



ALABAMA FIRE COLLEGE

PUBLIC INFORMATION OFFICER

SYLLABUS

FSC 257

24 CLOCK HOURS

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| Prerequisite(s) | <ul style="list-style-type: none">• 18 years of age• High School Diploma/GED | | | | | | | | | | | | | | | |
| Course Description | <p>This course is based on <i>NFPA 1035: Standard on Fire and Life Safety Educator, Public Information Officer, Youth Firesetter Intervention Specialist, and Youth Firesetter Program Manager Professional Qualifications</i>, and may lead to Pro Board and IFSAC certifications. 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.</p> | | | | | | | | | | | | | | | |
| Student Learning Objectives | <ul style="list-style-type: none">• 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. | | | | | | | | | | | | | | | |
| Required textbook and Course Materials | <ul style="list-style-type: none">• Public Information Officer Student Manual. Access Available when assigned to AFC Online | | | | | | | | | | | | | | | |
| Reading Prior to Arrival | <ul style="list-style-type: none">• Public Information Officer Student Manual. | | | | | | | | | | | | | | | |
| Daily Activities and Class Participation | <p>This course will involve discussion, questions and answers on the materials, and case studies. Class participation is expected from all students.</p> | | | | | | | | | | | | | | | |
| Basis | <p>Alabama Fire College and Personnel Standards Commission, Administrative Code, Chapter 360-X-21-.01: Requirements for Certified Public Information Officer</p> | | | | | | | | | | | | | | | |
| Certification Requirements | <p>To be issued certification, the candidate will:</p> <ul style="list-style-type: none">• provide documentation of prerequisites.• complete required training hours including skills training.• successfully complete cognitive written exam.• successfully complete practical exam. | | | | | | | | | | | | | | | |
| Grade Assessment | <ul style="list-style-type: none">• Written Examination: Perform to a minimum 70% competency on the examination, calculated at 50% of the final score for the course. (One retest is allowed after 30 days but within one year of course end date.)• Practical Examination (if applicable): 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 level of skill sheets. Skill sheets will be randomly selected by AFC Certification Unit for this practical examination. The Practical Examination portion is calculated at 50% of the final score. (One retest is allowed after 30 days but within one year of course end date.) <p>Example:</p> <table><tr><td>Written examination -</td><td>70/100 possible points</td><td></td></tr><tr><td></td><td>70 x 50% =</td><td>35 points awarded for written exam portion</td></tr><tr><td>Practical/project -</td><td>40/100 possible points</td><td></td></tr><tr><td></td><td>40 x 50% =</td><td>20 points awarded for practical portion</td></tr><tr><td>Total Points =</td><td></td><td>55 points (student awarded F, score not 70%>)</td></tr></table> | Written examination - | 70/100 possible points | | | 70 x 50% = | 35 points awarded for written exam portion | Practical/project - | 40/100 possible points | | | 40 x 50% = | 20 points awarded for practical portion | Total Points = | | 55 points (student awarded F, score not 70%>) |
| Written examination - | 70/100 possible points | | | | | | | | | | | | | | | |
| | 70 x 50% = | 35 points awarded for written exam portion | | | | | | | | | | | | | | |
| Practical/project - | 40/100 possible points | | | | | | | | | | | | | | | |
| | 40 x 50% = | 20 points awarded for practical portion | | | | | | | | | | | | | | |
| Total Points = | | 55 points (student awarded F, score not 70%>) | | | | | | | | | | | | | | |
| Accreditation | <p>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.</p> | | | | | | | | | | | | | | | |
| Contact Information | <p>Link: Alabama Fire College Website</p> | | | | | | | | | | | | | | | |

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| | 1-800-241-2467 Link: Alabama Fire College Bookstore Website 1-866-984-3545 |
| Academic Misconduct | Academic misconduct or dishonesty, such as cheating and plagiarism, is not permitted in class. Suspected cases of academic misconduct will be reported to the Executive Director. Conduct detrimental to the fire service, on or off campus, will not be tolerated. AFC will investigate any complaints. If a complaint is valid, the student will be dismissed and his/her agency will be notified. |
| Attendance Policy | Attendance will be recorded at every class or lab meeting at the beginning of class and after long breaks for required hours. For a week-long certification course, students are required to attend all sessions to obtain certification. For VA students, it is especially important because they will receive benefits only for those days in attendance. Special Policy: Fire Fighter I/II: Students are expected to attend all classes. Failure to appear in class for a scheduled activity will be considered an absence unless prior permission is received from the instructor. For any absence to be excused and makeup work allowed, it must be accompanied by a written description of extenuating circumstances. No-Show: Students who have registered for a fee-waived or stipend course and fail to withdraw according to Alabama Fire College withdrawal policy will not be allowed to register for another fee-waived or stipend course for a period of one year. Department Delivery: In order to qualify for department delivery courses, students must be an Alabama resident or a member of an Alabama fire department. |
| Tardiness | Students must adhere to class schedules. Students are required to be punctual for all classes and class activities. Classes will begin promptly at the scheduled time unless specific instructions are given otherwise. |
| Safety | Safety of the students is the top priority for Alabama Fire College. Students must adhere to safety regulations while attending a class at the Fire College. Safety instructions are posted in every classroom, as well as escape routes and tornado actions. |
| Quality Enhancement Plan | An evaluation form will be provided for each student at the end of the course. Students may use this evaluation form as a means of communicating their opinion of the overall course, course content, instructor, and facilities. |
| Course Schedule | <i>Suggested Course Schedule</i> Day One: Introductions; Course Objectives; The Media; Ethics, the News Media, and the Law; What is 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 <i>The schedule is subject to change.</i> |