

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

- ***Alabama Fire College: Public Information Officer Student Manual*** (Optional if using AFC Online Classroom)

DESCRIPTION

This course is based on NFPA 1035: *Standard on Fire and Life Safety Educator, Public Information Officer, Youth Firesetter Intervention Specialist, and Youth Firesetter Program Manager Professional Qualifications*. This course is designed for the individual who wants to obtain 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, Course Objectives, The Media, Ethics, The News Media and the Law, What is the news, The types and needs of the media, Create a policy for dealing with the media and follow it
Day Two:	Why “No Comment” is an unacceptable response, Public speaking and its associated problems, the interview, Traps to avoid, Role reversal, High-Profile incidents
Day Three:	Skills 1-4, JPR Skills Testing, Review, Critique and Written Certification Exam

GRADE ASSESSMENT

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.)