

Utah Fire Service Certification System

PUBLIC INFORMATION OFFICER



CERTIFICATION STANDARD

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Portfolio- October 2025

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The Certification Council would like to recognize and extend a voice of appreciation to the following fire service professionals for their work on the Public Information Officer certification standard. These individuals devoted many hours to reviewing the National Fire Protection Association (NFPA) 1030 standard, certification test banks, and curriculum textbooks to develop the wording for the skills for each discipline within this standard.

Thank you.

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INTRODUCTION

The Utah Fire and Rescue Academy (UFRA) has evolved into a dynamic organization that provides fire and emergency service–related training, professional accredited certification, and resource assistance. The Utah Fire Service Certification System (UFSCS) has been administered by UFRA since the system’s inception in the early 1980s. The governing body for the firefighter certification system in the state of Utah is the Utah Fire Service Certification Council (UFSCC). The members of the council represent various areas of the state as well as a variety of department types.

The entire system is based on international professional job performance standards from NFPA and NWCG. Fire service training must be utilized to its maximum potential. Any overlap, fragmentation, and lack of basic structure must be eliminated. Standardization is the natural complement and necessity. Through these national standards and certification, firefighters and fire departments have a tool to measure specific levels of skills, abilities, and knowledge. Testing takes place all over the state of Utah and is usually scheduled by fire department training officers for members of one or more local agencies to test at their own facilities using their own equipment.

The Utah Fire Service Certification System creates uniformity through certification. Certification allows a fire service professional to be a part of the National Registry (Pro Board and IFSAC), which verifies that a person has been trained at a national standard. Firefighters, hazardous materials responders, and rescue personnel can earn various certifications. Volunteer, part-time, and career firefighters must all meet the same standard to certify. Most fire departments in Utah have certified personnel even though there is no law requiring it.

“Certification from an accredited entity is a statement of success, an indisputable mark of performance belonging to individual fire service professionals. Each successful candidate for certification from an accredited entity knows that he or she has been measured against peers and meets rigorous national standards. Certification affords the individual a uniformity and portability of qualifications. In addition, the creditability of an organization is enhanced by having members certified to national consensus standards.”

—theproboard.org

IFSAC “provides accreditation to entities that certify the competency of and issue certificates to individuals who pass examinations based on National Fire Protection Association (NFPA) fire service professional qualifications and other standards approved by the Assembly.”

—ifsac.org

The following certification requirements are based on the objectives listed in NFPA 1030, *Standard for Professional Qualifications for Fire Prevention Program Positions* (National Fire Protection Association, 2024), as verified and adopted by the Utah Fire Service Certification Council.

PUBLIC INFORMATION OFFICER CERTIFICATION REQUIREMENTS

Entrance Requirements

Certification at the Public Information Officer levels is a unique process. Because of the method and manner in which the National Fire Protection Association (NFPA) has established for candidates to become certified, candidates must complete the prerequisites and/or requirements for any of the specialty areas as set forth in NFPA 1030 (2024), chapter 12. These national standards and certifications provide firefighters and fire departments a way to measure specific levels of skills, abilities, and knowledge. The members of the UFSCC believe that firefighters and fire departments that participate in this certification program become better prepared to provide quality life safety and fire protection for their communities.

In order to certify at the Public Information Officer levels, candidates must fulfill the following requirements:

1. Complete entrance requirements.
2. Train on the required written and practical objectives.
3. Develop a portfolio of matching skills as outlined in the Utah standard.
4. Meet any other training requirements/prerequisites as defined by the Certification Council.
5. Pass both written and practical skills examinations administered by the Certification Council.
6. Request Public Information Officer certification.
7. Request recertification at the end of each 3-year certification period.

Physical Fitness Requirements

The UFSCC acknowledges the importance of and need for physical fitness requirements. Many agencies and departments have existing policies, regulations, etc. already in place regarding these requirements. The handling of physical fitness requirements is a **local matter**, outside the authority and jurisdiction of the UFSCC. The council will not check, test, evaluate, or determine how individual agencies meet these requirements. Some departments have found it necessary to waive any type of physical fitness requirements due to their own special needs. As a local decision, this is permitted. However, due to the amount of physical, mental, and emotional stress inherent in this profession, *the Utah Fire Service Certification Council strongly recommends careful evaluation before altering or doing away with any existing physical fitness requirements.*

Here are some of the entrance requirements outlined in NFPA 1030, 2024 edition, chapter 1:

1. Meet the minimum educational requirements established by the authority having jurisdiction.
2. Utah Fire Service Certification Council Policy 11.3 requires that a candidate be at least 18 years of age to test and be certified.
3. Meet the medical requirements as determined by the AHJ, in compliance with applicable Equal Employment Opportunity regulations and other legal requirements.

Department Training Officers

For a department to enroll in the certification process, it is necessary for the department to assign training officers. It is recommended that the department assign *at least two* personnel as training officers, to coordinate and provide certification training.

Department training instructors shall be certified (or qualified) at the level they are teaching. In addition, the Certification Council strongly recommends that training officers and instructors be state certified at the Instructor I level.

Department training officers or instructors will be responsible for certification training. Their primary responsibility will be to teach, evaluate, and in-house test department personnel on the skill and evolution requirements for each level of certification training.

The final entrance requirement is to complete the Intent to Participate form and return it to the Certification Council. Remember, participation in the certification process is *voluntary*. Once you have enrolled, you can withdraw if desired.

Note: If a department is already participating in the Utah Fire Service Certification System, it will not be necessary to file another Intent to Participate form.

DEPARTMENT TRAINING

The position of a Public Information Officer (PIO) is one that requires skill and knowledge. Public Information Officers are some of the key liaisons between the public, media, the community, and your department or organization. The skills and knowledge you use in those relationships will have a positive impact on behalf of your department and the fire service as a whole. The training that is given to and received by Public Information Officer candidates should be of the highest quality and degree. All training received must meet the requirements of NFPA 1030 (2024), chapter 12, and cover the skills approved by the UFSCC contained in this Utah certification standard. All testing for Public Information Officer will be conducted following the UFSCS Policies and Procedures.

Candidates in the Public Information Officer program must successfully complete a training course to qualify to take the state examination.

1. Departments can create their own Public Information Officer course which meets the requirements as outlined in NFPA 1030 (2024), chapter 12.
2. Candidates may complete a Public Information Officer awareness, advanced, or master course, such as the one offered by the FEMA Emergency Management Institute (EMI). The course must meet the requirements outlined in NFPA 1030 (2024), chapter 12, and this PIO standard.
3. The skills, training record, and portfolio checklist, as given in this standard, must be completed by each candidate.

The course material should be based upon the following texts, in order to prepare the candidate to successfully pass the state certification examination. All department in-house testing must be conducted according to the UFSCS Policies and Procedures.

Written Objectives

Certification Level	NFPA 1030 (2024) Chapter	IFSTA, <i>Public Information Officer</i> (2nd Edition) Chapters
Public Information Officer	12	1–5

Written objectives for Public Information Officer are covered in the following texts:

- NFPA 1030, *Standard for Professional Qualifications for Fire Prevention Program Positions* (National Fire Protection Association, 2024)
- IFSTA, *Public Information Officer*, 2nd edition

IFSTA textbooks may be available for purchase through the UFRA administrative office. Call (801) 863-7709.

There are numerous methods departments have used to help prepare their personnel for the written examination. Considering the level of skill and knowledge that is required of a Public Information Officer, the council recommends that candidates participate in a comprehensive class and receive instruction on both skills and written requirements.

To prepare candidates to successfully pass the state certification examination, the course material should be based on NFPA 1030 (2024) and IFSTA, *Public Information Officer* (2nd edition). The state certification examination will be scheduled upon receiving an Examination Request form from the department training officer or administrator, after the conclusion of the course.

Skill Objectives

Each candidate must be trained and evaluated in the performance of all the skills listed in this standard. Through the training process, each candidate will develop a portfolio, and the candidate will need to use that portfolio later in the certification process. Each of the skills shall be completed by the candidate swiftly, safely, and with competence, as defined below:

- **Swiftly.** Each skill objective must be completed within the allotted time.
- **Safely.** Each skill objective must be completed safely. Conduct that could injure an individual or damage equipment is unacceptable. Equipment should be checked prior to skill testing or training to ensure that it is safe and functional.
- **With Competence.** Each skill objective must be performed in accordance with this Utah certification standard. This includes performing the proper steps in sequence. Competence will be measured in accordance with the UFSCS skill objectives.

Department Training Records

Each candidate shall have a current, accurate, and complete training record on file with the department which indicates that they have been trained on all skill objectives. **The training record must be completed in its entirety in order to test.** Training records may be completed on a computer or by hand. Departments may set up their own training records or use the fillable training record on UFRA's website. If a department chooses to set up their own training record, it must:

1. Indicate the certification level and its corresponding NFPA standard number and edition.
2. Include a signature line for the candidate, which attests that all skills have been trained on and a complete in-house comprehensive exam was administered and passed.
3. Include a signature line for the chief/training officer, which attests that the candidate has been trained on all the skills and a complete in-house comprehensive exam was administered and passed.
4. Include a line to record the date the training record was completed.

5. List all the skills from this Utah certification standard for this level. It must include columns indicating training dates, training instructors, dates of exams, exam instructors, and whether the candidate passed each exam (see the portfolio checklists in this standard).

Portfolio Information

Each candidate will develop a portfolio for the level of Public Information Officer which will verify that all the skills have been completed. Completion of the portfolio is mandatory for certification. This portfolio is to be completed by the candidate and verified by the department training officer—or, if the portfolio is developed during a course, verified by an instructor. The portfolio must be completed prior to the written examination.

Department In-House Skills Examination

At the completion of a department's PIO skills training, the department is required to hold an in-house skills examination for the level of Public Information Officer. This requirement is satisfied by the development and completion of each candidate's portfolio. The department's chief or training officer will read over and sign the Public Information Officer Portfolio Checklist, verifying that the portfolio contains documentation for each skill. An Examination Request form should only be submitted *after* the portfolio is complete.

See Appendix B of this standard for "Proctor Instructions for In-House Comprehensive Examinations." In-house testers shall follow the proctor instruction sheet to ensure uniformity and fairness during the exam. It is recommended that candidates be given two attempts at any skill. *If they fail on the second try, then they have failed the evaluation and are required to go through additional training by the department trainer.* No training, teaching, or coaching is allowed during the test. After the evaluation, using the test to teach and train is recommended.

CERTIFICATION EXAMINATIONS

After completion of the training process, the chief/administrator can request testing for the candidate using the Examination Request form from UFRA's website. The candidate will then have three attempts to pass the written examination. A separate request must be sent to the Certification Office for each attempt. Request forms must reach the Certification Office no later than 30 days prior to the examination date. The entire examination process must be completed within one year of the first written exam date.

Written Examinations

The written examination is a randomly generated test covering the written objectives of NFPA 1030 (2024).

Certification Level	# of Questions
Public Information Officer	30

A minimum score of 70% is required to pass the certification exam. Candidates failing the first attempt of the written exam will be permitted to retest no sooner than 30 days from the date of the last exam. Three attempts are allowed to pass an exam. A candidate who fails the written examination three times has failed the certification process and must wait one year from the date of the last failed exam before reentering testing. Exam results are forwarded to the chief/administrator within 30 days of completion of the exam.

Sample Written Examination Question

Colorimetric tubes are designed to read one specific gas. When more than one substance is present, the results may be confusing. This principle is called:

- Zeroing
- Calibrating
- Fogging
- Interference

Skills Spot Check Examinations

The skills spot check examination is a two-step examination. The first step is a department records check and the second is the skills spot check examination itself. A Certification tester appointed by the Utah Fire Service Certification Council conducts the examination.

Each portfolio is checked. If a portfolio is inadequate, corrective action must be taken before the candidate can be allowed to proceed to the next step. The records must meet minimum requirements and are checked for the following:

1. Each candidate has been trained in each skill for the level being evaluated.
2. A department training officer has signed off each skill.
3. Each candidate has a completed portfolio.

NFPA Reference	Skill #	Description of Skill/Knowledge
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>

Each candidate must be trained and evaluated in the performance of all skills as listed in this standard. Each of the skills shall be completed swiftly, safely, and with competence, as defined below:

- **Swiftly.** Each skill objective must be completed within the allotted time.
- **Safely.** Each skill objective must be completed safely. Conduct that could injure an individual or damage equipment is unacceptable. Equipment should be checked prior to skill testing or training to ensure that it is safe and functional.
- **With Competence.** Each skill objective must be performed in accordance with this Utah certification standard. This includes performing the proper steps in sequence. Competence will be measured in accordance with the UFSCS skill objectives.

Candidates are given two attempts, if necessary, to perform each skill. If they fail on the second try, then they have failed the examination. Applicants must wait 30 days before the third and final attempt. Candidates taking third attempts will give one additional presentation. *No training, teaching, or coaching is allowed during this state test.*

Candidates who have failed the third attempt of the written examination or the skills examination have failed the certification process and must wait *one year* from the date of the failed third attempt to reenter state testing. The candidate will begin testing with a new *first attempt* of the written examination, following a request for examination. If a candidate wishes to enter a new course, the candidate may petition the Certification Office to reenter the certification examination process no sooner than 120 days after their *third attempt* failure. In the petition, candidates must explain the reason(s) behind their request to reenter the process.

PUBLIC INFORMATION OFFICER CERTIFICATION

When all requirements for certification have been met, applicants are eligible to be certified. The chief/administrator may apply to the Utah Fire Service Certification Council for certification for those candidates who have successfully completed the certification training/testing process. Requests for state certification must be submitted to the Certification Office using the Certification/Recertification Request form provided in Appendix C. The names are then checked against the official state records to ensure that each individual listed has met all requirements and prerequisites.

Prerequisites for Public Information Officer Certification

To qualify to train for this level, candidates must have completed:

Training Level	NFPA 1030	Prerequisite(s)
Public Information Officer	Chapter 12	None

Recertification

Certifications are valid for a three-year period. Each certified Public Information Officer responder may renew certification by having the chief/administrator of the participating agency submit a Certification/Recertification Request (from UFRA’s website). See Appendix C.

Certified candidates shall participate in at least 36 hours of structured class and skill training per year to maintain competency and stay current on their skills. These 36 hours are for all certified levels combined, not 36 hours for each individual level. A total of 108 hours of training is required for the previous three-year certification period.

For more information on Utah firefighter certification, contact the:
Utah Fire Service Certification Council
Utah Fire & Rescue Academy
3131 Mike Jense Parkway, Provo, UT 84601
801-863-7709

PUBLIC INFORMATION OFFICER CERTIFICATION CHECKLIST

ENTRANCE REQUIREMENTS

- ☐ Each candidate has met the requirements listed in NFPA 1030 (2024), chapter 12.
- ☐ The department has filed an Intent to Participate form with the UFSCC.
- ☐ Each candidate has trained on the level's written objectives.

DEPARTMENT TRAINING RECORDS

- ☐ Each candidate has a completed training record on file with the department that shows:
 - A learning experience in each skill objective
 - Dates of training
 - Initials of instructors
- ☐ Each candidate has trained on the level's written and skills objectives.

SKILLS PORTFOLIO

- ☐ Each candidate has successfully completed a skills portfolio. The portfolio must be completed before the written exam.

CERTIFICATION EXAMINATIONS

- ☐ Each candidate has passed the UFSCC written examination.
- ☐ Each candidate has passed the UFSCC skills examination administered by an approved UFRA Certification tester. (Skill 1 on the written examination day)
- ☐ Each candidate has completed the Public Information Officer Portfolio Requirement Form with the accompanying documentation and approval from the Certification Council.
 - All requirements have been met.
 - Appropriate documentation for each item (as required) has been provided.
 - Approval has been received from the Certification Council.

CERTIFICATION

- ☐ The chief/administrator has requested certification for the candidates using the Certification/Recertification Request.

SECTION I
PUBLIC INFORMATION OFFICER

PUBLIC INFORMATION OFFICER SKILL OBJECTIVES

1. **Part 1. Establish a media area at an emergency incident so that the area provides for the safety of all media representatives, allows for communication with the incident commander, and is accessible and clearly identified.**

Part 2. Conduct a media interview so that all information compiled on worksheets is disseminated to the media in a timely, accurate, and understandable manner (see Appendix A).

REFERENCE: NFPA 1030, 2024 edition, 12.2.1, 12.2.3, 12.2.5, 12.2.9

CONDITION: Given an incident scenario (photo), an Incident Information worksheet, and AHJ policies and procedures

COMPETENCE:

- Complete a PIO Incident Information worksheet (see Appendix A) or an AHJ-approved worksheet.
- Include all pertinent facts (who, what, when, where, why, and how).
- Prepare an organized message or statement to be read to the media.
 - Identify applicable laws, and develop and recommend pertinent policies.
- Present a written statement approved by the IC.
- Set up a media area in a safe area.
 - Provide an optimal view of the incident.
 - Separate it from the public.
 - Make sure that it does not interfere with command functions.
 - Allow adequate space for media representatives.
 - Clearly mark or designate the area.
 - Monitor the area.
- Conduct a press conference.
 - Present a written message/statement orally to the media representatives.
 - Make sure there are no repetitive distractions.
 - Maintain eye contact with the audience.
 - Use appropriate language.
 - Project a professional image.
- Be accurate in your report (based on the scenario).
 - You have the flexibility to create additional scenario information.
- Exhibit a professional demeanor (in your verbal and nonverbal language).
- Complete the skill in the allotted time.

TIME: 15 minutes total (including 2 minutes for the interview)

2. **Coordinate dissemination of information to the media (using a completed News Release, an Incident Information 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. (See Appendix A.)**

REFERENCE: NFPA 1030, 2024 edition, 12.2.4, 12.2.7

CONDITION: Given a completed News Release (see Skill 4), an Incident Information worksheet, and/or a Media Advisory, and AHJ policies and procedures

COMPETENCE:

- Identify three different media sources.
- Choose an appropriate method to disseminate information.
- Describe how to contact appropriate media representatives.

- Describe and be aware of the deadline times for each media source.
- Maintain contact with the media involved, to maintain relationships.
- Show documentation of how this skill was completed.

TIME: As needed

3. Prepare a one-page Media Advisory so that the objectives are met and the information is communicated to the groups accurately and within the desired time frame. (See Appendix A.)

REFERENCE: NFPA 1030, 2024 edition, 12.2.6

CONDITION: Given incident information, media advisory format, and AHJ policies and procedures

COMPETENCE:

- Develop the heading of the Media Advisory. Include:
 - Subject
 - Date
 - Contact person
 - Advisory date
- Develop the body. Include:
 - Who: Who is presenting the advisory at the event
 - What: Details of the event
 - When: Date and time
 - Where: Place
 - Why: Reason
- Write one page on department letterhead (if available).
- Check for proper grammar and spelling (with minimal errors).
- Include information pertinent to the incident.
- Ensure that the information is accurate.
- Ensure that it is short, concise, easy to read, and only one page.
- Identify the audience.
- Choose an appropriate method to disseminate the information.
- Coordinate dissemination of the information to those groups.
- Coordinate a presentation time (if needed).
- Follow up to ensure that the information was presented.
- Submit documentation of how this skill was completed (through a document or a presentation).

TIME: As needed

4. Prepare a one- to two-page News Release so that the objectives are met and the information is communicated to the groups accurately and within the desired time frame. (See Appendix A.)

REFERENCE: NFPA 1030, 2024 edition, 12.1.2, 12.2.5

CONDITION: Given incident information, a news release format, and AHJ policies and procedures

COMPETENCE:

- Develop the heading of the News Release. Include:
 - Subject
 - Date
 - Contact person
 - Release date
- Develop the body. Include:

- Who: Who is presenting the release at the event
- What: Details of the event
- When: Date and time
- Where: Place
- Why: Reason
- Write one page on department letterhead (if available).
- Check for proper grammar and spelling (with minimal errors).
- Include information pertinent to the incident.
- Ensure that the information is accurate.
- Ensure that it is short, concise, easy to read, and no more than two pages.
- Identify the audience.
- Choose an appropriate method to disseminate the information.
- Coordinate dissemination of the information to those groups.
- Document approval of the News Release.
- Coordinate a presentation time (if needed).
- Follow up to ensure that the information was presented.
- Submit documentation of how this skill was completed (through a document or a presentation).

TIME: 13–17 minutes

5. Coordinate a press conference 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.

REFERENCE: NFPA 1030, 2024 edition, 12.2.9

CONDITION: Given an event or issue, local media characteristics, methods available for reaching media, and departmental policies on press conferences

- COMPETENCE:
- Select an appropriate site for the news conference.
 - Describe the intended audience. Identify points to be addressed and create an agenda and media materials.
 - Describe how to contact appropriate media representatives.
 - Describe and notify appropriate media.
 - Identify participants and rehearse individual roles.
 - Conduct a press conference:
 - Make a statement.
 - Answer questions, as appropriate, about the incident.
 - Maintain eye contact.
 - Use appropriate language.
 - Project a professional image.
 - Give a closing statement with information about when updates will be given.
 - Establish a liaison with the media.
 - Be accurate in your report.
 - Describe and be aware of deadline times for each media source.
 - Maintain contact with the media involved, to maintain relationships.
 - Show documentation of how this skill was completed.

TIME: As needed

6. Coordinate dissemination of information to specific community groups (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.

REFERENCE: NFPA 1030, 2024 edition, 12.2.4, 12.2.9

CONDITION: Choose a topic for dissemination, following AHJ policies and methods available for contacting other groups and organizations.

Topic ideas: carbon monoxide, kitchen fire prevention, fall risks, bike safety, season safety, etc.

COMPETENCE:

- Identify the audience.
- Choose an appropriate method to disseminate the information.
- Coordinate dissemination of the information to those groups.
- Coordinate a presentation time (if needed).
- Follow up to ensure that the information was presented.
- Maintain contact with the community groups involved, to maintain relationships.
- Show or submit documentation of how this skill was completed (through a link, a document, or a presentation).

TIME: As needed

7. Coordinate dissemination of information to an internal target audience so that the information is communicated to the target audience accurately, in the correct format, and within the desired time frame.

REFERENCE: NFPA 1030, 2024 edition, 12.2.8

CONDITION: Given an incident or event information (from the press conference in Skill 5), a time frame for releasing information, and available methods for reaching an internal target audience, follow AHJ policies and procedures.

COMPETENCE:

- Identify three different methods for contacting the target audience.
- Choose an appropriate method to disseminate information, following AHJ guidelines.
- Identify and understand deadline times for each media source.
- Follow up to ensure information was received by the internal target audience.
- Show documentation of how this skill was completed.
- Maintain contact with the internal groups involved, to maintain relationships.

TIME: As needed

8. Develop a social media communication plan for dissemination of information through applicable electronic forms of communication, given organizational policies and access to media outlets.

REFERENCE: NFPA 1030, 2024 edition, 12.2.2, 12.2.10

CONDITION: Given incident information, social media platforms, and tools, follow AHJ policies and procedures. (For example, information about seasonal issues, safety, fireworks, community risk reductions, etc.)

COMPETENCE:

- Develop an electronic form of communication.
- Identify 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.
- Create and implement the plan in the correct format.
- Apply the use of a content calendar for messages.
- Submit the plan through a link or a document (i.e., as a PowerPoint, a Word document, a website, etc.).
- Plan for delivering the information on time, and is accurate and accessible to all audiences.

TIME:

As needed

UTAH FIRE SERVICE CERTIFICATION SYSTEM

PUBLIC INFORMATION OFFICER

NFPA 1030, 2024 Edition
Chapter 12

PUBLIC INFORMATION OFFICER TRAINING RECORD/IN-HOUSE COMPREHENSIVE FORM

Candidate Name:					Department:	
Candidate Signature:					Date of Completion:	
Chief/Training Officer:					Chief/Training Officer Signature:	
This form may be completed on a computer but must be printed out for the Certification tester to verify on test day. The date of completion must be filled in and the signatures of the chief/training officer and the candidate must be original signatures. The signatures attest that all skills have been trained on and a complete in-house comprehensive exam was administered and passed. Falsification of signatures or any component of this document may result in the revocation, suspension, or denial of certification.						
SECTION	TRAINING RECORD		IN-HOUSE COMPREHENSIVE EXAMS			SKILL
	DATE	INSTRUCTOR	DATE	INSTRUCTOR	PASS	
12.2.1, 12.2.3, 12.2.5, 12.2.9						1. Part 1. Establish a media area at an emergency incident so that the area provides for the safety of all media representatives, allows communication with the incident commander, and is accessible and clearly identified. Part 2. Conduct a media interview so that all information compiled on worksheets is disseminated to the media in a timely, accurate, and understandable manner.
12.2.4, 12.2.7						2. Coordinate dissemination of information to the media (using a completed News Release, an Incident Information 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.
12.2.6						3. Prepare a one-page Media Advisory so that the objectives are met and the information is communicated to the groups accurately and within the desired time frame.
12.1.2, 12.2.5						4. Prepare a one- to two-page News Release so that the objectives are met and the information is communicated to the groups accurately and within the desired time frame.

12.2.9						5. 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.
12.2.4, 12.2.9						6. 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.
12.2.8						7. Coordinate dissemination of information to an <u>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.
12.2.2, 12.2.10						8. 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.

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	Coordinate dissemination of information to the media (using a completed News Release, an Incident Information 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. Criteria to meet standard: 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.		
12.2.6	3	Prepare a one-page Media Advisory so that the objectives are		

		met and the information is communicated to the groups accurately and within the desired time frame. <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.		
12.1.2, 12.2.5	4	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. <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.		
12.2.9	5	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. <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 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	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. <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.		
12.2.8	7	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. <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.		
12.2.2, 12.2.10	8	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. <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.)		

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: _____

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 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.

APPENDIX A
SAMPLE FORMS

INCIDENT INFORMATION									
Incident Type: _____									
Department: _____			Address: _____						
City: _____		State: _____		ZIP: _____		☐ Fire		☐ EMS ☐ Hazmat	
Incident Date: _____			Dispatch Time: _____		Release ID#: _____				
Incident Address: _____					City, ZIP: _____				
Incident Hazards: _____									
Smoke Detectors: ☐ Operating ☐ Installed ☐ Not Working									
Occupancy Type:		☐ Residential ☐ Multi-Family							
		☐ Commercial ☐ Business ☐ Other							
Owner: _____								Displaced Occupants: _____	
Department(s) Lending Mutual Aid: _____									
Resources: _____									
Total Firefighters: _____		Total Fire Units: _____		Civilians Rescued: _____		Pets Rescued: _____			
Civilian Injuries and/or Fatalities									
Name(s)				Injury/Fatality (Describe)				Age	
1. _____				_____				_____	
2. _____				_____				_____	
3. _____				_____				_____	
4. _____				_____				_____	
5. _____				_____				_____	
Total Civilian Injuries:		0 1 2 3 4+ (circle)		Total Civilian Fatalities:		0 1 2 3 4+ (circle)			
Pet Animal Injuries:		0 1 2 3 4+ (circle)		Pet Animal Fatalities:		0 1 2 3 4+ (circle)			
Firefighter Injuries:		0 1 2 3 4+ (circle)		Firefighter Fatalities:		0 1 2 3 4+ (circle)			
Incident Cause: _____									
Other: _____									
Incident Duration: _____ Time to Control Incident: _____									
Estimated Dollar Loss:				Estimated Dollar Saved:					
Release Completed By: _____									
Contact Number: _____					Email: _____				
Incident Information Title City, State Customize this section to meet the agency's needs. In this section, write a brief and concise paragraph about the incident, while referring to <i>The Associated Press Stylebook</i> for writing style information. Look for opportunities to highlight your department's message (i.e., smoke alarms, fireworks, wearing seatbelts, etc.).									
See NFPA 1030, Annex A, Figure A.12.2.1(a).									

Media Advisory

Your Department

Address

City, State ZIP

Contact: _____ Phone: _____

For Immediate Release: Day: _____ Year: _____

Advisory Title

Who: List who will be at your event. Write brief and concise sentences that provide complete information.

What: Describe this event.

When: Give the accurate date and time of the event. If needed, include special parking for media, access to information, etc. Include intriguing event photo opportunities.

Where: Give the correct address.

Why: Concisely state the reason for your event.

###

See NFPA 1030, Annex A, Figure A.12.2.1(b), "Sample Media Advisory Worksheet."

NEWS RELEASE

Your Department
Address
City, State ZIP

Contact: _____ Phone: _____

For Immediate Release: Day: _____ Year: _____

News Release Title

CITY, State

Refer to *The Associated Press Stylebook* for writing style information, as news releases are written according to this guide. These stylebooks are available at most bookstores. The body of a news release is commonly double-spaced.

A common news release paragraph indentation is 10 spaces. For the body of your news, put the most important information first.

Try to keep news releases to one page in length. End a one-page news release with three centered pound signs (see below). If your news release is two pages, write “more” at the bottom, or “over” if you are printing on the back of the page.

###

See NFPA 1030, Annex A, Figure A.12.2.1(c), “Sample News Release.”

APPENDIX B
IN-HOUSE PROCTOR INSTRUCTIONS

Proctor Instructions for In-House Comprehensive Examinations

As the training officers for your department, you are authorized by the Certification Council to conduct an in-house skills examination (100%) for this level of certification. You must be certified at the level that you are testing. For example, if you're FF II, you can test both FF I and FF II, Awareness and Operations. The in-house skills examination must be completed and signed off prior to the actual certification spot check exam (administered by a UFRA Certification tester).

- **Prior to conducting the test, review each candidate's training record.**

It is important that before doing this in-house training skills test, the candidate has completed training in all areas for the level being tested.

- **Select and brief a safety officer.**

Select a safety officer to assist you during the test. This person is there to protect the candidates from injury during the testing process, is not taking the test, and is not assisting with the testing process. The safety officer must be qualified at the level being tested.

To better evaluate the skills being tested and determine the candidate's readiness for the **state spot check exam**, follow these in-house exam instructions:

1. This is a *test* and there should be *no coaching or training* during the testing process. If a candidate fails to perform a skill, that skill will count as a first attempt failure and they will be given a second attempt. If they fail a second attempt, they need to be retrained on that skill and tested again. Only *qualified* candidates that have passed with *100%* should be allowed to take the state spot check exam.
2. Before beginning the testing process, conduct a meeting with all candidates and review the testing process. Explain that this is a test and that the same process being used for the in-house exam will be used during the state exam.
3. Designate two separate areas for student testing, one area for those who are in the testing process and one area for those who have not yet begun the testing process. If separate areas are not available, make sure someone is in the room to ensure that students do not discuss the testing material. Make sure these areas have no training manuals or other reference materials for students to look at while awaiting testing.
4. To evaluate a candidate's performance, use the following as a guide:
 - a. The skill is completed in the allotted time.
 - b. Competence is shown by completing all performance criteria.
 - c. Safety is a priority while completing the skill.
5. At each test station, the tester will read the skill to be demonstrated, the condition to be met, and the time limit to complete each skill. This information is contained in the skill section of each standards packet. Do this with each student as they come to each testing station. Ask for any questions. As each skill is tested and completed, sign it off in the section provided on the candidate's training record.

By conducting the in-house skills examination in this manner, you will prepare your candidates to successfully pass the state spot check exam. This will also ensure that training records are current and that only those who are truly prepared take the certification examination.

APPENDIX C

CERTIFICATION FORMS AND FEES

Certification forms and fees are located on our website at UVU.edu/UFRA under Certification
https://www.uvu.edu/ufra/certification/certification_forms.html