

Public Information Officer Portfolio Checklist

Date of Submission:			
Full Name:			
Department or Agency:			
Current Job Title:		Birthdate (mm/dd/yyyy):	

To obtain certification as a **Public Information Officer** within the Utah Fire Service Certification System, this portfolio checklist must be completed (prior to the written exam). You must provide the required documentation for each area listed. This information and the supporting documentation will constitute your portfolio.

Instructions to Candidate:

1. To obtain certification as a Public Information Officer within the Utah Fire Service Certification System, complete the following form and provide documentation as required.
 - a. Address each requirement in the standard and document how you meet the criteria.
 - i. Skill 1 will be tested in person, on the written exam day.
 - b. Each requirement must have a minimum of one (1) submission. Candidates may submit more documentation if desired.
 - c. Each requirement should list the corresponding skill number and NFPA reference on the submitted documentation.
 - d. Each requirement must be completed during the current NFPA standard rotation schedule. NFPA 1030 is updated every 5 years.
2. Documents should be submitted in a binder and in an orderly fashion. Items should be tabbed and well documented.
3. A letter of recommendation from your immediate supervisor or fire chief to include verification of skills.
4. Candidates must meet these requirements before certification will be processed.
5. These requirements for Public Information Officer certification are based on NFPA 1030, Chapter 12, 2024 edition.

These requirements are based on NFPA 1030 (2024), chapter 12.

NFPA Reference	Skill #	Description of Skill/Knowledge	Completed by Candidate	Approved by Evaluator
12.2.1, 12.2.3, 12.2.5, 12.2.9	1	<i>In person: This skill will be tested on the written exam day.</i>		
12.2.4, 12.2.7	2	<p><u>Description of skill and/or knowledge:</u> Coordinate dissemination of information <u>to the media</u> (using a completed News Release, an <u>Incident Information</u> worksheet, and/or a Media Advisory) so that the information is communicated to the media accurately, in the correct format, and within the desired time frame.</p> <p><u>Criteria to meet standard:</u> Describe the dissemination of information. Identify three different media sources and choose the appropriate method to disseminate information and justify your choice. Identify and document deadline times for each media source. Describe how to contact the appropriate media representatives. Describe how to maintain contact with the media involved to maintain relationships.</p>		

12.2.6	3	<p><u>Description of skill and/or knowledge:</u> Prepare a one-page <u>Media Advisory</u> so that the objectives are met and the information is communicated to the groups accurately and within the desired time frame.</p> <p><u>Criteria to meet standard:</u> Develop a heading for the Media Advisory. The Media Advisory should include subject, date, contact person, and advisory date. Develop the body for the Media Advisory to include who, what, when, where, and why. Use department letterhead if available to write the Media Advisory. The evaluator is to check to see if the information is pertinent to the incident, if the information is accurate. Describe the method to disseminate information. Describe the coordination of dissemination to groups and/or presentation time. Describe the intended audience.</p>		
12.1.2, 12.2.5	4	<p><u>Description of skill and/or knowledge:</u> Prepare a one- to two-page <u>News Release</u> so that the objectives are met, and the information is communicated to the groups accurately and within the desired time frame.</p> <p><u>Criteria to meet standard:</u> Prepare a one-to-two-page news release so that the objectives are met, the information is communicated to the groups accurately and within the desired time frame. Develop the heading of the News Release. The News Release should include the following: subject, date, contact person, release date. The body of the News Release should include who (who is representing the release at the event), what (details of the event), when (date and time), where (place/ location), and why (reason). The News Release should be written on department letterhead if available. Proper grammar and spelling with minimal errors. Information should be pertinent to the incident and information should be accurate. The News Release should be short, concise, and easy to read. The audience should be identified. A description should be present on the method of disseminating the information and the coordination of dissemination. Describe document approval and coordination presentation time (if applicable). Describe follow up methods to ensure that the information was presented.</p>		
12.2.9	5	<p><u>Description of skill and/or knowledge:</u> Coordinate a <u>press conference</u> for local media so that a site is obtained, desired media are notified, a press conference agenda is established, media materials are created, and participants in the conference are notified.</p> <p><u>Criteria to meet standard:</u> Coordinate a press conference for local media. Describe the appropriate site for a news conference. Identify points to be addressed, create an agenda, and media materials. Describe how to contact appropriate media representatives and how to notify appropriate media. Identify participants and describe rehearsal of roles. Document your press conference: make a statement, answer questions as appropriate, use appropriate</p>		

		language, explain how you will maintain eye contact and project a professional image, and give a closing statement with information about when updates will be given. Document the liaison with the media and deadline times for each media source. Explain how you will maintain contact with the media involved.		
12.2.4, 12.2.9	6	<p><u>Description of skill and/or knowledge:</u> Coordinate dissemination of information <u>to specific community groups</u> (for example: the city council, care centers, businesses, residential groups, the county commission, a community council, etc.) so that the information is communicated to the groups accurately and within the desired time frame.</p> <p><u>Criteria to meet standard:</u> Describe how to coordinate dissemination of information to specific community groups. Identify your audience, explain the method chosen to disseminate information, coordinate dissemination of information to the chosen group, coordinate presentation time (if needed) and explain the process. Document your follow up procedure to ensure that the information was presented and describe how you will maintain contact with the community groups involved to maintain relationships.</p>		
12.2.8	7	<p><u>Description of skill and/or knowledge:</u> Coordinate dissemination of information <u>to an internal target audience</u> so that the information is communicated to the target audience accurately, in the correct format, and within the desired time frame.</p> <p><u>Criteria to meet standard:</u> Describe three different methods for contacting the target audience. Document the appropriate method to disseminate information chosen following AHJ guidelines. Document the identity and understanding of deadline times for each media source. Explain how you will maintain contact with the internal groups involved to maintain relationships.</p>		
12.2.2, 12.2.10	8	<p><u>Description of skill and/or knowledge:</u> Develop a <u>social media</u> communication plan for dissemination of information through applicable electronic forms of communication, given organizational policies and access to media outlets.</p> <p><u>Criteria to meet standard:</u> Develop an electronic form of communication. Identify and describe types of electronic platforms (social media, website, email, etc.) within the plan. Develop and implement electronic forms of communication following organizational policies and applicable access to media outlets. Document the creation and implementation plan in correct format. Explain how you will apply and use a content calendar for messages. Submit the plan through a document (i.e. PowerPoint, word, etc.)</p>		

By signing below, I attest that the documents contained in this portfolio are true and accurate and were created and compiled by the candidate.		
Applicant Signature:		
Chief/Training Officer Signature:		
Date:		



Certification Office Use Only

Approved by Certification Council? Yes No

Date approved: _____

Evaluator Qualifications:

1. Evaluators of the portfolio will be selected from the members of the Certification Council.
2. Evaluators shall be certified to, or above, the level.
3. Should a qualified member of the Certification Council not be available, the Certification Program Manager shall assign the portfolio review to a qualified SME within the state.
4. Evaluators shall be fair and impartial.
5. Should the evaluator have any conflict of interest, the evaluator will abstain from reviewing the portfolio and it will be assigned to another qualified evaluator.

Appeals Process

Examinations and portfolios may be appealed. Candidates desiring to appeal should submit their appeal to the Certification Office in writing within 30 days of taking the exam. If resolution does not occur by the Certification Office, the candidate can appeal to the Certification Council. If the Certification Council turns down the appeal, the candidate can appeal to the Standards and Training Council. If that council turns down the appeal, the candidate can appeal to the Fire Prevention Board. If that board turns down the appeal, the candidate can request a judicial review. A judicial review of all final board actions resulting from informal adjudicative proceedings is available pursuant to UCA, Section 63-46b-15.