

State of Oregon
Department of Public Safety Standards and Training

NFPA Public Information Officer
Task Book

Task Book Assigned To:	
Name	DPSST Fire Service #
Agency Name	Date Initiated
Signature of Agency Head or Training Officer	Date Completed

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Additional copies of this document may be downloaded from the DPSST web site:
<http://www.oregon.gov/DPSST/FC/FireCertFormFree.shtml>

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Task Book Qualification Record Books (Task Books) have been developed for various certification levels within the Oregon Department of Public Safety Standards and Training (DPSST) system. Each Task Book lists the job performance requirements (JPRs) for the specific certification level in a format that allows a candidate to be trained and evaluated during one (1) session. Successful performance of all tasks, as observed and recorded by a qualified and approved evaluator will result in the candidate's eligibility for DPSST certification.

To become certified at a specific level, the applicant must successfully complete the job performance requirements in sequence. Before a job performance evaluation can be taken, all requisite knowledge and skills must be satisfied. In addition, all relative Task Book evaluations must be checked off by the evaluator. When all prescribed requirements have been met, an application for certification will be forwarded to DPSST. All certificates are mailed to the Training Officer at his/her Fire Service Agency.

TASK BOOK SPECIFICATIONS:

To successfully complete a task book, only an evaluator certified as an NFPA Public Information Officer or higher may sign off on the JPR's. 'Requisite Knowledge' sections may be completed during class and signed by the instructor. 'Requisite Skills' sections must be conducted and signed at the candidate's fire agency.

NFPA TASK BOOK INFORMATION:

The JPRs covered in this Task Book meet or exceed all NFPA published standards for this certification level at the time of this publication. Mention of NFPA and its standards do not, and are not intended as adoption of—or reference to—NFPA standards. For more information on the complete job performance requirements and data, see the individual DPSST Task Book for that certification level.

HOW TO EVALUATE PERFORMANCE:

Each JPR has one corresponding box to the right in which to confirm a candidate's success. The evaluator shall indicate successful passing by the candidate of each JPR by initialing and dating (see example).

***A vertical line (|) to the left of the document indicates a change from the previous standard.**

EXAMPLE:

7.2.1* Conduct media interviews, given incident information, PIO worksheets, and organizational policies, so that all information compiled on worksheets is accurate and disseminated in a specified time to the media.



TASK BOOK QUALIFICATION RECORD

FOR THE CERTIFICATION LEVEL OF

NFPA Public Information Officer

Prior to becoming certified in this position, the sample candidate must successfully complete the following Job Performance Requirements (JPR). The evaluator shall initial and date the appropriate box to indicate successful completion. For each JPR there are requisite knowledge and skill requirements. The evaluator must initial and date in the box provided to indicate the meeting of those requirements before the candidate may proceed.

7.1 General Requirements. The Public Information Officer (PIO) shall meet the JPRs defined in Sections 7.1 and 7.2.

7.1.1 General Requisite Knowledge. Effective writing skills; professional appearance; use of people-first language in writing and when speaking; time management skills; media characteristics and processes; methods for information gathering; message development, dissemination, and monitoring; information technology; internal and external audiences; community relationships and resources; incident management system; organizational emergency and nonemergency functions, responsive and proactive message opportunities; responsible use of social media; organizational messages; nationally standardized fire and life safety themes and messages reflecting current best practices; program management; budget preparation and management; marketing; and applicable public information laws, standards, and policies.

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7.1.2 General Requisite Skills. Use verbal and written communication skills, exhibit professional demeanor, manage interaction with the media, utilize various means of information technology, articulate organizational messages, identify applicable laws, develop and recommend pertinent policies and guidelines.

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7.2 Administration.

7.2.1* Conduct media interviews, given incident information, PIO worksheets, and organizational policies, so that all information compiled on worksheets is accurate and disseminated in a specified time to the media.

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(A) Requisite Knowledge. Interview methodologies.

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(B) Requisite Skills. Demonstrate interview skills, collect information, complete PIO worksheets.

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7.2.2 Establish a media area, given incident or event information, organizational policies, and types of media present, so that the area provides for the safety of all media and facilitates effective communication.

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(A) Requisite Knowledge. Incident management system, incident command system, safety considerations, other agencies.

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(B) Requisite Skills. Manage media area participants, coordinate communication between the organization and the media.

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7.2.3 Coordinate dissemination of information to specific community groups, given organizational policies and methods for contacting other groups and organizations, so that the information is communicated to the groups accurately and in a timely manner.

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(A) Requisite Knowledge. Awareness of community groups.

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(B) Requisite Skill. Develop, maintain, and strengthen relationships with community groups.

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7.2.4* Prepare a news release, given an incident, a situation, or event information and organizational policies, so that the news release is pertinent, on time, concise, and accurate.

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(A) Requisite Knowledge. News release format and media requirements.

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(B) Requisite Skill. Compose information in accordance with media requirements.

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7.2.5* Prepare a media advisory, given an incident, a situation, or event information and organizational policy, so that the media advisory is pertinent, on time, concise, and accurate.

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(A) Requisite Knowledge. Media advisory formatting.

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(B) Requisite Skill. Compose information in accordance with media requirements.

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7.2.6 Disseminate information to the media, given a PIO worksheet; news release or media advisory; the characteristics of the local media, including deadlines, organizational policies; and methods available to reach the media, so that information is on time and accurate.

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(A) Requisite Knowledge. Specific methods for disseminating information to the media.

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(B) Requisite Skills. Develop, maintain, and strengthen a relationship with the media.

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7.2.7* Disseminate information to an internal target audience, given an incident, a situation, or event information; organizational policies, and methods and time frame for releasing information, so that the information is on time and accurate.

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(A) Requisite Knowledge. Specific methods for disseminating internal information.

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(B) Requisite Skills. Maintain relationship with internal target audience and use the available information technology.

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7.2.8* Coordinate a news conference, given information on an incident, a situation, an event, or issue; media characteristics and methods available for reaching the media; and organizational policies, so that a site is obtained, desired media are notified, a news conference agenda is established, a media information package is created, and participants in the news conference are notified.

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(A) Requisite Knowledge. News conference needs.

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(B) Requisite Skills. Establish a relationship with the media, disseminate information, coordinate site selection, and create media materials.

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7.2.9* Disseminate information through applicable electronic forms of communication, including social media, given an incident, a situation, or event information; organizational policies; and methods and time frame for releasing that information, so that the information is on time, accurate, and accessible to all audiences.

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(A) Requisite Knowledge. Specific methods for disseminating electronic information.

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(B) Requisite Skills. Develop, maintain, and strengthen interaction through electronic forms of communication.

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