



S-203: Introduction to Incident Information (2008)

Course Plan

Course Details

Description:	The purpose of this course is to provide students with the skills and knowledge needed to serve as Public Information Officers (PIOF). The course covers establishing and maintaining an incident information operation, communicating with internal and external audiences, working with the news media, handling special situations, and long term planning and strategy.
Designed For:	Personnel desiring to be qualified as Public Information Officer (PIOF).
Authority:	National Wildfire Coordinating Group (NWCG)
Prerequisites:	Satisfactory completion of pre-course work.
Standard:	N/A
Hours:	30 hours
Maximum Class Size:	40 (24 Recommended by NWCG)
Instructor Level:	Primary instructor
Instructor/Student Ratio:	1 primary instructor per 40 students (NWCG Recommends 1:6)
Restrictions:	Limited to Instructor-Led Delivery only.
SFT Designation:	FSTEP

Required Resources

Instructor Resources

The DVD “Dealing Successfully with the Media,” referenced in the Instructor Guide, has relevant content; however, it is outdated and has not been posted here. It may be used if a copy is available. Or refer to the list of alternative resources here:

- PIO Bulletin Board: There are numerous resources listed on this website related to social media, media interviews, guidance for media access, talking points, templates, and other topics.
- FEMA Online Course: Public Information Officer Awareness (IS-29).
- FEMA Online Course: Social Media in Emergency Management (IS-42).
- FEMA Online Course: Effective Communication (IS-242.b). This course not only addresses social media but also several other topics relevant to PIOs. It also has a good list of social media tools and a description of each tool.
- National Disaster Preparedness Training Center (NDPTC) PER-304.

See the S-203 Course Delivery Information website for more information and links.

Instructors should assemble the following from their own collections to use as examples:

- Incident Information Kit
- News Releases
- Fact Sheets
- Media Guidelines
- Incident Action Plans
- List of current useful websites
- Educational videos (optional)
- News clippings (optional)
- News videos (optional)

Online Instructor Resources

The following instructor resources are available online at <https://www.nwcg.gov/publications/training-courses/s-203>

- Instructor-led delivery course materials
- Instructor Guide
- Student Workbook

Student Resources

To participate in this course, students need:

- Student workbook
- ICS-209 Incident Status Summary
- ICS-213 General Message

- ICS-214 Unit Log
- Agency Administrator's Guide To Critical Incident Management, PMS 926
- Public Information Officer Position Task Book, PMS 311-07

Facilities, Equipment, and Personnel

The following facilities, equipment, or personnel are required to deliver this course:

Facilities

- Standard classroom equipped for 24 students
- Whiteboards or easel pads with appropriate writing implements
- Projector/TV with appropriate laptop connections
- Wifi/Internet access
- Video cameras, phones, or tape recorders to film and record audio and video interviews.
- Tripod for cameras or phones.

Equipment

- Video cameras, phones, or tape recorders to film and record audio and video interviews.
- Tripod for cameras or phones.

Time Table

Segment			Unit Total
Unit 0: Introduction			1.5
Unit 1: The Roles and Responsibilities of Public Information Officers			2.0
Unit 2: Initial Stages - From Mobilization to Action			1.75
Unit 3: Incident Information Operations			1.0
Unit 4: Gathering and Assembling Information			2.25
Unit 5: Working with the News Media			9.0
Unit 6: Working with other Key Audiences			2.5
Unit 7: Long Term Planning and Strategy			1.0
Unit 8: Incident Simulation			4.5
Course Totals			30.0

Time Table Key

1. The Time Table documents the amount of time required to deliver the content included in the course plan.
2. Time is documented using the quarter system: 15 min. = .25 / 30 min. = .50 / 45 min. = .75 / 60 min. = 1.0.
3. The Course Totals do not reflect time for lunch (1 hour) or breaks (10 minutes per each 50 minutes of instruction or assessment). It is the instructor's responsibility to add this time based on the course delivery schedule.
4. Application (activities, skills exercises, and formative testing) time will vary depending on the number of students enrolled and the acquired structure selected for training. The Application time documented is based on the maximum class size identified in the Course Details section.
5. Summative Assessments are determined and scheduled by the authority having jurisdiction. These are not the written or psychomotor State Fire Training certification exams. These are in-class assessments to evaluate student progress and calculate course grades.

Objectives

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1. Students will demonstrate the skills and knowledge of a Public Information Officer (PIOF) by successfully participating in a simulation and passing a written exam.