

Course Syllabus

Syllabus: FES 4055

Course: Public Information and Community Relations

Course & Section: FES 4055

Credit Hours: 3

Session: Summer 2018

Course Format: Web-based Distance Learning

Instructor: Dr. Chris Reynolds, CEM

Office Hours: Mon 9am-10am, Wed 9am-10am (through scheduled appointment). You can email me at any time.

Required Text: EMS Public Information and Community Relations (2015) e. Mund & J. Lindsey; Brady Publishing (Pearson) ISBN: 978-0135074633

Course Communications: There is a general discussion tab that can be used, or send me an email through the course email. Urgent messages can be sent to me directly chris.reynolds@ufl.edu.

Additional Resources: Use resources on the course site: <https://dcp.ufl.edu/rinker/academics/fes-course-descriptions/>

Course Description

This course introduces the FES professional to benefits of community information and community relations. Students explore issues in marketing, crafting the message, identifying the audience, developing programs, and creating press releases.

Prerequisite Knowledge and Skills: None

Purpose of Course: The course provides the concepts of marketing, public relations and communication to the community.

Course Goals and/or Objectives: By the end of this course, students will:

1. Demonstrate understanding of public information and community relations as it pertains to EMS.
2. Explain the various components of the public information and community relations:
 - o Marketing
 - o Messaging
 - o Audience Identification
 - o SWOT Analysis
 - o Press Releases

3. Benefits of public information and community relations.

How This Course Relates to the Student Learning Outcomes in the Fire & Emergency Services program: Demonstrate strong verbal and written communication skills for leadership in fire and emergency services.

Teaching Philosophy: I am looking for students to demonstrate a working knowledge of the subject. You need to be creative when you complete your assignments but maintain a professional appearance of your work. Your work needs to be complete and in such a manner that someone can pick up your document and understand what you are trying to convey. Most of your work needs to be supported with research and cited in properly in APA format.

Instructional Methods: The course is designed for individual and group interactivity. It is important to post and respond to discussion questions in the course within the time frame allotted. This provides a learning environment by networking with other students in the course. The assignments are individual base to give you the opportunity to do a variety of activities, in many cases, similar to what you will be doing in role as a leader in the emergency services profession.

Course Policies

Attendance Policy: The course is designed in module format. You should check the site at least once a week. You are required to complete the assignments including discussion questions within the time period designated on the module. There will be meetings set up throughout the course. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Instructor Response: I will respond to all student inquiries within 24-48 hours. If it is urgent, please contact me immediately.

Quiz/Exam Policy: There is a final project for this course. There are no exams or quizzes.

Make-up Policy: You must contact me if you are going to be late on any assignment to receive credit.

Assignment Policy: All assignments have a due date. Please be sure to check the date and time it is due in each module.

Course Technology: The course resides in the web-based Canvas learning management system, requiring access to the internet. Class meetings will require a web camera and mic/audio. If you are not able to use a web camera you will need to at least provide audio/mic, you can call in on a phone also.

UF's Honesty Policy: UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor->

[code/](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor of in this class.

Technical support: If you experience difficulties with accessing components of the site, including lectures, quizzes or tests, contact the UF help desk immediately. **(352) 392-HELP (4357)** | helpdesk@ufl.edu

If they are not able to resolve your problem, contact Dr. Lindsey with your help desk ticket number and a description of the problem and steps taken to resolve it. Extensions for due dates will be granted for documented technical problems, as needed.

UF Policies

University Policy on Accommodating Students with Disabilities: Students requesting accommodation for disabilities must first register with the Dean of Students Office <https://www.dso.ufl.edu/drc/>. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor of in this class.

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Netiquette: Communication Courtesy: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. [Describe what is expected and what will occur as a result of improper behavior] <http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

Getting Help

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Course Schedule

Read Syllabus and review course content

Class Introductions

Module 1: Value of Public Information, Education and Relation

Week 1

Read: FEMA_517

Watch: Public Information Officer PIO Seminar

Assignment: Four step ongoing cycle Presentation

Discussion Forum: Four Steps ongoing cycle

Module 2: Principles of Marketing

Read: Media Relations & Chapter 2

Week 2

Watch: Crisis Communication is the Media Your Enemy

Discussion Forum: Positive and Negative Roles the Media can play in Disasters

Module 3: Public Information & Education Tool Kit and SWOT

Week 3 **Read:** Chapter 3 & SWOT pdfs.

Watch: SWOT Analysis

Assignment: Conduct a SWOT Analysis

Module 4: Audience Identification

Read: Chapter 4& Chapter 1 (see link in module)

Week 4 **Watch:** News Media Interview Example

Discussion Forum: Discussing the concept of "Increased Scrutiny and the Spiral Effect"

Module 5: Categorizing Messages by Type & Category

Week 5 **Read:** Chapter 5 & Chapter 1

Watch: Explorong Garden Grove Fire Dept

Assignment: PIO Paper

Module 6: Craft the Message

Week 6 **Read:** Chapter 6, PIO Checklist and Understanding Risk Communication

Discussion Forum: Concept of "Special Factors in Relating to Publics.

Mid-term Survey

Module 7: Deliver the Message

Week 7 **Watch:** The Power of Story Telling in Crisis Communication

Assignment: Social Media Platforms Presentation

Module 8: Writing Great Online News Releases

Week 8 **Read:** Chapter 8 & How to Write a Press Release

Watch: The Accidental PIO

Discussion Forum: Online News Release

Week 9
Module 9: Press Release
Read: Chapter 8 & prweb-writing

Module 10: Create an Information Culture in Your Agency
Week 10
Read: Chapter 9
Watch: Toronto Police Service
Assignment: Create A Visual Aid (Public Agencies Communication Plan)

Module 11: Fire Service Reputation Management
Week 11
Read: Fire Service Reputation Management & Customer Service for Fire Department
Watch: Crisis Spokesperson
Discussion Forum: Personal Feedback

Module 12:
Week 12
Final Presentation
End-of Semester Survey

Grading Policies

The grade is based on a point system. You divide the total number of earned points into the total amount of points available to determine your grade.

<u>Assignments</u>	<u>Points</u>
Week 1- Four Step Cycle Presentation	100
Week 3 - SWOT Anaylsis	100

Week 5 - PIO Paper	100
Week 7 - Social Media Platform Presentation	100
Week 10- Creating a Public Agency Plan	100
Week 12- Final Presentation	200
Total Points Possible	700

<u>Discussions</u>	<u>Points</u>
**Class Introductions	0
**Syllabus Quiz	0
Week 1: Discuss Four-Step Ongoing Cycle	50
Week 2: Positive and Negative Roles in the Media	50
Week 4: Increased Scrutiny and the Spiral Effect	50
Week 6: “Emergency Managers and Communicators”	50
Mid-Semester Survey	0
Week 8: Online News Release	50
Week 11: Student Feedback	50
End-of-Semester Survey	0
Total Possible Points	300

Grading Scale

A = 93.0 to 100%	C = 73.0 to 76.9
A- = 90.0 to 92.9	C- = 70.0 to 72.9
B+ = 87.0 to 89.9	D+ = 67.0 to 69.9
B = 83.0 to 86.9	D = 63.0 to 66.9
B- = 80.0 to 82.9	D- = 60.0 to 62.9
C+ = 77.0 to 79.9	F = below 60

Evaluation Process

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu> (Links to an external site.)Links to an external site..

Course Summary:

Date	Details
Fri May 18, 2018	Class Introductions due by 11:59pm
Sun May 20, 2018	Module 1: The Four Step Cycle Presentation due by 11:59pm
Sun May 27, 2018	Module 2 Discussion due by 11:59pm
Sun Jun 3, 2018	Module 3: SWOT Analysis due by 11:59pm
Sun Jun 10, 2018	Module 4 Discussion due by 11:59pm
Sun Jun 17, 2018	Module 5: Public Information Officer Paper due by 11:59pm
Sun Jun 24, 2018	Module 6 Discussion due by 11:59pm
Sun Jul 1, 2018	Module 7: Social Media Platform Presentation due by 11:59pm
Sun Jul 22, 2018	Module 10: Community Relations Plan Visual Aid due by 11:59pm
Sun Jul 29, 2018	Module 11 Discussion due by 11:59pm
Sun Aug 5, 2018	Final Presentation due by 11:59pm