



Pennsylvania State Fire Academy

1150 Riverside Drive
Lewistown, PA 17044-1979

Pennsylvania Emergency Management Agency

2605 Interstate Drive
Harrisburg, PA 17110

Minimum Standard for Accreditation (MSA)

Original program: 10/2009

Revised: 10/2013

Course Title: G-289 Public Information Officer Awareness

Course Code: G-289

Length of Course: 8 Hours **Lecture/Lab Breakdown:** 5.75 Hours / 2.25 Hours

Target Audience: The primary audience for this training is individuals who have public information responsibilities as their main job or as an auxiliary function at the State, tribal, or local level of government.

Prerequisites: None

Referenced Texts: FEMA G-289 Public Information Officer Awareness Course Student Manual. Instructor Guide and PowerPoint provided on CD by PEMA.

Course Goal: At the completion of the FEMA G-289 Public Information Officer Awareness Course, participants will be oriented to the public information function and the role of the PIO in the public safety/emergency management environment. Additionally, this training will prepare participants for subsequent training to further develop their PIO skills.

Description of Course: The primary audience for this training is individuals who have public information responsibilities as their main job or as an auxiliary function at the State, tribal, or local level of government.

A secondary audience for this training includes individuals who would benefit from a general understanding of the emergency public information function. This audience would include elected and other officials with responsibilities that would necessitate their working with PIOs or the news media during an emergency incident.

Description of Methodology to be used (Brief): Lecture, discussions, activities, and PowerPoint presentations.

Student Equipment/Supply Needs: Note taking materials (Pen/Pencil, paper). FEMA G-289 Public Information Officer Awareness Course Student Manual.

Equipment/Audiovisual/Supply requirements: Classroom setting with chairs and tables; computer with capabilities to play DVDs, LCD projector screen; video (digital or film) camera with appropriate media (Flash drive, SD card, DVD, VCR Tape, etc.), Play back device for recorded media (VCR, Computer, DVD Player, speakers); additional handouts per instructor choice.

Special Notes & Conditions: Minimum of 10, Maximum of 30 students in the class. Minimum of two (2) instructors required to deliver this course.

COURSE OUTLINE

<u>Time</u>	<u>Content</u>	<u>Notes</u>
0:30	Unit 1: Welcome and Overview	
1:30	Unit 2: Emergency Public Information and the Role of the PIO	
1:15	Unit 3: Tools of the Trade – Communicating Effectively in Writing	
2:00	Unit 4: Working With the News Media	
1:15	Unit 5: Creating Public Awareness Campaigns	
0:30	Unit 6: Course Summary	
1:00	Course Exam	

Competency Evaluation Mechanism (Brief description-attach copy): A 25 question exam. Exam is considered passing with a score of 75%. Candidate has one (1) retest attempt to pass.

Course Objectives (specific): At the completion of this course students will be able to:

1. Define emergency public information and the Public Information Officer (PIO) function.
2. Describe how written products are used to support public information activities.
3. Describe how the PIO can work effectively with the news media to communicate emergency public information.
4. Apply basic PIO skills to public awareness campaigns.

Questions/Comments: Please contact the State Fire Academy Assistant Administrator