

PUBLIC INFORMATION OFFICER

SKILL SHEET PACKAGE

*Based on NFPA 1035: Standard for Professional Qualifications for
Fire and Life Safety Educator, Public Information Officer and Juvenile
Firesetter Intervention Specialist, 2015 Edition.*



ALABAMA FIRE COLLEGE

SEPTEMBER 2014
REVISED 02/09/2017



ALABAMA FIRE COLLEGE

Public Information Officer

Instructional JPR Verification Sheet

Full Name: _____ **Fire Department:** _____

This Instructional JPR Verification Sheet is to be used in conjunction with the Alabama Fire College Public Information Officer Skill Sheets during the course. These skills meet all the requirements of NFPA 1035: *Standard on Fire and Life Safety Educator, Public Information Officer, and Youth Firesetter Program Manager Professional Qualifications, 2015 Edition*, Chapter 7- Public Information Officer. Each of these skills should be taught and assessed during the course. This form must be submitted by the Instructor for Certification.

Practical Examination for Certification: Skills testing will be conducted using a minimum of 25% of the JPRs listed below. The scenario and skills will be randomly drawn by the Certification Staff and administered by an approved evaluator after all training hours have been completed. For successful completion of the practical examination, a minimum 70% competency (including critical points) is required for certification. Please refer to the Certification Criteria for this level for a complete listing of the certification requirements.

| Skill Sheet | Primary Task | JPR(s) Covered |
|--------------------------|--|----------------------------|
| 01 | Conduct a Media Interview | 7.1.2; 7.2.1 |
| 02 | Prepare a News/Press Release; Disseminate Information to the Media; & Prepare a Media Advisory | 7.2.4; 7.2.5; 7.2.6, 7.2.9 |
| 03 | Conduct a Briefing with Community Groups and an Internal Target Audience | 7.2.3; 7.2.7 |
| 04 | Establish a Media Area | 7.2.2 |
| 05 | Coordinate a News Conference | 7.2.8 |
| Course Location: | | Course Dates: |
| Instructor Printed Name: | | Instructor Signature: |
| Candidate Printed Name: | | Candidate Signature: |

THE MEDIA – WHO ARE THESE PEOPLE AND WHAT DO THEY WANT?

MEDIA STATEMENT PLANNER (SAMPLE)

Anticipated Media Questions

Question: _____

Answer: _____

Question: _____

Answer: _____

Question: _____

Answer: _____

Question: _____

Answer: _____

Question: _____

Answer: _____

Incident: _____

Date: _____ Time: _____ Place: _____

Name: _____

Introduction (statement of personal concern):

Statement of organizational commitment:

Actions taken by department/agency:

Name of agencies involved in incident:

Name of business(es) (if commercial):

Number, age & sex of injured or deceased:

Estimated property damage:

Key Messages:

1. _____
2. _____
3. _____

Summary:



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Conduct a Media Interview

Reference sources: NFPA 1035, *Standard on Fire and Life Safety Educator, Public Information Officer, and Youth Firesetter Program Manager Professional Qualifications*, 7.1.2, 7.2.1, 2015 Edition.

Skill Sheet- PIO - 01

The candidate, given incident information, Public Information Officer (PIO) worksheets, and organizational policies, shall compile all information on worksheets and disseminate accurately to the media in a timely manner

Expected time to complete skill(s) is 10 minutes

| Criteria/Performance Steps: | Test | | Retest | |
|--|------------|---|----------------------------------|---------|
| Safely performs the following steps | P | F | P | F |
| 1. Communicate orally and in writing- CRITICAL POINT | | | | |
| 2. Exhibit professional demeanor | | | | |
| 3. Manage interaction with the media | | | | |
| 4. Utilize various means of information technology | | | | |
| 5. Articulate organizational messages | | | | |
| 6. Identify applicable laws | | | | |
| 7. Develop and recommend pertinent policies and guidelines | | | | |
| 8. Demonstrate interview skills - CRITICAL POINT | | | | |
| 9. Collect information | | | | |
| 10. Complete PIO worksheets | | | | |
| Candidate must successfully perform 7/10 steps including all CRITICAL POINTS | Score: /10 | | Score: /10 | |
| Evaluator Notes | | | | |
| Evaluator Print Name & Signature: | | Date | Overall Skill Sheet Score | |
| | | | Pass___ | Fail___ |
| By my signature above, I verify that I am currently certified to the level I am testing (AL/PB/IFSAC) | | | | |
| Re-Test Evaluator Print Name & Signature: | | Overall Skill Sheet Re-Test Score | | |
| | | Pass___ Fail___ | | |
| By my signature above, I verify that I am currently certified to the level I am testing (AL/PB/IFSAC) | | | | |
| Candidate Print Name & Signature: | | Candidate: Print Name or Candidate # | | |
| | | | | |
| Note to Evaluator(s): By your signature above, you verify that you are qualified to serve as an Alabama Fire College Evaluator, have followed AFC Testing Policies and have witnessed that the above candidate has tested the above skills in their entirety. | | | | |
| Note to Student: Skill will end when you state or indicate to the evaluator that you have completed all the identified steps. Notify the evaluator at ANY time that you have a safety concern. | | | | |



Prepare a News Release, Prepare a Media Advisory, & Disseminate Information to the Media

Reference sources: NFPA 1035, *Standard on Fire and Life Safety Educator, Public Information Officer, and Youth Firesetter Program Manager Professional Qualifications*, 7.2.4, 7.2.5, 7.2.6, 7.2.9, 2015 Edition

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Skill Sheet- PIO - 02

The candidate, given incident/event information, organizational policies, shall prepare a news release and media advisory so that the news release and media advisory are pertinent, timely, concise, and accurate. Disseminate information to the media meeting deadlines by available methods to reach the media.

Expected time to complete skill(s) is 20 minutes

| Criteria/Performance Steps: | Test | | Retest | |
|--|------------------|-------------|---|--|
| Safely performs the following steps | P | F | P | F |
| 1. Compose information to meet media requirements (News release) - CRITICAL POINT | | | | |
| 2. Compose information to meet media requirements (Media advisory) - CRITICAL POINT | | | | |
| 3. Disseminate information to media | | | | |
| 4. Utilizes available methods to reach media including social media | | | | |
| 5. Develop, maintain, and strengthen a relationship with the media | | | | |
| Candidate must successfully perform 4/5 steps including all CRITICAL POINTS | Score: /5 | | Score: /5 | |
| Evaluator Notes | | | | |
| Evaluator Print Name & Signature: | | Date | | Overall Skill Sheet Score |
| | | | | Pass___ Fail___ |
| By my signature above, I verify that I am currently certified to the level I am testing (AL/PB/IFSAC) | | | | |
| Re-Test Evaluator Print Name & Signature: | | Date | | Overall Skill Sheet Re-Test Score |
| | | | | Pass___ Fail___ |
| By my signature above, I verify that I am currently certified to the level I am testing (AL/PB/IFSAC) | | | | |
| Candidate Print Name & Signature: | | | Candidate: Print Name or Candidate # | |
| Note to Evaluator(s): By your signature above, you verify that you are qualified to serve as an Alabama Fire College Evaluator, have followed AFC Testing Policies and have witnessed that the above candidate has tested the above skills in their entirety. | | | | |
| Note to Student: Skill will end when you state or indicate to the evaluator that you have completed all the identified steps. Notify the evaluator at ANY time that you have a safety concern. | | | | |



Conduct a Briefing with Community Groups & an Internal Target Audience

Reference sources: NFPA 1035, *Standard on Fire and Life Safety Educator, Public Information Officer, and Youth Firesetter Program Manager Professional Qualifications*, 7.2.3, 7.2.7, 2015 Edition

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Skill Sheet- PIO - 03

The candidate, given incident/event information, organizational policies, methods available for contacting other groups, and a time frame for releasing information, shall disseminate information to specific community groups and an internal target audience so the information is timely and accurate.

Expected time to complete skill(s) is 15 minutes

| Criteria/Performance Steps: | | Test | | Retest | |
|--|--|--------------------------------------|---------------------------|-----------|---|
| Safely performs the following steps | | P | F | P | F |
| 1. Develop, maintain, and strengthen relationships with community audiences/groups | | | | | |
| 2. Maintain relationship with internal target audiences/group | | | | | |
| 3. Use available information technology | | | | | |
| Candidate must successfully perform ALL including CRITICAL POINTS | | Score: /3 | | Score: /3 | |
| Evaluator Notes | | | | | |
| Evaluator Print Name & Signature: | | Date | Overall Skill Sheet Score | | |
| | | | Pass___ | Fail___ | |
| By my signature above, I verify that I am currently certified to the level I am testing (AL/PB/IFSAC) | | | | | |
| Re-Test Evaluator Print Name & Signature: | | Overall Skill Sheet Re-Test Score | | | |
| | | Pass___ | | Fail___ | |
| By my signature above, I verify that I am currently certified to the level I am testing (AL/PB/IFSAC) | | | | | |
| Candidate Print Name & Signature: | | Candidate: Print Name or Candidate # | | | |
| Note to Evaluator(s): By your signature above, you verify that you are qualified to serve as an Alabama Fire College Evaluator, have followed AFC Testing Policies and have witnessed that the above candidate has tested the above skills in their entirety. | | | | | |
| Note to Student: Skill will end when you state or indicate to the evaluator that you have completed all the identified steps. Notify the evaluator at ANY time that you have a safety concern. | | | | | |



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Establish a Media Area

Reference sources: NFPA 1035, *Standard on Fire and Life Safety Educator, Public Information Officer, and Youth Firesetter Program Manager Professional Qualifications*, 7.2.2, 2015 Edition.

Skill Sheet- PIO - 04

The candidate, given incident/event information, organizational policies, and types of media present, shall establish a media area, provide for safety of all media, and facilitate effective communication.

Expected time to complete skill(s) is 10 minutes

| Criteria/Performance Steps: | | Test | | Retest | |
|--|--|--------------------------------------|---------------------------|---------------------|---|
| Safely performs the following steps | | P | F | P | F |
| 1. Manage media area participants | | | | | |
| 2. Coordinate communication between the organization and the media | | | | | |
| 3. Area is safe for all participants - CRITICAL POINT | | | | | |
| 4. Area facilitates communication | | | | | |
| Candidate must successfully perform 3/4 steps including CRITICAL POINTS | | Score: <u> </u> /4 | | Score: <u> </u> /4 | |
| Evaluator Notes | | | | | |
| Evaluator Print Name & Signature: | | Date | Overall Skill Sheet Score | | |
| | | | Pass <u> </u> | Fail <u> </u> | |
| By my signature above, I verify that I am currently certified to the level I am testing (AL/PB/IFSAC) | | | | | |
| Re-Test Evaluator Print Name & Signature: | | Overall Skill Sheet Re-Test Score | | | |
| | | Pass <u> </u> | | Fail <u> </u> | |
| By my signature above, I verify that I am currently certified to the level I am testing (AL/PB/IFSAC) | | | | | |
| Candidate Print Name & Signature: | | Candidate: Print Name or Candidate # | | | |
| Note to Evaluator(s): By your signature above, you verify that you are qualified to serve as an Alabama Fire College Evaluator, have followed AFC Testing Policies and have witnessed that the above candidate has tested the above skills in their entirety. | | | | | |
| Note to Student: Skill will end when you state or indicate to the evaluator that you have completed all the identified steps. Notify the evaluator at ANY time that you have a safety concern. | | | | | |



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Coordinate a News Conference

Reference sources: NFPA 1035, *Standard on Fire and Life Safety Educator, Public Information Officer, and Youth Firesetter Program Manager Professional Qualifications*, 7.2.8, 2015 Edition.

Skill Sheet- PIO - 05

The candidate, given incident/event information, organizational policies, media characteristics, methods available for reaching media, shall coordinate a news conference, obtain a site, notify desired media, establish an agenda, create a media information package, and notify participants in the news conference

Expected time to complete skill(s) is 15 minutes

| Criteria/Performance Steps: | | Test | | Retest | |
|---|--|--------------------------------------|---------------------------|---------------------|------------------|
| Safely performs the following steps | | P | F | P | F |
| 1. Establish media relationship with media | | | | | |
| 2. Disseminate information - CRITICAL POINT | | | | | |
| 3. Coordinate site selection | | | | | |
| 4. Create media materials | | | | | |
| Candidate must successfully perform 3/4 including CRITICAL POINTS | | Score: <u> </u> /4 | | Score: <u> </u> /4 | |
| Evaluator Notes | | | | | |
| Evaluator Print Name & Signature: | | Date | Overall Skill Sheet Score | | |
| | | | Pass <u> </u> | | Fail <u> </u> |
| By my signature above, I verify that I am currently certified to the level I am testing (AL/PB/IFSAC) | | | | | |
| Re-Test Evaluator Print Name & Signature: | | Overall Skill Sheet Re-Test Score | | | |
| | | Pass <u> </u> | | Fail <u> </u> | |
| By my signature above, I verify that I am currently certified to the level I am testing (AL/PB/IFSAC) | | | | | |
| Candidate Print Name & Signature: | | Candidate: Print Name or Candidate # | | | |
| <p>Note to Evaluator(s): By your signature above, you verify that you are qualified to serve as an Alabama Fire College Evaluator, have followed AFC Testing Policies and have witnessed that the above candidate has tested the above skills in their entirety.</p> <p>Note to Student: Skill will end when you state or indicate to the evaluator that you have completed all the identified steps. Notify the evaluator at ANY time that you have a safety concern.</p> | | | | | |