

**FIRE PUBLIC INFORMATION OFFICER  
STUDY GUIDE**

An examination for the class of **FIRE PUBLIC INFORMATION OFFICER** administered in **SHREVEPORT** will consist of two parts which will be administered during separate exam sessions. The multiple-choice examination will be administered during the first exam session at **8:30 A.M. on JANUARY 27, 2009**, and a job simulation exercise will be administered during the second exam session beginning at **1:00 P.M. on JANUARY 27, 2009**. You must take both parts of the examination in order to receive a grade, although the primary weighting of the total exam results will focus on the multiple-choice examination. A complete description of the subject areas to be evaluated follows:

**PART I**

**MULTIPLE CHOICE EXAMINATION**

The multiple-choice examination will consist of approximately **100** questions in the following subject areas:

<b>SUBJECT AREA/KNOWLEDGE</b>	<b>APPROXIMATE % OF EXAM</b>
<b>FIRE SERVICE MANAGEMENT</b>  Knowledge of the principles of effective fire service management involving managing departmental operations; the general care, maintenance, and use of departmental equipment and property; and budgeting.	31.0%
<b>RECORDS/REPORTS/CORRESPONDENCE</b>  Knowledge of effective records-management practices, including preparation, content, format, and control; and knowledge of effective report preparation procedures, including the compilation and organization of data into an effective written format for reports or official correspondence.	15.0%
<b>PUBLIC RELATIONS/PUBLIC INFORMATION</b>  Knowledge of effective public relations practices involving planning and directing the public relations department in order to foster a positive public image of the department through contact with the media, other agencies, and the public.	46.0%

<b>SUBJECT AREA/KNOWLEDGE</b>	<b>APPROXIMATE % OF EXAM</b>
<b>TRAINING</b>  Knowledge of the procedures for implementing an effective training program on media relations, including serving as an instructor.	8.0%

**PART II**

**JOB SIMULATION EXERCISE**

This portion of the examination is a management simulation exercise during which applicants will be required to make an oral presentation which will be video-taped. The oral presentation will address a job-related management problem. Each applicant will be assigned a specific time to report for this portion of the test, at which time written instructions will be provided. All applicants will be afforded an equal amount of preparation and presentation time. Scoring on this portion of the examination will be based on your communications skills, your management ability in deciding how to handle the problem, and your public relations skills in handling a sensitive management issue. In scoring your oral presentation, the following dimensions will be used by a panel of trained raters to evaluate this portion of your examination:

**SUBJECT AREA/KNOWLEDGE**

**NO. 1.- ORAL COMMUNICATIONS**

Ability to make an effective oral presentation by analyzing relevant data in determining speech content, organizing thoughts for an effective presentation, and using the principles of effective speech communications in making an effective and persuasive delivery.

**NO. 2. - CONTENT PROBLEM ANALYSIS**

Ability to identify the problem, analyze relevant information while relating data from different sources, and determine appropriate response, using relevant knowledge of fire service management.

**NO. 3. - INTERPERSONAL RELATIONS**

Ability to be sensitive to the concerns of others and have empathy for their point of view. Ability to work in a politically charged atmosphere with political sensitivity, diplomacy, and tact. An appropriate response will maximize the public relations potential of the situation.

## REFERENCE LIST

While the entire list of reference material will be useful to you in your preparation for the upcoming examination, the **majority** of test questions are sourced from those references listed under the Primary List.

### PRIMARY REFERENCE MATERIAL

#### INTERNATIONAL FIRE SERVICE TRAINING ASSOCIATION (IFSTA)/ FIRE PROTECTION PUBLICATIONS (Training Manuals):

- Fire and Life Safety Educator, 2nd ed., 1997.
- Fire and Emergency Services Instructor, 7th ed., 2006.
- Fire and Emergency Services Company Officer, 4th ed., 2007.
- Public Information Officer, 1st ed., 1999.

#### OTHER RECOMMENDED PUBLICATIONS:

**EFFECTIVE SUPERVISORY PRACTICES**, International City Management Association (ICMA), 1120 G Street, N.W., Washington, D.C. 20005, 4th ed., 2005.

**NOTE: Obtain through LSU Firemen Training Program or IFSTA Fire Protection Publications.**

**EFFECTIVE PUBLIC RELATIONS**, Cutlip, Scott M./Center, Allen M./Broom, Glen M., Prentice-Hall, Inc., A Simon & Schuster Company, Upper Saddle River, NJ 07458, 8th ed., 2000.

**MANAGING FIRE AND RESCUE SERVICES**, International City Management Association (ICMA), 1140 Connecticut Ave., N.W., Washington, D.C. 20036, 1st ed., 2002.

**NOTE: Available through LSU Firemen Training Program or IFSTA Fire Protection Publications.**

#### NATIONAL FIRE PROTECTION ASSOCIATION (NFPA) PUBLICATIONS AND STANDARDS:

**MANAGEMENT IN THE FIRE SERVICE**, Carter, Harry R., and Rausch, Erwin, NFPA, Quincy Mass., 4th ed., 2008.

The local civil service board should make this study guide available to all applicants in whatever manner the board deems appropriate.

While there are no provisions requiring this office to provide study guides for any competitive or promotional examinations, such material will be provided as a service to assist applicants in preparing for an examination. The State Examiner's office has no control whatsoever over the local availability of reference material (mentioned in the study guides), nor do we feel constrained to limit examination questions to only that material which is available locally. Examination content, weighting of subject areas, and length of examination, may vary with each administration of an examination to reflect any updated job analysis information. Percentages and numerical estimations are provided as approximations.