

## **FIP-256 Municipal Public Relations**

### **COURSE DESCRIPTION:**

Prerequisites: None

Corequisites: None

Course description. This course is a general survey of municipal public relations and their effect on the governmental process referenced in NFPA standard 1035. Topics include principles of public relations, press releases, press conferences, public information officers, image surveys, and the effects of perceived service on fire protection delivery. Upon completion, students should be able to manage public relations functions of organizations which meet elements of NFPA 1021 for Fire Officer I and II. Course Hours per Week: Class, 3. Semester Hours Credit, 3.

### **LEARNING OUTCOMES:**

Upon completing requirements for this course, the student will be able to:

1. Describe the role and responsibilities of the public information officer before, during and after emergency incidents.
2. Describe the types of written and electronic products used in public information activities.
3. Discuss the ethical considerations for public information officers and the need for social media procedures within public organizations.
4. Identify and explain the impact of integrated marketing on different social and economic social classes.
5. Demonstrate necessary skills used to conduct successful interviews with different forms of media sources.

### **OUTLINE OF INSTRUCTION:**

- I. The Public Information Officer (PIO)
  - A. Who is the PIO?
  - B. The role and responsibilities of the PIO
  - C. The importance of being proactive
- II. Information sharing formats
  - A. Written communication
  - B. News media/networks (radio and television)
  - C. Social media
- III. Ethics and organizational procedures
  - A. Public relations and support through public information sharing
  - B. The laws of information sharing
  - C. Considerations and consequences of negative publicity
  - D. Analyzing and developing agency procedures for social media

- IV. Information sharing across all levels
  - A. Identifying and understanding the impacted community
  - B. Implement, evaluate and modify plans of communication
  - C. Evaluate and design inclusive communication strategies for public information officers.
  - D. Discuss the liability of the public information officers and developing credibility.
  
- V. Public Speaking
  - A. Preparing for pre-recorded or live interviews.
  - B. Traps to avoid during an interview
  - C. Develop a written media release based on a provided scenario.
  - D. Present a verbal media presentation related to a provided scenario.

**REQUIRED TEXTBOOK AND MATERIAL:**

The textbook and other instructional material will be determined by the instructor.