



# BROWARD COLLEGE COURSE OUTLINE

**LAST REVIEW: 2008- 2009**  
*(i.e. 2003-2004)*

**NEXT REVIEW: 2013- 2014**  
*(i.e. 2008-2009)*

**STATUS: A**  
*(A, I, D)*

**COURSE TITLE: Public Information Officer**

**COMMON COURSE NUMBER: FFP 2706**

**CREDIT HOURS: 3**

**CONTACT HOUR BREAKDOWN**  
*(per 16 week term)*

**CLOCK HOURS:**  
*(Voc. Course ONLY)*

Lecture: **48**                      Lab:  
Clinic:                                      Other:

**PREREQUISITE(S): None**

**COREQUISITE(S): None**

**PRE/COREQUISITE(S): None**

**COURSE DESCRIPTION :** This course prepares the student to serve effectively as an organizational spokesperson, according to current practices of public relations and numerous examples from the fire service. Particular emphasis will be placed on case studies in crisis communication and the role of the Public Information Officer in the Incident Command System.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s):                      Area  
General Education Requirements – Associate in Science Degree (AS), meets Area(s):                      Area  
General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s):                      Area

## UNIT TITLES

1. Introduction to the role and function of the Public Information Officer.
2. Responsibilities of the Public Information Officer.
3. Applicable federal, state and local laws affecting the Public Information Officer.
4. The media and the Public Information Officer.
5. Incident command and the Public Information Officer.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

**EVALUATION:**

Please provide a brief description (250 characters maximum) that details how students will be evaluated on the course outcomes.

1. Quizzes, tests, projects, exercises, and/or final exam (cumulative or comprehensive)
2. Individual faculty may also choose to assess class participation, attendance, and/or extra credit assignments.

*\*\*\* Complete the following only if course is seeking general education status \*\*\**

**GENERAL EDUCATION Competencies and Skills\*:**

Please highlight in green font all Competencies/Skills from the list below that apply to this course. In the box to the right of the Competency/Skill, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 5.12) that apply.

|  |  |
|--|--|
| 1. Read with critical comprehension  |  |
| 2. Speak and listen effectively  |  |
| 3. Write clearly and coherently  |  |
| 4. Think creatively, logically, critically, and reflectively<br>(analyze, synthesize, apply, and evaluate)   |  |
| 5. Demonstrate and apply literacy in its various forms:<br>(highlight in green ALL that apply)<br>( 1. technological, 2. informational, 3. mathematical,<br>4. scientific, 5. cultural, 6. historical, 7. aesthetic and/or<br>8. environmental ) |  |
| 6. Apply problem solving techniques to real-world experiences  |  |
| 7. Apply methods of scientific inquiry   |  |
| 8. Demonstrate an understanding of the physical and biological environment and how it is impacted by human beings  |  |
| 9. Demonstrate an understanding of and appreciation for human diversities and commonalities  |  |
| 10. Collaborate with others to achieve common goals.   |  |
| 11. Research, synthesize and produce original work   |  |
| 12. Practice ethical behavior  |  |
| 13. Demonstrate self-direction and self motivation   |  |
| 14. Assume responsibility for and understand the impact of personal behaviors on self and society  |  |
| 15. Contribute to the welfare of the community   |  |

\* General Education Competencies and Skills endorsed by '05-'06 General Education Task Force

**Common Course Number: FFP 2706**

**UNITS**

**Unit 1**

**General Outcome:**

- 1.0 The student shall: demonstrate an understanding of the role and function of the Public Information Officer.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 1.1 Describe the role of the Public Information Officer.**
- 1.2 Explain the function of the Public Information Officer.**
- 1.3 Explain the history and development of the position.**
- 1.4**
- 1.5**
- 1.6**
- 1.7**
- 1.8**
- 1.9**
- 1.10**
- 1.11**
- 1.12**
- 1.13**
- 1.14**
- 1.15**

**Common Course Number: FFP 2706**

**Unit 2**

**General Outcome:**

- 2.0 The student shall: demonstrate an understanding of the responsibilities of the Public Information Officer.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 2.1 Explain the responsibilities of the position.**
- 2.2 Describe the qualifications of the position.**
- 2.3 Describe the training required for the position**
- 2.4**
- 2.5**
- 2.6**
- 2.7**
- 2.8**
- 2.9**
- 2.10**
- 2.11**
- 2.12**
- 2.13**
- 2.14**
- 2.15**

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**Unit 3**

**General Outcome:**

- 3.0 The student shall: demonstrate an understanding of the applicable laws affecting the Public Information Officer.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 3.1 Explain the different laws impacting the position.**
- 3.2 Explain the need for confidentiality.**
- 3.3 Describe the different types of information the Public Information Officer will handle.**
- 3.4 Explain the liability issues which affect the position.**
- 3.5**
- 3.6**
- 3.7**
- 3.8**
- 3.9**
- 3.10**
- 3.11**
- 3.12**
- 3.13**
- 3.14**
- 3.15**

**Common Course Number: FFP 2706**

**Unit 4**

**General Outcome:**

- 4.0 The student shall: demonstrate an understanding of the relationship between the media and the Public Information Officer.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 4.1 Explain the role of the media.**
- 4.2 Describe the different types of media.**
- 4.3 Explain the different media contacts.**
- 4.4 Describe the elements which make-up a press release.**
- 4.5 Describe the procedure for a press briefing.**
- 4.6 Explain the elements of an interview.**
- 4.7**
- 4.8**
- 4.9**
- 4.10**
- 4.11**
- 4.12**
- 4.13**
- 4.14**
- 4.15**

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**Unit 5**

**General Outcome:**

- 5.0 The student shall: demonstrate an understanding of the role of the Public Information Officer in the incident command system.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the student shall be able to:**

- 5.1 Describe the incident command system.**
- 5.2 Explain the role of the Public Information Officer in incidents of different sizes.**
- 5.3 Explain the process of setting up at an active scene.**
- 5.4 Explain the process for post incident releases and follow-up information.**
- 5.5**
- 5.6**
- 5.7**
- 5.8**
- 5.9**
- 5.10**
- 5.11**
- 5.12**
- 5.13**
- 5.14**
- 5.15**