

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER: FFP 2706

COURSE TITLE: Public Information Officer

PREREQUISITE(S): None

COREQUISITE(S): None

CREDIT HOURS: 3

CONTACT HOURS/WEEK: 3

CONTACT HOUR BREAKDOWN:

Lecture/Discussion: 3

Laboratory:

Other _____:

FACULTY WORKLOAD POINTS: 3

STANDARDIZED CLASS SIZE
ALLOCATION: 30

CATALOG COURSE DESCRIPTION:

This course is designed to provide the firefighter with the knowledge and skills needed to successfully perform as an organizational spokesperson in the fire service. Current practices pertaining to public relations are examined using fire service examples. Actual case studies will be investigated to explore crises communications as it related to the public information officer's role in the incident command (ICS)

SUGGESTED TEXT(S): Public and Media Relations for the Fire Service, Tim Birr:
ISBN 978-0-912212-79-1

IMPLEMENTATION DATE: Fall Term, 2008 (20091)

REVIEW OR MODIFICATION DATE:

COURSE TOPICS	<u>CONTACT HOURS PER TOPIC</u>
I. Public Relations 101	2
II. Who Are These Reporters and What Do They Want	3
III. Communicating With the Communicators	3
IV. Who Can We Get to This Stuff - Choosing a PIO	3
V. OWhere Does It Say That? A Primer on Legal Considerations	3
VI. The PIO at the Incident Scene	3
VII. Q &A: Basic Skills for News Interviews	3
VIII. When the News Hits the Fan: Preparing for the Inevitable	4
IX. Connecting With the Community	4
X. Policy and Procedures	4
XI. Developing Public Information Pan for Major Emergencies	4
XII. Working in Front of a Camera	4
XIII. Talking to the Professionals	5
A. Local PIO's	
B. Local TV Broadcaster's	

Course Objectives:

Objectives

- 1.0 The student will define the meaning of public relations.
- 2.0 The student will identify the functions of a public information officer.
- 3.0 The student will identify the various types of media.
- 4.0 The student will describe the functions of each type of media.
- 5.0 The student will list the positive and negative aspects of each type of media.
- 6.0 The student will discuss the proper ways of dealing with the media.
- 7.0 The student will practice writing press releases for the news media.
- 8.0 The student will discuss proper communication and how to improve on it.
- 9.0 The student will practice communication with the media and public.
- 10.0 The student will describe how to properly staff a fire department with a public information officer.
- 11.0 The student will identify the legal considerations of the position.
- 12.0 The student will practice delivering fire related presentations to the public.
- 13.0 The student will practice giving press conferences and interviews to the news media.
- 14.0 The student will identify the functions of a public information officer at a major emergency incident.



NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.

<i>Section 1</i>	
COURSE PREFIX AND NUMBER: <u>FFP 2706</u>	SEMESTER CREDIT HOURS (CC): <u>3</u> CONTACT HOURS (NCC): <u>3</u>
COURSE TITLE: <u>Public Information Officer</u>	

Section 2

TYPE OF COURSE: (Click on the box to check all that apply)

<input type="checkbox"/> AA Elective	<input type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep
<input type="checkbox"/> AS Professional Elective	<input checked="" type="checkbox"/> AAS Required Professional Course	<input type="checkbox"/> Technical Certificate
<input type="checkbox"/> Other _____	<input type="checkbox"/> PSAV	<input type="checkbox"/>
Apprenticeship		
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)		

Section 3 (If applicable)

INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:

<input type="checkbox"/> Communications	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

Section 4

INTELLECTUAL COMPETENCIES:

<input checked="" type="checkbox"/> Reading	<input checked="" type="checkbox"/> Speaking	<input checked="" type="checkbox"/> Critical Analysis	<input type="checkbox"/> Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry
<input checked="" type="checkbox"/> Writing	<input checked="" type="checkbox"/> Listening	<input type="checkbox"/> Information Literacy	<input checked="" type="checkbox"/> Ethical Judgment	<input checked="" type="checkbox"/> Working Collaboratively

<i>Section 5</i>	
LEARNING OUTCOMES	METHOD OF ASSESSMENT
• Student will write a press release for the news media	Grading of assignment
• Student will discuss proper communication with the media/Public	Oral presentations
• Student will identify legal considerations of being a Public Information Officer	Class discussion and exam
• Student will write a press release and give a press conference	Role playing with instructor and peer evaluation
• Student will develop and deliver a fire safety related presentation for a Public event	Role playing with instructor and peer evaluation
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Section 6 Section 6

Name of Person Completing This Form: Richard Nelson Date: May 7, 2008