

ALABAMA FIRE COLLEGE

AND PERSONNEL STANDARDS & EDUCATION COMMISSION



COURSE SYLLABUS

Public Information Officer

FSC 257

24 clock hours

PREREQUISITES

- 18 years of age
- High School Diploma/GED

REQUIRED COURSE MATERIALS

- **Public Information Officer, Second Edition**
- Laptop that can produce documents in Microsoft Office or Adobe PDF

DESCRIPTION

This course is based on NFPA 1030: *Standard for Professional Qualifications for Fire Prevention Program Positions*, Chapter 12, Public Information Officer, 2024 Edition. This course is designed for individuals seeking the knowledge and skills to conduct media interviews, prepare news releases, and media advisories.

STUDENT LEARNING OBJECTIVES

- Conduct media interviews.
- Establish a media area.
- Coordinate dissemination of information to specific community groups.
- Prepare a news release.
- Prepare a media advisory.
- Disseminate information to the media.
- Disseminate information to an internal target audience.
- Coordinate a news conference
- Disseminate information through applicable electronic forms of communication.

CERTIFICATION REQUIREMENTS

To be issued certification, the candidate will: provide documentation of prerequisites, complete required training hours including skills training, successfully complete the cognitive written exam, and successfully complete the practical exam.

ACCREDITATION

Alabama Fire College and Personnel Standards Commission maintains accreditation with Pro Board and IFSAC. Each student will automatically receive national registration and certification upon successful completion of all requirements for certification.

COURSE SCHEDULE (SUBJECT TO CHANGE)

Day One:	Introductions Chapter 1: The Role of Public Information Officers in the Fire Service Chapter 2: Building a Public Information Program Chapter 3: Communications / Skills Projects 1-5
Day Two:	Chapter 4: Public Information Program Administration Chapter 5: The PIO's Role at Emergency Incidents / Skills Projects 6-7
Day Three:	Project Completion, Review, Critique, and Written Certification Exam

WRITTEN EXAMINATION

Perform to a minimum 70% competency on the examination,
(One retest is allowed after 30 days but within one year of course end date.)

PRACTICAL EXAMINATION

Successfully complete a skills/project evaluation to a minimum of 70% competency and successful completion of all critical points. Evaluators will test at least 25% of the skills for each. Skill sheets to be tested will be randomly selected by AFC Certification Unit for the practical examination. (One retest is allowed after 30 days but within one year of course end date.)