



**DEPARTMENT OF FINANCIAL SERVICES**

Division of State Fire Marshal  
Bureau of Fire Standards & Training

**Fire and Emergency Services Administration**

**Title: Master Syllabus**

**Date: 12/21/2016**

<b>Course Title</b>	Public Information Officer
<b>Course Number(s)</b>	FFP2706, BFST2706, STP2706
<b>Prerequisite(s)</b>	
<b>Revision Date</b>	08/01/2017
<b>College Credit Recommendation/Contact hours</b>	3 college credits
<b>Continuing Education Units (CEU's)</b>	
<b>Class Days/Time</b>	If on the Fire College Campus - 8:00am to 5:00pm with 5 additional hours of out of class work may be required.
<b>Instructional Supervisor</b> <b>Program Manager</b>	Francis J. Ennist, <a href="mailto:Frank.ennist@myfloridcfo.co">Frank.ennist@myfloridcfo.co</a>
<b>Course Description</b>	<p>This program is 45 hours including 4 days of didactic study and 1 day of practical exercise.</p> <p>G289 (one-day) will introduce the participants to the public information function and the role of the PIO in the public safety/emergency management environment.</p> <p>G290 (two-day) will consider the value of communication before, during and after an incident. It will help PIOs identify critical audiences, both internal and external.</p> <p>G291 one-day course will outline the communications needed for different incidents and define the roles of the PIO within ICS. The E/L 0387 is the course version we often offer on-campus just prior to the 0388 course for students who don't have access to the training in their states.</p>

<b><i>Student Learning Outcomes</i></b>	<p>After the successful completion of this course, the student will be able to do the following:</p> <ol style="list-style-type: none"> <li>1. Identify the roles, functions, and key terms of the news media</li> <li>2. Identify laws and ethics applying to the media.</li> <li>3. Define and discuss news and the different types of news.</li> <li>4. Identify the different types of media and their needs.</li> <li>5. Identify what should be in a media policy.</li> <li>6. Identify why “no comment” should not be used.</li> <li>7. Identify problems associated with public speaking.</li> <li>8. Identify the components of an interview and areas of concern.</li> <li>9. Identify potential traps for the PIO.</li> <li>10. Describe proactive media events and the role of the media in catastrophes.</li> <li>11. Discuss the role of the PIO in high-profile incidents.</li> </ol>
<b><i>Textbook(s) used by BFST</i></b>	<p>FEMA G289/IS29 Public Information Officer Awareness  FEMA G290 Basic Public Information Officer  FEMA G291/E-L0387 – Joint Information System/Joint Information Center Planning for Tribal, State and Local PIOs</p>
<b><i>Required Materials</i></b>	
<b><i>Method of Instruction</i></b>	Classroom Lecture, Practical Evaluations, On-Line
<b><i>Grading</i></b>	Passing 70%
<b><i>Certification(s)</i></b>	
<b><i>Attendance Policy</i></b>	<p>You are required to attend all sessions of the course and complete all pre-course assignments. Failure to appear in class for a scheduled activity will be considered an absence unless you make arrangements with the instructor for a make-up session. Failure to make up missed sessions prior to the next session will result in an absence. Students are allowed to miss 10% of the class and still receive credit.</p>
<b><i>Academic Integrity</i></b>	<p>Academic integrity is crucial to the learning community and indicates respect for the college, the instructor, the course, your classmates and yourself. Any violation of this trust, including but not limited to cheating, plagiarism, collusion, or using or having any content of an un-administered test, will result in immediate dismissal from the course. Under Florida Statute 633, any student dismissed for academic dishonesty can be refused acceptance for any course administered by FSFC.</p> <p>Training Provider Message      The Bureau will accept courses taught by an approved instructor, and are: delivered within the State of Florida by any provider whose course is registered in the</p>

	<p>Florida Department of Education Statewide Course Numbering System when submitted on the institutions' official transcript; or delivered by the United States Fire Administration - National Fire Academy (NFA) when submitted on the official transcript of the NFA; or delivered by any regionally accredited university or college when submitted on the institutions' transcript; or delivered by other academic providers whose FESHE course is registered with the United States Fire Administration (NFA); or determined by the Division to be equivalent to the Statewide Course Numbering System (SCNS) or Fire and Emergency Services Higher Education (FESHE) program courses.</p> <p><b>Instructor Message</b> Only courses delivered by qualified instructors will be accepted by the Bureau. Qualified instructors are: Instructors with requisite faculty credentials for the academic institution that is registered in the Florida Department of Education Statewide Course Numbering System to teach the course; or Instructors with requisite faculty credentials as determined by the United States Fire Administration-National Fire Academy; or Instructors with requisite faculty credentials as determined by the respective regionally accredited university or college.</p>
<b><i>Students with Disabilities</i></b>	Any student who has a permanent or temporary disability that may require a reasonable accommodation to participate in the course must present documentation of the disability and requested accommodation no later than the beginning of the course.
<b><i>Emergency Evacuation Policy</i></b>	<p>Occupants of buildings on the Florida State Fire College campus are required to evacuate and assemble outside when a fire alarm is activated or an announcement is made. Please be aware of the following policies regarding evacuation.</p> <ul style="list-style-type: none"> <li>• Familiarize yourself with all exit doors of the classroom and the building.</li> <li>• Remember that the nearest exit door may not be the one you used when you entered the building.</li> <li>• If you require assistance to evacuate, inform the instructor on the first day of class.</li> <li>• In the event of an evacuation, follow the guidance of the instructor.</li> </ul>

	<ul style="list-style-type: none"> <li>Do not re-enter a building unless you are given instructions by Florida State Fire College personnel to do so.</li> </ul>
<b>Requesting Emergency Care</b>	Any request for emergency care should be initiated by calling “911” from any phone on campus of the Florida State Fire College. Phones are located in each classroom. Additionally, in the event of any emergency, immediately contact an instructor or staff member.
<b>Critical Event Procedures</b>	<p><b>Severe Weather</b> – there is a lightning detection system on campus which has an audible 15 second blast of an air horn. If you are outside, please follow your instructor or move to the closest permanent building. Once the threat is over, there will be three 5 second blasts of the signal.</p> <p><b>Security</b> – During the daytime, security is handled by full time faculty and staff. There are security guards on duty in the evenings and weekends. Please comply with the requests made of security officers. Failure to do so can result in removal from campus.</p> <p><b>Student Badges</b> – You will be issued a badge to be worn anytime you are on campus.</p>
<b>Enabling Objectives</b>	<p>Define emergency public information and the importance of being proactive. (G289-Unit 1)</p> <p>Describe the role and functions of the PIO. (G289-Unit 2)</p> <p>Describe the types of written products used in public information activities. (G289-Unit 3)</p> <p>Recall preparation techniques that contribute to a successful media interview. (G289-Unit 3)</p> <p>List the steps of the 8-Step Model for Strategic Communications. (Unit 4)</p> <p>Explain why emergency public information is important during an incident. (G290-Unit 1)</p> <p>Recognize the functional needs and challenges of different audiences. (Unit 1)</p> <p>Compare actions PIOs can take to work with the news media during day-to-day and emergency situations. (Unit 2)</p> <p>Using the strategic communications planning model, develop a public awareness campaign (95%). (Unit 3)</p> <p>Using the strategic communications planning model, develop an incident communications strategy (5%). (Unit 3)</p> <p>Explain the news briefing cycle. (Unit 4)</p> <p>Outline media needs at the scene. (Unit 4)</p>

	<p>Describe the difference between media briefings and press conferences. (Unit 4)</p> <p>Describe different public information written products. (Unit 5)</p> <p>Describe what types of impressions specific body language might convey during an interview. (Unit 6)</p> <p>Identify elements of an interview the PIO should consider ahead of time. (Unit 6)</p> <p>Identify steps a PIO needs to take to prepare for and conduct a news interview. (Unit 6)</p> <p>Recall course key points. (G290-Unit 8)</p> <p>State the course purpose and objectives. (G291-Unit 1)</p> <p>Describe why public information officers train at this level. (Unit 1)</p> <p>Define NIMS, and explain where public information fits in. (Unit 2)</p> <p>Define ICS and the role of the PIO within ICS. (Unit 2)</p> <p>Analyze the communications needs of a single-PIO incident. (Unit 2)</p> <p>Given a 5% scenario, analyze the actions and barriers to communications in an expanding incident. (Unit 3)</p> <p>Describe the advantages and challenges of working with multiple PIOs. (Unit 3)</p> <p>Differentiate between the JIS and the JIC. (Unit 4)</p> <p>Describe triggers for JIC activation. (Unit 4)</p> <p>Describe the preparedness activities for establishing and maintaining a JIC. (Unit 4)</p> <p>Describe flexible and scalable structures for organizing a JIC based on incident needs. (Unit 4)</p> <p>Describe circumstances when State and Federal partners might be integrated into the JIS/JIC. (Unit 5)</p> <p>Describe the State JIC organizational structures and resources. (Unit 5)</p> <p>Describe the Federal ESF #15 organizational structures and resources. (Unit 5)</p> <p>Identify strategies for building partnerships at all levels. (Unit 5)</p> <p>Recall course key points. (G291-Unit 7)</p>
--	--

<b><i>Practical Applications</i></b>	<p>Given a scenario, apply the 8-Step Model to a public awareness campaign. (G289-Unit 4)</p> <p>Apply public information techniques to a 5% scenario. (G289-Unit 5)</p> <p>Demonstrate the role and function of the PIO in both day-to-day and emergency environments. (Unit 2)</p> <p>Apply effective news release writing guidance. (Unit 5)</p> <p>Adapt or repurpose written media products for other purposes. (Unit 5)</p> <p>Demonstrate effective techniques for on-camera interviews. (Unit 6)</p> <p>Given an emergency scenario, apply public information skills. (Unit 7)</p> <p>Given a 5% scenario, demonstrate organizing a JIC. (Unit 6)</p>
--------------------------------------	---

Plan of Instruction

## Course Schedule

### DAY ONE

#### Event Duration

Module 1 – Course Introduction 2 hours

Module 2 – Roles and Responsibilities 3 hours 30 minutes

#### Lunch

Module 3 – Incident Information Operations 2 hours

Expectations Review 30 minutes

### DAY TWO

#### Event Duration

Module 3 – Incident Information Operations (cont'd) 1 hour

Module 4 – Developing a Communications Strategy 3 hours

**Lunch**

Module 5 – Effective Media Relations 3 hours 30 minutes

Expectations Review 30 minutes

**DAY THREE**

**Event Duration**

Module 5 – Effective Media Relations (cont'd) 5 hours

**Lunch**

Module 6 – Assistant Public Information Officer 2 hours 30 minutes

Tasks and Assignments

Expectations Review 30 minutes

**DAY FOUR**

**Event Duration**

Module 7 – Effective Community Relations 3 hours 30 minutes

**Lunch**

Module 8 – Special Situations 4 hours

Expectations Review 30 minutes

**DAY FIVE**

**Event Duration**

Module 8 – Special Situations (cont'd) 2 hours 30 minutes

Module 9 – Creating a Safe Environment 1 hour

**Lunch**

Module 10 – Transition and Demobilization 1 hour 30 minutes

Expectations Review 1 hour

Course Final 1 hour 30 minutes

Review of Course Final and Certifications 30 minutes