



**Official Skill Sheets for Practical Skills Evaluation  
Ontario, Canada**

**Public Information Officer  
NFPA 1035, Chapter 7, 2015 Edition**

**National Fire Protection Association Standard  
for Public Information Officer Professional Qualifications**

Enquiries regarding completion of this booklet  
should be directed to your Instructor or Fire Chief.

Upon successful mastery of all practical skills,  
completed and signed pages 4 to 6 of this document should be sent to:

**Manager  
Academic Standards and Evaluation Unit  
Ministry of Community Safety and Correctional Services  
Office of the Fire Marshal and Emergency Management  
25 Morton Shulman Avenue, 2<sup>nd</sup> Floor  
Toronto, Ontario  
M3M 0B1**

**[OFMTestingandCertification@ontario.ca](mailto:OFMTestingandCertification@ontario.ca)**



**Instructions for Fire and Life Safety Educator I candidates:**

Complete all practical skill sheets within this booklet and ensure that your name is located on the top of each skill sheet. Complete each practical skills sheet when communicated by your Lead Instructor. Please make every effort to print or write legibly.

Candidates must complete the top of page four (4) "Verification of Successful Completion of Practical Skills Course" section. When requested by the Lead Instructor hand in the "Verification of Successful Completion of Practical Skills Course and Evaluation" section (pages 5-6), to the Lead Instructor to confirm that all practical skills have been completed and signed-off.

The practical skills sheets, pages 7-27 should remain with candidates attending external training facilities, and placed in their personnel/training file; to confirm that skill requirements have been verified. For those candidates that attend the Ontario Fire College, practical skill sheets should be given to the instructor upon completion of the course.

**Instructions for Public Information Officer - Lead Instructor:**

It is the responsibility of every Public Information Officer Lead Instructor to ensure that each candidate has completed and passed every practical skill sheet. This will indicate that the candidate has successfully mastered all skills relevant to the NFPA Standard. The Lead Instructor must sign the bottom of page 4, to verify that the candidate has successfully completed all of the practical skills required for Public Information Officer

Only those individuals whose forms have been received by the Office of the Fire Marshal and Emergency Management will be eligible for Certification.

The Lead Instructor must also submit pages entitled "Verification of Successful Completion of Practical Skills Course" and "Verification of Successful Completion of Practical Skills Evaluation (pages 4 to 6), to the Manager, Academic Standards & Evaluation, OFMEM at the address on the cover page within 60 days of the completion of the course. Pages 5-6 must be signed-off by a qualified instructor eligible to perform the function of a Lead Evaluator. This individual cannot instruct the skills being verified.



## Suggested Readings

Information for meeting NFPA 1035, 2015 Edition Job Performance Requirements (JPRs) for Public Information Officer is found in the following suggested readings:

### Publisher/Title/Edition

1. NFPA 1035, *Standard for Public Information Officer Professional Qualifications*, 2015 Edition
  - Refer to Chapter 7
2. Jones and Bartlett, *Fire and Life Safety Educator: Principles and Practice*, 2nd Edition
  - Refer to Chapter 10 and 20

### AND

3. Government of Ontario, *The Role of the Public Information Officer: Learner Guide*, Office of the Fire Marshall and Emergency Management, rev. 2015



## Verification of Successful Completion of Practical Skills Course

The candidate shall complete all the skill sheets in this booklet and be signed off by the candidate's Fire Chief or designate. Upon success, the Fire Chief or designate will complete and sign this form and submit it to the Academic Standards and Evaluation Unit of the Ontario Office of the Fire Marshal and Emergency Management (OFMEM).

To be completed by the **candidate**:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Department/Agency: \_\_\_\_\_

Public Information Officer Location: \_\_\_\_\_

Public Information Officer Start Date: \_\_\_\_\_

Public Information Officer End Date: \_\_\_\_\_

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To be completed by the **Designated Instructor**:

***As Designated Instructor for this course, I verify that the above candidate has been successfully introduced to all of the practical skills required for the level of:***

Public Information Officer

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



### Verification of Successful Completion of Practical Skills Evaluation

The candidate shall complete all the skill sheets in this booklet and be signed off by the candidate’s Fire Chief or designate. Upon success, the Fire Chief or designate will complete and sign this form and submit it to the Academic Standards and Evaluation Unit of the Ontario Office of the Fire Marshal and Emergency Management (OFMEM).

To be completed for each of the practical skills for Public Information Officer, and submitted to the Academic Standards and Evaluation Unit once all skills are passed:

Student Name: \_\_\_\_\_

Department/Agency: \_\_\_\_\_

Course Dates: \_\_\_\_\_ Location: \_\_\_\_\_

Fire Chief Or Designate: \_\_\_\_\_ Date: \_\_\_\_\_

Skill	Pass/Fail
<b>Public Information Worksheet</b> <b>NFPA 1035-2015, 7.2.2, 7.2.6, 7.2.9</b>  <i>Evaluator signature:</i> _____ <i>Date:</i> _____	
<b>Media Interview</b> <b>NFPA 1035-2015, 7.1.2, 7.2.1</b>  <i>Evaluator signature:</i> _____ <i>Date:</i> _____	
<b>News Conference Planning Sheet</b> <b>NFPA 1035-2015, 7.2.3, 7.2.7, 7.2.8</b>  <i>Evaluator signature:</i> _____ <i>Date:</i> _____	
<b>News Release</b> <b>NFPA 1035-2015, 7.1.2, 7.2.4, 7.2.6</b>  <i>Evaluator signature:</i> _____ <i>Date:</i> _____	



Skill	Pass/Fail
<b>Media Advisory</b> <b>NFPA 1035-2015, 7.1.2, 7.2.3, 7.2.5, 7.2.6, 7.2.9</b> <i>Evaluator signature:</i> _____ <i>Date:</i> _____	

To be completed by the **designate Instructor**:

***I verify that the above candidate has successfully completed all of the practical skills required for Public Information Officer:***

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## Table of Contents

Public Information Officer Worksheet .....	8
Media Interview .....	14
News Conference Planning Sheet .....	17
News Release .....	22
Media Advisory .....	25



## Public Information Officer Worksheet

Successful completion of the practical skills in this section is necessary to fulfill the requirements of the following sections of NFPA 1035-2015:

### Public Information Officer Standard

#### 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.

#### 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.

#### 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 timeframe for releasing that information, so that the information is on time, accurate, and accessible to all audiences.





## Skill Sheet #1 Public Information Officer Worksheet

### Assignment:

1. Working individually, complete the PIO Worksheet based on one of the scenarios provided. Use your imagination to fill in the details.
2. Include a 280 character tweet to build awareness about the incident.

### Scenario #1:

There is a fire in a two-storey house in the downtown core. Two adults and a child were sent to hospital suffering from smoke inhalation. One working smoke alarm was found on the second storey near the sleeping area of the home. The fire was contained to the kitchen area of the house. Six fire trucks and 24 personal were on scene.

### Scenario # 2:

There is a fire in a basement apartment of a home. A single male was found unconscious and transported to hospital with symptoms of carbon monoxide poisoning. A generator was located in operation in the bedroom supplying electrical power to his appliances. Fire department received a call from the homeowner living on the second floor after their carbon monoxide alarm sounded. The homeowner evacuated the house.

### Scenario #3:

There is a fire in an industrial building that manufactures auto parts. The fire began when a worker accidentally ignited nearby combustibles with a welding torch. The worker was transported to hospital with unknown burn injuries. Evacuation of the building is on-going.

### NOTE:

- Include 3 key public education messages that are relevant to the scenario.
- Specify a designated media area in a safe location.
- Identify what agencies, in addition to the fire department, are or will be involved in this incident.



**Items to be checked**

#	If the candidate:	Pass/Fail
1.	Completed all areas of the PIO Worksheet, based on the scenario provided.	
2.	Included 3 relevant public education messages	
3.	Identified designated media area and managed media are participants	
4.	Identified agencies that are, or will be, involved, and coordinated communication between the organization and the media	
5.	Included a 280 character tweet	

**Candidate MUST successfully master each step listed to pass this skill.**

Candidate's Grade:             Pass                             Fail

Evaluator's Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## PIO WORKSHEET

INCIDENT INFORMATION	
Incident Commander	
Date/Time of alarm	
Address	
Type of occupancy/business	
Responding units	
Condition of scene on arrival	
Unusual hazards or issues	
Status	



**OCCUPANT/VICTIM INFORMATION**

Names and ages	
Injuries	
Rescue information	
Status	

**RELEVANT PUBLIC EDUCATION MESSAGES**

1.	
2.	
3.	



Designated Media Area:	
Agencies involved:	



## Media Interview

Successful completion of the practical skills in this section is necessary to fulfill the requirements of the following sections of NFPA 1035 -2015:

### Public Information Officer Standard

#### 7.1.2

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.

#### 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.



## Skill Sheet #2: Media Interview

### Assignment:

1. Conduct a media interview based on a scenario from skill sheet #1 and the information captured on the PIO Worksheet

### Interview Questions:

- What is the update on any injured persons?
- What is the cause of the fire?
- What was the response from the fire service?
- Is there anything else you would like to add?

### NOTE:

- The interview will be evaluated for accuracy and delivery style.
- The interview will be approximately 3-5 minutes in length.



Items to be checked

#	If the candidate:	Pass/Fail
1.	Answered questions accurately and convincingly.	
2.	Delivery style was professional and appropriate to the topic.	
3.	Demonstrated interview skills	
4.	Collected information	

**Candidate MUST successfully master each step listed to pass this skill.**

Candidate's Grade:             Pass                                     Fail

Evaluator's Signature: \_\_\_\_\_ Date: \_\_\_\_\_





## News Conference Planning Sheet

Successful completion of the practical skills in this section is necessary to fulfill the requirements of the following sections of NFPA 1035-2015:

### Public Information Officer Standard

#### 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.

#### 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.

#### 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.



## Skill Sheet #3: News Conference Planning Sheet

### Assignment:

1. Think of an event or announcement for which your fire department may hold a news conference.
2. Complete the News Conference Planning Worksheet, filling in all of the required information about the event.
3. Include an agenda, how the media will be notified and the site selection.

### SOME POSSIBLE TOPICS:

- Home escape plans
- Smoking
- Cooking safety
- Carbon monoxide
- Working smoke alarms



Items to be checked

#	If the candidate:	Pass/Fail
1.	Ensured all areas of News Conference Planning Worksheet are complete.	
2.	Coordinated site selection	
3.	Created media materials	
4.	Provided information that was relevant and adequately addressed the news conference topic.	
5.	Maintained relationship with internal target audience	
6.	Used the available information technology	

**Candidate MUST successfully master each step listed to pass this skill.**

Candidate's Grade:  Pass  Fail

Evaluator's Signature: \_\_\_\_\_ Date: \_\_\_\_\_



### New Conference Planning Worksheet

<b>Topic/Purpose:</b>	
<b>Date:</b>	
<b>Time:</b>	
<b>Location:</b>	
<b>Hook:</b>	
<b>Speakers:</b>	
<b>Key Messages:</b>	
<b>Required Resources:</b>	
<b>Handouts:</b>	
<b>Communication Plan:</b>	
<b>Other Considerations:</b>	



## News Conference Planning Worksheet – Explanatory Notes

**Purpose/Topic:** Specify the purpose, e.g. major announcement, public education event, etc., and the topic, e.g. Fire Prevention Week launch.

**Date:** Self-explanatory

**Time:** Include both start and end time

**Location:** Be specific (include floor or area of building)

**Hook:** What will entice the media to attend, e.g. well-known spokesperson, demonstrations, test burn.

**Speakers:** List the names and positions of the speakers, in the order in which they will speak.

**Key Message:** Briefly describe the key messages that will be delivered in the news conference, e.g., launch of Fire Prevention Week, Theme, public education messages, fire department activities during the week.

**Required Resources:** e.g., media splitter box, projector, computer, podium, flags, props, etc.

**Handouts:** briefly describe handouts, e.g. agenda, speaker list, itemized press kit, statistics, etc.

**Communication Plan:** Briefly describe how the event will be communicated to the media, community groups and internal target audience. Include the methods of communication and timelines.

**Other Considerations:** e.g. accessibility, parking, demonstrations, refreshments.



## News Release

Successful completion of the practical skills in this section is necessary to fulfill the requirements of the following sections of NFPA 1035-2015:

### Public Information Officer Standard

#### 7.1.2

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.

#### 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.

#### 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.



## Skill Sheet #4: News Release

### Assignment:

1. Using the information contained in your completed News Conference Planning Worksheet as a guide, compose a news release about the subject matter of the news conference.

### NOTE:

- The news release must be prepared in the “inverted pyramid” style and include the following:
  - 5Ws (who, what, when, where, why)
  - Important details
  - A quote from a named source
  - Background information
  - Contact information for the media.







## Media Advisory

Successful completion of the practical skills in this section is necessary to fulfill the requirements of the following sections of NFPA 1035-2015:

### Public Information Officer Standard

#### 7.1.2

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.

#### 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.

#### 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.

#### 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.

#### 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.



## Skill Sheet #5: Media Advisory

### Assignment:

1. Using the information contained in your completed News Conference Planning Worksheet as a guide, compose a media advisory to inform the media about the news conference.
2. Prepare a media contact list for your fire department that includes:
  - Name of media outlet
  - Type of media
  - Contact information
  - Deadline information
3. Include a 280 character tweet to build awareness about the situation, event or issue.

### NOTE:

- The media advisory must include the following:
  - Who: The organization that is holding the event. Also include names of noteworthy participants.
  - What: Briefly state the purpose of the event
  - When: Date and time
  - Where: Specific location of event.
  - Why: Some very brief information about the event, to “hook” the media.
  - Contact information for media.



Items to be checked

#	If the candidate:	Pass/Fail
1.	Included who is holding the event	
2.	Included the purpose of the event	
3.	Included date and time of event	
4.	Included specific location of event	
5.	Included brief information about the event	
6.	Included contact information for the media	
7.	Media contact list included: name of media outlet, type of media outlet, contact information, deadline information	
8.	Included a 280 character tweet	

**Candidate MUST successfully master each step listed to pass this skill.**

Candidate's Grade:             Pass                             Fail

Evaluator's Signature: \_\_\_\_\_ Date: \_\_\_\_\_