



BAS ESA 3010 PLA Portfolio Assignment

Overview

Select students in the BAS ESA program have field and/or experience readily translating to college credit. Students who have led public information officer duties, managed media situations, and have experience with current technologies have the opportunity to show how their professional and field experience directly translates to the course learning outcomes in ESA 3010, Emergency Public Information & Media Training as shown below in the assignment requirements. BAS ESA 3010 Portfolio Assignment applicants will complete the following steps.

Requirements

This portfolio assignment is designed to reflect your prior learning and field knowledge, understanding, and experience for BAS ESA 3010 Emergency Public Information & Media Training through:

- Your resume, which must include the relationship to course learning outcomes
- This PLA Portfolio Assignment
- Completed PLA Student Agreement Form for Portfolio:
<https://www.pikespeak.edu/admissions/records/transcripts/cpl.php> (FORM)

Getting Set Up

- The questions within this portfolio assignment directly correlate with ESA 3010's course learning outcomes.
- This is a 70% or better pass/fail portfolio assignment, graded on an ESA General Assignment Rubric.
- Explain what you know about each course learning outcome and/or how you now apply or have applied it in your professional experience.
- While this is NOT an APA assignment, students must apply APA components shown on the rubric.
- Keep it simple; just include the question(s) with your answer.

Instructions:

1. Review the BAS ESA 3010 Course Description below (scroll down to last section) for context in relation to each portfolio question. You are not responsible for the Topical Outline, but you might find it useful for recalling and applying your experience.
2. Review and comply with the BAS ESA General Rubric below.
3. On a Word document, answer each question in no less than 400 words:
 - a. Identify the role and function of the Public Information Officer (PIO). (CLO 1)
 - b. Identify various communication technologies utilized in public information. (CLO 2)
 - c. Evaluate the relationships among the method of delivery, the message, and the target audience for the most appropriate form of communication. (CLO 3)
 - d. Determine effective strategies to share information with the public before, during, and after an emergency event. (CLO 4)
 - e. Deliver an effective oral presentation. (CLO 5)
 - f. Execute a public awareness campaign. (CLO 6)
 - g. Design a media plan for a mock crisis emergency event. (CLO 7)
 - h. Identify effective techniques to gather information. (CLO 8)

BAS ESA General Rubric

Criteria	Excellent	Good	Sufficient	Insufficient	Criterion Score
Thoroughness and original thought found in examination and evaluation of questions	8 points Examines and evaluates all of the required questions completely	6 points Examines and evaluates most of the required questions most of the time.	4 points Examines and evaluates some of the required questions some of the time.	1 point Lacks in examining and evaluating the required questions most of the time.	/ 8
Organization of Responses	6 points Responses show high degree of attention to a logical structure and reasoning that clearly leads the reader/user in usable content application	4 points Responses show an enhanced degree of attention to a logical structure and reasoning that leads the reader/user in usable content application	2 points Responses show a moderate degree of attention to a logical structure and reasoning that doesn't really lead the reader/user in usable content application	1 point Responses do not show attention to a logical structure and reasoning that would lead the reader/user in usable content application	/ 6
Supporting Details and Synthesis	5 points Provides a significant amount of relevant details with examples and synthesis of concepts	3 points Provides a good amount of relevant details with examples and synthesis of concepts	2 points Provides some amount of relevant details with some examples and synthesis of concepts	1 point Provides insufficient amount of relevant details lacking in examples and synthesis of concepts	/ 5
Grammar, Mechanics, Spelling, and Sentence Structure (APA) Academic Word Choice and Tone	3 points Written products are highly polished; no grammar or spelling errors. Strong academic word choice and tone.	2 points Written products are mostly polished; minimal grammar or spelling errors. Good academic word choice and tone.	1 point Written products have numerous grammar or spelling errors. Some academic word choice and tone.	0 points Written products have excessive grammar or spelling errors. Lacks academic word choice and tone.	/ 3

Course Description for ESA 3010 Emergency Public Information & Media Training

Credits: 3
Contact Hours: 45
Lecture

Description:

Examines communicating public information in emergency services. This course covers communication technologies, relationships among methods of delivery, effective skills of an effective Public Information Officer (PIO), and effective communication tools for given situations and audiences. Additionally, the course discusses effective oral and written communication, designing and executing a media plan, and developing a public awareness campaign for an emergency event.

Course Learning Outcomes (CLOs)

1. Identify the role and function of the Public Information Officer (PIO).
2. Identify various communication technologies utilized in public information.
3. Evaluate the relationships among the method of delivery, the message, and the target audience for the most appropriate form of communication.
4. Determine effective strategies to share information with the public before, during, and after an emergency event.
5. Deliver an effective oral presentation.
6. Execute a public awareness campaign.
7. Design a media plan for a mock crisis emergency event.
8. Identify effective techniques to gather information.

Topical Outline:

- I. Role of PIO
 - A. Incident Management Team (IMT) functions
 - B. Special events
 - C. Daily operations
 - D. Transparency and information sharing
 1. Emergency services
 2. The community
 - E. Skills of an effective PIO
 1. Written communication skills

2. Oral communication skills
3. Media relations
4. Community awareness
5. Emergency management knowledge
6. Humor and effects of failed humor

II. Technology and mode of delivery

A. Traditional media

1. Television and film
2. Radio
3. Print

B. News briefings and conferences

C. Evolving media

1. Websites
2. Email
3. Social media

D. Considerations for communications technology

III. Appropriate forms of communication

A. Types of communication

1. Oral
2. Written
3. News releases
4. Statements
5. Fact sheets
6. Media Advisories
7. Talking points
8. Public service announcements (PSAs)
9. Newsletter articles or articles for a web site
10. Brochures, fliers, and other handouts
11. Entries on social media
12. Nonverbal cues

B. Target audiences

1. External

- i. Impacted, nonimpacted
- C. Issue research
- D. Incident input
- E. Sources of subject matter expertise