



MASTER COURSE OUTLINE

Prepared By:

Date: August 2017

COURSE TITLE

Public Information Officer

GENERAL COURSE INFORMATION

Dept.: HSEM

Course Num: 157

(Formerly:)

CIP Code: 43.0301

Intent Code: 21

Program Code: 966

Credits: 2

Total Contact Hrs Per Qtr.: 22

Lecture Hrs: 22

Lab Hrs: 0

Other Hrs: 0

Distribution Designation: None

COURSE DESCRIPTION (as it will appear in the catalog)

The course is designed to train participants for coordinating and disseminating information released during emergency operations and for assisting in the scheduling and coordination of news conferences and similar media events. After completing this course the student will have met the sections required for Public Information Officer as outlined by NFPA 1035.

PREREQUISITES

HSEM 102 Introduction to Emergency Management

TEXTBOOK GUIDELINES

Chosen by instructor

COURSE LEARNING OUTCOMES

Upon successful completion of the course, students should be able to demonstrate the following knowledge or skills:

1. List and describe characteristics and responsibilities that make an effective public information officer.
2. Recognize and describe guidelines for department policies, which guide public information function.
3. List and describe the characteristics for developing positive relations within the media.
4. Discuss and explain the purpose of a media guide.
5. Distinguish between a news release and media advisory component parts.
6. Examine the Emergency Alert System (EAS).
7. Discuss the basic guidelines on managing the media scene.
8. Identify the basic guidelines to follow before and during an interview.
9. Examine basic guidelines of understanding public speaking.
10. List and describe the steps in preparing a news conference.
11. Conduct an interview.
12. Prepare a news release.
13. Prepare a media advisory.
14. Prepare and conduct a news conference.

INSTITUTIONAL OUTCOMES

None

COURSE CONTENT OUTLINE

- A. Introduction to Public Information
- B. Characteristics/responsibilities of a Public Information Officer
- C. Ethics, Legal Issues and Policies
- D. The Media
- E. Developing Positive Relationships with the Media
- F. Gathering Information
- G. Getting Information to the Media
- H. Interviewing
- I. Scene Management
- J. Multiagency Operations: Information Operations at a Large Incident
- K. News Conferences
- L. Reaching the Community

DEPARTMENTAL GUIDELINES *(optional)*

PO5 should be assessed: Students will be able to solve problems by gathering, interpreting, combining and/or applying information from multiple sources.

DIVISION CHAIR APPROVAL

DATE