

**Maryland Voluntary Fire Service Certification System**  
**Maryland Fire Service Personnel Qualifications Board, Incorporated**

**Standard to Option Correlation Sheet**

**Option: 2**

**Public Information Officer, NFPA 1035, 2005 edition**

**8.1 General Requirements.**

The Public Information Officer shall meet the job performance requirements defined in Sections **8.1** and **8.2**

**8.1.1 General Requisite Knowledge.**

Report writing, professional appearance based on situation, media characteristics, news process, organizational policies, methods for informal dissemination, and laws and procedures pertaining to release of information.

**8.1.2 General Requisite Skills.**

Communicate orally and in writing, exhibit professional demeanor, manage interaction with the media, utilize various means of information technology.

**8.2 Administration.**

**8.2.1**

Conduct media interviews, given incident information, Public Information Officer (PIO) worksheets, and department policies, so that all information compiled on worksheets is disseminated to the media in a timely, accurate, and understandable manner.

*Requisite Knowledge:* Interview methodology.

*Requisite Skills:* Demonstrate interview skills, collect incident information, complete PIO worksheets.

**8.2.2**

Establish a media area at an emergency incident, given incident information, departmental policies, and types of media present at incident, so that the area provides for the safety of all media, enables communication with incident commander, and is accessible and clearly visible.

*Requisite Knowledge:* Incident management system, incident safety considerations, other responding agencies.

*Requisite Skills:* Manage media area participants, coordinate communication between command and media.

**8.2.3**

Coordinate dissemination of information to specific nonmedia groups, given departmental policies and methods available for contacting other groups and organizations available to assist, so that the information is communicated to the groups accurately and within the desired time frame.

*Requisite Knowledge:* Awareness of nonmedia groups.

*Requisite Skills:* Maintain liaison with community groups.

**8.2.4\***

**Write news releases, given incident information, departmental policies, and news release format, so that the news releases are accurate, pertinent, and concise.**

*Requisite Knowledge:* Media requirements for news releases.

*Requisite Skills:* Compose information in accordance with media source specifications.

**8.2.5\***

**Write a media advisory, given information to be disseminated, media advisory format, and departmental policy, so that the media advisories are accurate, pertinent, and concise.**

*Requisite Knowledge:* Media requirements for media advisories.

*Requisite Skills:* Compose information in accordance with media source specifications.

**8.2.6**

**Disseminate information to the media, given news release or media advisory, characteristics of local media including deadlines, departmental policies, and methods available to reach media, so that, prior to the deadline, the information reaches the media in a form usable to each specific local medium.**

*Requisite Knowledge:* Specific methods for disseminating information to the media.

*Requisite Skills:* Maintain liaison with media group.

**8.2.7**

**Disseminate information to organizational personnel, given incident or event information, departmental policies, methods available to reach personnel, and timeframe for releasing information, so that the information reaches all desired personnel within the time frame and is accurate and concise.**

*Requisite Knowledge:* Specific methods for disseminating information within the organization.

*Requisite Skills:* Maintain liaison with organizational personnel, operate office information systems.

**8.2.8**

**Coordinate a press conference for local media, given an event or issue, local media characteristics, methods available for reaching media, and departmental policies on press conferences, so that a site is obtained, desired media are notified, a press conference agenda is established, a media information package is produced, and participants in the conference are notified.**

*Requisite Knowledge:* Event planning requirements.

*Requisite Skills:* Establish liaison with media, disseminate information, coordinate site selection and use, review media materials.