



# Pennsylvania State Fire Academy

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## Minimum Standard for Accreditation (MSA)

July 1992

Last Revision: 5/02

**Course Title:** Public Relations for the Fire & Emergency Services

**SFA Course Code:** MEDR

**Length of Course:** 16 Hours

**Lecture/Lab Breakdown:** 16/0

**Prerequisites:** None

**Referenced Texts:** Planning and Producing Audiovisual Materials: J. Kemp, 4th Edition, Harper and Row. Effective Public Relations for Community Groups: Howard and Carol Levine, Associated Press. Public Relations Basics for Community Organizations: Sol Marshall, Creative Press. Lesley's Public Relations Handbook: Philip Lesley, Prentice Hall. Public and Media Relations for the Fire Service: Tim Birr, PennWell Publishing.

**Course Goal:** Students completing this course will be better able to deal with the public, government, businesses and the news media in a positive, professional manner.

**Description of Course:** This course is designed for the officers of emergency service organizations who come into the most contact with the public, press and businesses. It is designed to help improve their communication skills as well as present new ideas and ways to communicate their needs and message.

**Description of Methodology to be used: (Brief)** Lecture, demonstration, guided discussion and student activities involving role play. Instructor can move any modules except the first to suit local availability. It is recommended that the instructor try to have local media/press help with modules dealing with the media.

**Student Equipment/Supply Needs:** Pen/pencil and notebook

**Equipment/Audiovisual/Supply requirements:** Chalkboard/Flip Chart; overhead projector, 35mm slide projector and screen; VHS video player and 2 monitors; camcorder with spare battery pack and several blank tapes; various props for practical sessions to be determined by local availability and instructor preference; Brady Overheads - Unit 19; Section 4; IFSTA Public Relations Slides - Unit 46. Course is also on PowerPoint CD-Rom.

*Continued*

**COURSE OUTLINE**

<b><u>Time</u></b>	<b><u>Content</u></b>	<b><u>Instructor Notes</u></b>
:20	Registration	
1:40	Defining and Planning Public Relations	
2:00	Dealing with the Media on Location	
1:00	Dealing with Businesses	
1:30	Planning an Audiovisual Presentation	
1:30	The Use of Video in the Fire Service	
:15	Opening Remarks, Q&A from Previous Day	
2:15	Preparing Press Releases	
1:30	Media Interviews, Part I	
3:00	Media Interviews, Part II	
1:00	Test/Summary	

**Competency Evaluation Mechanism (Brief description-attach copy):** Instructor assessment via direct questioning during course of class. Twenty-five (25) question written test.

**Course Objectives (specific):** Upon completion of this course, the student shall be able to:

1. Improve Communication skills toward the public, press, government, and business.
2. Entering Behavior: Basic knowledge of communication skills.
3. Learning Behavior: Explanation of methods available and skill building.
4. Expected Terminal Behavior: Improved skills in communications and PR as well as new ideas and attitudes concerning PR.