications Personnel Credentialing

The Colorado Credentialing Working Group has developed minimum training standards for several positions and has grouped them using the Emergency Support Function framework so that it is easier to locate a specific credential.

To participate in the Colorado Identification and Credentialing Program, public information and external communications personnel (ESF # 15) must possess and/or provide proof of completed, position-specific requirements, including the following:

- Prerequisites
- Education
- Training
- Experience
- Physical capabilities
- Certifications
- Licenses
- National or local standards
- Completion of task books and/or adherence to job performance requirements (JPRs)
- Any other miscellaneous qualifications

In accordance with NIMS standards, all personnel are also required to complete the following base training courses (in addition to any other required coursework specified for respective positions): IS 100, 200, 700, and 800. Personnel must also have a current, valid driver's license or State-issued ID card.

Note: All personnel credentialing attachments are available online at:

<http://dhsem.state.co.us/emergency-management/operations/logistics/credentialing>

ESF # 15 includes the following public information and external communications credentialing positions:

- Public Information Officer
- Joint Information Center Manager or Lead Public Information Officer
- Social Media Specialist Public Information Officer
- Colorado Virtual Operations Support Team (COVOST) Members

Mnemonic: CO-PIO
Position: Public Information Officer
Description: The Public Information Officer provides unique, interagency crisis communications experience to help incident commanders and public information officers in meeting their objectives of transparency of operations for the public.

Requirement	Description
Prerequisites	Must be affiliated with a government organization
Education	Degree in communications suggested
Training	<p>Completion of the following courses/curricula is required:</p> <ul style="list-style-type: none"> • IS 300 – Intermediate ICS • IS 400 – Advanced ICS • G290 – Basic Public Information Officer • G291 – Joint Information System/ Joint Information Center • E388 – Advanced Public Information Officer • IS29 – PIO Awareness • IS42 – Social Media in Emergencies • L952 – Advanced All Hazards Public Information Officer <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • S203 – Introduction to Incident Information • Completion of Colorado Emergency Management Academy
Experience	A minimum of three years’ experience as a public information officer for a local emergency response agency or government agency.
Physical	None specified
Certification	Certifications required for the above courses stating “required”
License	None specified
Standards	
Task Book(s) & JPRs	
Additional Notes	<ul style="list-style-type: none"> • The PIO works under the guidance and in conjunction with the local public information officer during the incident. • Additional skills in social media, mapping, media and community relations a plus. <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • Individual be a Type III State AHIMT PIO or NWCG Qualified.

Mnemonic:**CO_JICMGR****Position:**

Joint Information Center Manager or Lead Public Information Officer

Description:

The Joint Information Center (JIC) Manager / Lead Public Information Officer provides unique, interagency crisis communications experience to help incident commanders and public information officers in meeting their objectives of transparency of operations for the public.

The JIC Manager works under the Lead PIO and remains coordinated with the local PIO throughout the incident or activation.

Requirement	Description
Prerequisites	Must be affiliated with a government organization
Education	Degree in communications suggested
Training	<p>Completion of the following courses/curricula is required:</p> <ul style="list-style-type: none"> • IS 300 – Intermediate ICS • IS 400 – Advanced ICS • G290 – Basic Public Information Officer • G291 – Joint Information System/ Joint Information Center • E388 – Advanced Public Information Officer • IS29 – PIO Awareness • IS42 – Social Media in Emergencies • L952 – Advanced All Hazards Public Information Officer <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • S203 – Introduction to Incident Information • Completion of Colorado Emergency Management Academy • Argonne National Lab or equivalent 2 day JIC Training
Experience	A minimum of 5 years’ experience with at least one year as the lead PIO in their agency.
Physical	None specified
Certification	Certifications required for the above courses stating “required”
License	None specified
Standards	
Task Book(s) & JPRs	
Additional Notes	<p>The PIO works under the guidance and in conjunction with the local public information officer during the incident.</p> <p><i>Recommended:</i></p> <p>The individual be a Type II Qualified NWCG or State AHIMT PIO or Type III Qualified PIO with 5 years’ experience that includes management of PIO teams for large incidents.</p>

Mnemonic:**CO_SOCMSPEC****Position:**

Social Media Specialist Public Information Officer

Description:

The Social Media Specialist Public Information Officer provides unique, interagency crisis communications experience to help incident commanders and public information officers in meeting their objectives of transparency of operations for the public through social media platforms that includes messaging, monitoring and in depth knowledge of utilizing social media for emergency response and emergency management.

Requirement	Description
Prerequisites	Must be affiliated with a government organization
Education	A degree in communications or social media management recommended.
Training	<p>Completion of the following courses/curricula is required:</p> <ul style="list-style-type: none"> • IS 300 – Intermediate ICS • IS 400 – Advanced ICS • G290 – Basic Public Information Officer • G291 – Joint Information System/ Joint Information Center • E388 – Advanced Public Information Officer • IS29 – PIO Awareness • IS42 – Social Media in Emergencies • L952 – Advanced All Hazards Public Information Officer <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • NDPTC PER-304: Social Media for Disaster Response and Recovery • S203 – Introduction to Incident Information • Completion of Colorado Emergency Management Academy • Argonne National Lab or equivalent 2 day JIC Training
Experience	Minimum of three years as a public information officer with at least two years of experience using social media on a daily basis for the home agency.
Physical	None specified
Certification	Certifications required for the above courses stating “required.” There are not any social media certification courses.
License	None specified
Standards	
Task Book(s) & JPRs	
Additional Notes	<p>The PIO works under the guidance and in conjunction with the local public information officer during the incident.</p> <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • Individual be a Type III Qualified NWCG or State AHIMT PIO with 3 years of experience that includes 2 years of daily social media use for the home agency.

Mnemonic:**CO_COVOST****Position:**

Colorado Virtual Operations Support Team (COVOST) Members

Description:

COVOST Members work directly for the Colorado Division of Homeland Security and Emergency Management PIO and are available to support state and local government agencies through a WebEOC mission order. The COVOST members provide virtual social media listening as specified by the local lead public information officer to support the incident mission for public messaging and communication in order to increase situational awareness.

Requirement	Description
Prerequisites	None specified
Education	None specified
Training	<p>AHJ identifies additional minimum training requirements Completion of the following courses/curricula is required:</p> <ul style="list-style-type: none"> • IS 702 – National Incident Management System Public Information Systems • IS 29 – Public Information Officer Awareness • IS 42 Social Media in Emergency Management <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • PER-304 Social Media for Disaster Response and Recovery • G290 – Basic Public Information Officer • S203 – Introduction to Information • G291 – Joint Information Center/System • L952 – Advanced All-Hazard Public Information Officer
Experience	At least one year extensive use of social media.
Physical	None specified
Certification	None specified
License	None specified
Standards	
Task Book(s) & JPRs	
Additional Notes	<ul style="list-style-type: none"> • The COVOST members must follow the COVOST Handbook. They must sign a volunteer agreement and volunteer registration form. They must pass a background check through the Jefferson County Sheriff’s Office. They must have the required access to social media accounts as designated in the COVOST handbook. They must attend monthly COVOST training meetings and complete at least three activations per year to be a member in good standing. • The COVOST members will work under the direction of DHSEM PIO in support of local Lead PIO.

Published June 2016 Edition