EMGT C160: INTRODUCTION TO PUBLIC INFORMATION OFFICER (PIO)

Item	Value
Curriculum Committee Approval Date	11/21/2008
Top Code	210530 - Industrial and Transportation Security
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course will introduce the basic concepts of the emergency management PIO function. Course topics will include the role of the PIO as well as composing press releases, public speaking, doing television interviews, and conducting awareness campaigns. This course is designed for those who are new to the field and/or those who are assigned the role of PIO as an ancillary duty. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Given a scenario, list the duties of a public information officer during an incident.
2. Given a case study, demonstrate clear competence in the delivery of a press release.

Course Objectives

• 1. Discuss the role of the Public Information Officer (PIO) in disaster management.
• 2. Name important traits and/or characteristics found in the successful Public Information Officer(PIO).
• 3. Review the Incident Command System (ICS) and its importance in emergency operations.
• 4. Outline systems of effective communications, including media relations, public education activities, and the formulation of press releases.
• 5. Demonstrate effective teamwork skills in media communications problem-solving activities.
• 6. Explain important laws and/or regulations that may impact a Public Information Officer when disseminating disaster information.
• 7. Identify effective techniques of the successful public speaker.
• 8. Recognize important components found in community awareness campaigns.

Lecture Content

INTRODUCTION TO PUBIC INFORMATION OFFICER (PIO) Definition Terminology Role Selection of and/or criteria INCIDENT COMMAND SYSTEM Overview of ICS Incident Action Plans Liaison Officers PIO COMMUNICATION Media relations Educating public Impact of press releases Approval process CASE STUDIES State Local Analysis Lessons Learned TABLE TOP EXERCISES AND DEBRIEFINGS Demonstrate teamwork in problem solving MEDIA RELATIONS Role of media during disaster Location Liaison officers Safety concerns PUBLIC SPEAKING Exercise Basic elements Dos and Donts COMMUNITY AWARENESS CAMPAIGNS Selection of PIO Addressing specific population Delivering message Public buy-off PRACTICAL EXERCISE Table top scenarios Group problem solving Development of press release Delivery of media interview IMMEDIATE RESPONSE TO DISASTERS Support through community Delivering positive message Informing public Working with the incident commander VIEWING OF CLASS PROJECT Videotaping media release Class critique Discussion

Method(s) of Instruction

• Lecture (02)
• DE Online Lecture (02X)

Instructional Techniques

This course may be taught using multiple methods of support including classroom, video, audio, multi-media, and online strategies. Strategies may include lectures; cooperative learning groups; written homework assignments; self-paced independent study using textbooks, video lessons, audio segments, demonstrations or discussions; simulations; role playing; case studies; problem-solving exercises; debates; presentations by students to software or online systems; presentations to the instructor or to other students; research projects; and journal reflections.

Reading Assignments

Reading assignments including but not limited to textbooks, professional journals, magazines, and newspaper articles.

Writing Assignments

Written/oral assignments requiring the student to demonstrate analytical problem-solving skills.

Out-of-class Assignments

Written assignments used to evaluate and/or critique effective public speakers.

Demonstration of Critical Thinking

Written/oral assignments requiring the student to demonstrate analytical problem-solving skills

Required Writing, Problem Solving, Skills Demonstration

All lessons and class projects require the use of a logical approach in identifying the problem and obtaining the information to assist in formulating a response to an incident.Group participation and practical application.

Eligible Disciplines

Industrial safety: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required White, J.D. Managing Information in the Public Sector, 1st ed. New York: Routledge, 2015 Rationale: - Legacy Textbook Transfer Data: Legacy text

Other Resources

1. Coastline Library 2. Assigned articles, Internet research and class hand-outs 3. Access to Internet either in a Coastline Community College Lab or outside the college. For Classroom based class and Hybrid Class, a minimum of 2 gigabyte USB memory stick.