



**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:** 12/2010

**Revised:** 3/2015

**Course Title:** G-290 Basic Public Information Officer      **Course Code:** G-290

**Length of Course:** 16 Hours      **Lecture/Lab Breakdown:** 13 Hours / 3 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:** FEMA Independent Study Program100 (or equivalent or current version) and FEMA Independent Study Program200 (or equivalent or current version)

**Referenced Texts:** FEMA G-290 Basic Public Information Officer Student Manual. Instructor Guide and PowerPoint provided on CD by PEMA.

**Course Goal:** This training will equip participants with the basic skills needed to function as Public Information Officers (PIOs), such as oral and written communications, understanding and working with the media, and basic tools and techniques needed to perform effectively.

**Description of Course:** This Basic Public Information Officer Course (G290) is designed to prepare participants to function as full- or part-time PIOs. Additionally, this training is a prerequisite and foundation for more advanced training that takes participants from the awareness level to the mastery level in their public information careers.

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

**Student Equipment/Supply Needs:** Note taking materials (Pen/Pencil, paper) and 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 (SD card, DVD, VCR Tape, etc.), Play back device for recorded media (VCR, Computer, DVD Player); additional handouts per instructor choice.

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G-290 Basic Public Information Officer

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**Special Notes & Conditions:** Minimum of 10, Maximum of 30 students in the class. Minimum of two (2) instructors required to deliver this course. Special guest instructors from local media outlets may be invited to participate.

## **COURSE OUTLINE**

<b><u>Time</u></b>	<b><u>Content</u></b>	<b><u>Notes</u></b>
<b><u>DAY ONE</u></b>		
0:30	Registration	
1:30	Unit 1: Welcome and Overview	
1:15	Unit 2: Communication Tools that Work	
1:15	Unit 2: Communication Tools that Work (Continued)	
1:30	Unit 3: News Interviews	
2:00	Unit 4: Practical Exercise – On-Camera interviews and News Release Writing	
<b><u>DAY TWO</u></b>		
1:00	Unit 4: Practical Exercise (Continued includes feedback from interviews)	
2:00	Unit 5: Media Relations at the Scene	
2:00	Unit 6: Public Information in Expanding Incidents – Introduction to JIS/JIC	
2:00	Unit 7: News Media Panel	
1:00	Unit 8: Course Summary (includes final exam)	

**Competency Evaluation Mechanism (Brief description-attach copy):** A 25 question exam. Exam is considered passing with a score of 70%. Candidate has one (1) retest attempt to pass.

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

1. Demonstrate how to communicate emergency public information effectively in writing to the public through the news media.
2. Describe actions the PIO can take to prepare for and conduct an effective interview with the news media.
3. Demonstrate the ability to answer questions effectively during an on-camera interview.
4. Describe how to effectively perform the responsibilities of the PIO at the scene of an incident.
5. Describe the JIS/JIC concepts as they apply to the public information function in an expanding incident.
6. Participate in a panel discussion with members of the news media.

**Questions/Comments: Contact the State Fire Academy Assistant Administrator**