



NWCG Task Book for the Position of:
PUBLIC INFORMATION OFFICER
(PIOF)

PMS 311-07

JUNE 2009

Task Book Assigned To:

Trainee's Name: _____

Home Unit/Agency: _____

Home Unit Phone Number: _____

Task Book Initiated By:

Official's Name: _____

Home Unit Title: _____

Home Unit/Agency: _____

Home Unit Phone Number: _____

Home Unit Address: _____

Date Initiated: _____

The material contained in this book accurately defines the performance expected of the position for which it was developed. This task book is approved for use as a position qualification document in accordance with the instructions contained herein.

**Verification/Certification of Completed Task Book
for the Position of:**

PUBLIC INFORMATION OFFICER

Final Evaluator's Verification

*To be completed **ONLY** when you are recommending the trainee for certification.*

I verify that (trainee name) _____ has successfully performed as a trainee by demonstrating all tasks for the position listed above and should be considered for certification in this position. All tasks are documented with appropriate initials.

Final Evaluator's Signature: _____

Final Evaluator's Printed Name: _____

Home Unit Title: _____

Home Unit/Agency: _____

Home Unit Phone Number: _____ Date: _____

Agency Certification

I certify that (trainee name) _____ has met all requirements for qualification in the above position and that such qualification has been issued.

Certifying Official's Signature: _____

Certifying Official's Printed Name: _____

Title: _____

Home Unit/Agency: _____

Home Unit Phone Number: _____ Date: _____

Additional copies of this publication are available through:
NWCG, Publications Management System at <https://www.nwcg.gov/publications/position-taskbooks>

NATIONAL WILDFIRE COORDINATING GROUP (NWCG) POSITION TASK BOOK

NWCG Position Task Books (PTBs) have been developed for designated National Interagency Incident Management System (NIIMS) positions. Each PTB lists the competencies, behaviors and tasks required for successful performance in specific positions. Trainees must be observed completing all tasks and show knowledge and competency in their performance during the completion of this PTB.

Trainees are evaluated during this process by qualified evaluators, and the trainee's performance is documented in the PTB for each task by the evaluator's initials and date of completion. An Evaluation Record will be completed by all evaluators documenting the trainee's progress after each evaluation opportunity.

Successful performance of all tasks, as observed and recorded by an evaluator, will result in a recommendation to the agency that the trainee be certified in that position. Evaluation and confirmation of the trainee's performance while completing all tasks may occur on one or more training assignments and may involve more than one evaluator during any opportunity.

INCIDENT/EVENT CODING

Each task has a code associated with the type of training assignment where the task may be completed. The codes are: O = other, I = incident, W = wildfire, RX = prescribed fire, W/RX = wildfire OR prescribed fire and R = rare event. The codes are defined as:

- O = Task can be completed in any situation (classroom, simulation, daily job, incident, prescribed fire, etc.).
- I = Task must be performed on an incident managed under the Incident Command System (ICS). Examples include wildland fire, structural fire, oil spill, search and rescue, hazardous material, and an emergency or non-emergency (planned or unplanned) event.
- W = Task must be performed on a wildfire incident.
- RX = Task must be performed on a prescribed fire incident.
- W/RX = Task must be performed on a wildfire OR prescribed fire incident.
- R = Rare events such as accidents, injuries, vehicle or aircraft crashes occur infrequently and opportunities to evaluate performance in a real setting are limited. The evaluator should determine, through interview, if the trainee would be able to perform the task in a real situation.

While tasks can be performed in any situation, they must be evaluated on the specific type of incident/event for which they are coded. For example, tasks coded W must be evaluated on a wildfire; tasks coded RX must be evaluated on prescribed fire and so on. Performance of any task on other than the designated assignment is not valid for qualification.

Tasks within the PTB are numbered sequentially; however, the numbering does NOT indicate the order in which the tasks need to be performed or evaluated.

The bullets under each numbered task are examples or indicators of items or actions related to the task. The purpose of the bullets is to assist the evaluator in evaluating the trainee; the bullets are not all-inclusive. Evaluate and initial ONLY the numbered tasks. DO NOT evaluate and initial each individual bullet.

A more detailed description of this process and definitions of terms are included in the *Wildland Fire Qualification System Guide*, PMS 310-1. This document can be found at <https://www.nwcg.gov/publications/310-1> .

RESPONSIBILITIES

The responsibilities of the Home Unit/Agency, Trainee, Coach, Training Specialist, Evaluator, Final Evaluator and Certifying Official are identified in the *Wildland Fire Qualification System Guide*, PMS 310-1. It is incumbent upon each of these individuals to ensure their responsibilities are met.

INSTRUCTIONS FOR THE POSITION TASK BOOK EVALUATION RECORD

Evaluation Record #

Each evaluator will need to complete an evaluation record. Each evaluation record should be numbered sequentially. Place this number at the top of the evaluation record page and also use it in the column labeled “Evaluation Record #” for each numbered task the trainee has satisfactorily performed.

Trainee Information

Print the trainee’s name, position on the incident/event, home unit/agency, and the home unit/agency address and phone number.

Evaluator Information

Print the Evaluator’s name, position on the incident/event, home unit/agency, and the home unit/agency address and phone number.

Incident/Event Information

Incident/Event Name: Print the incident/event name.

Reference: Enter the incident code and/or fire code.

Duration: Enter inclusive dates during which the trainee was evaluated.

Incident Kind: Enter the kind of incident (wildfire, prescribed fire, search and rescue, flood, hurricane, etc.).

Location: Enter the geographic area, agency, and state.

Management Type or Prescribed Fire Complexity Level: Circle the ICS organization level (Type 5, Type 4, Type 3, Type 2, Type 1, Area Command) or the prescribed fire complexity level (Low, Moderate, High).

Fire Behavior Prediction System (FBPS) Fuel Model Group: Circle the Fuel Model Group letter that corresponds to the predominant fuel type in which the incident/event occurred.

G = Grass Group (includes FBPS Fuel Models 1 – 3):

1 = short grass (1 foot); 2 = timber with grass understory; 3 = tall grass (1½ - 2 feet)

B = Brush Group (includes FBPS Fuel Models 4 – 6):

4 = Chaparral (6 feet); 5 = Brush (2 feet); 6 = dormant brush/hardwood slash;

7 = Southern rough

T = Timber Group (includes FBPS Fuel Models 8 – 10)

8 = closed timber litter; 9 = hardwood litter; 10 = timber (with litter understory)

S = Slash Group (includes FBPS Fuel Models 11 – 13)

11 = light logging slash; 12 = medium logging slash; 13 = heavy logging slash

Evaluator’s Recommendation

For 1 – 4, initial only one line as appropriate; this will allow for comparison with your initials in the Qualifications Record.

Record additional remarks/recommendations on an Individual Performance Evaluation, or by attaching an additional sheet to the evaluation record.

Evaluator’s Signature

Sign here to authenticate your recommendations.

Date

Document the date the Evaluation Record is being completed.

Evaluator’s Relevant Qualification (or agency certification)

List your qualification or certification relevant to the trainee position you supervised.

Note: Evaluators must be either qualified in the position being evaluated or supervise the trainee; Final Evaluators must be qualified in the trainee position they are evaluating.

Public Information Officer (PIOF)

Competency: Assume position responsibilities.

Description: Successfully assume role of Public Information Officer and initiate position activities at the appropriate time according to the following behaviors.

TASK	C O D E	EVAL. RECORD #	EVALUATOR: Initial & date upon completion of task
Behavior: Ensure readiness for assignment.			
1. Obtain and assemble materials needed for an Information kit. Suggested items: <ul style="list-style-type: none"> • <i>PMS 410-1, Fireline Handbook</i> • <i>PMS 461, Incident Response Pocket Guide (IRPG)</i> • <i>Telephone and contact documentation log sheets</i> • <i>Office supplies (e.g., staple gun, masking tape, markers, push pins, clip board)</i> 	O		
2. Obtain complete information from dispatch upon assignment. <ul style="list-style-type: none"> • <i>Incident name</i> • <i>Incident order number</i> • <i>Request number</i> • <i>Incident phone number</i> • <i>Reporting time</i> • <i>Reporting location</i> • <i>Transportation arrangements/travel routes</i> • <i>Contact procedures during travel (telephone/radio)</i> • <i>Name and location of Incident Commander or Public Information Officer</i> • <i>Weather, terrain and living conditions (pack appropriately)</i> 	O		
3. Arrive at incident and check in. <ul style="list-style-type: none"> • <i>Arrive properly equipped at assigned location within acceptable time limits.</i> 	I		

Evaluate the numbered tasks ONLY. DO NOT evaluate bullets; they are provided as examples/additional clarification.

Public Information Officer (PIOF)

TASK	C O D E	EVAL. RECORD #	EVALUATOR: Initial & date upon completion of task
Behavior: Ensure availability, qualifications, and capabilities of resources to complete assignment.			
4. Submit orders to meet immediate and long-term needs. <ul style="list-style-type: none"> • <i>Staffing</i> • <i>Equipment</i> • <i>Supplies</i> 	O		
5. Demonstrate familiarity with available communications equipment and procedures. <ul style="list-style-type: none"> • <i>Handheld, portable, multi-channel radios</i> • <i>Facsimile machine (FAX)</i> • <i>Computer</i> 	O		
Behavior: Gather, update, and apply situational information relevant to the assignment.			
6. Obtain initial briefing from local unit personnel, Incident Commander or Public Information Officer.	I		
7. Review available documentation. <ul style="list-style-type: none"> • <i>Incident Action Plan (IAP) or other relevant plan.</i> • <i>Materials appropriate to the incident (including wildland fire decision support documentation).</i> • <i>Most current ICS 209, Incident Status Summary.</i> 	I		
8. Determine Incident Commander/Agency Administrator's expectations regarding the dissemination of information. <ul style="list-style-type: none"> • <i>Participation in interviews.</i> • <i>Media access (ground and air).</i> • <i>Location of information center.</i> • <i>Protocol for approving information release.</i> • <i>Coordination with local public information staff.</i> 	I		
9. Establish procedures to obtain current incident information. <ul style="list-style-type: none"> • <i>ICS 209, Incident Status Summary.</i> • <i>Communication with dispatch.</i> • <i>Follow-up briefings from Incident Commander and other key personnel.</i> • <i>Update maps and other visuals.</i> 	I		

Evaluate the numbered tasks ONLY. DO NOT evaluate bullets; they are provided as examples/additional clarification.

Public Information Officer (PIOF)

TASK	C O D E	EVAL. RECORD #	EVALUATOR: Initial & date upon completion of task
Behavior: Establish effective relationships with relevant personnel.			
10. Establish and maintain positive interpersonal and interagency working relationships.	I		
Behavior: Establish organization structure, reporting procedures, and chain of command of assigned resources.			
11. Establish a central point of contact for incident information.	O		
Behavior: Understand and comply with ICS concepts and principles.			
12. Apply the ICS. <ul style="list-style-type: none"> • <i>Follow chain of command.</i> • <i>Maintain appropriate span of control.</i> • <i>Use appropriate ICS forms.</i> • <i>Use appropriate ICS terminology.</i> 	I		

Evaluate the numbered tasks ONLY. DO NOT evaluate bullets; they are provided as examples/additional clarification.

Public Information Officer (PIOF)

Competency: Lead assigned personnel.

Description: Influence, guide, and direct assigned personnel to accomplish objectives and desired outcomes in a rapidly changing, high-risk environment.

TASK	C O D E	EVAL. RECORD #	EVALUATOR: Initial & date upon completion of task
Behavior: Model leadership values and principles.			
13. Exhibit principles of duty. <ul style="list-style-type: none"> • <i>Be proficient in your job, both technically and as a leader.</i> • <i>Make sound and timely decisions.</i> • <i>Ensure tasks are understood, supervised and accomplished.</i> • <i>Develop your subordinates for the future.</i> 	I		
14. Exhibit principles of respect. <ul style="list-style-type: none"> • <i>Know your subordinates and look out for their well-being.</i> • <i>Keep your subordinates informed.</i> • <i>Build the team.</i> • <i>Employ your subordinates in accordance with their capabilities.</i> 	I		
15. Exhibit principles of integrity. <ul style="list-style-type: none"> • <i>Know yourself and seek improvement.</i> • <i>Seek responsibility and accept responsibility for your actions.</i> • <i>Set the example.</i> 	I		
Behavior: Ensure the safety, welfare, and accountability of assigned personnel.			
16. Provide for the safety and welfare of assigned resources. <ul style="list-style-type: none"> • <i>Recognize, mitigate and communicate potentially hazardous situations.</i> • <i>Monitor condition of assigned resources.</i> • <i>Account for assigned resources.</i> 	I		

Evaluate the numbered tasks ONLY. DO NOT evaluate bullets; they are provided as examples/additional clarification.

Public Information Officer (PIOF)

TASK	C O D E	EVAL. RECORD #	EVALUATOR: Initial & date upon completion of task
Behavior: Establish work assignments and performance expectations, monitor performance, and provide feedback.			
17. Establish roles and responsibilities for information function for self and/or support staff.	I		
18. Establish time frames and deadlines for assignments.	I		
19. Provide ongoing feedback to support staff during incident and demobilization.	I		
Behavior: Emphasize teamwork.			
20. Establish cohesiveness with incident personnel. <ul style="list-style-type: none"> • <i>Provide for open communication.</i> • <i>Seek commitment.</i> • <i>Set expectations for accountability.</i> • <i>Focus on the team result.</i> 	I		
Behavior: Coordinate interdependent activities.			
21. Coordinate with operations and safety to provide media escort. <ul style="list-style-type: none"> • <i>Provide personal protective equipment (PPE) as appropriate.</i> • <i>Ensure designated escorts are qualified and have adequate communication equipment.</i> 	I		
22. Coordinate with other information functions. <ul style="list-style-type: none"> • <i>Joint information center</i> • <i>Area command/other incidents</i> • <i>Local unit/Cooperating agencies</i> 	I		

Evaluate the numbered tasks ONLY. DO NOT evaluate bullets; they are provided as examples/additional clarification.

Public Information Officer (PIOF)

Competency: Communicate effectively.

Description: Use suitable communication techniques to share relevant information with appropriate personnel on a timely basis to accomplish objectives in a rapidly changing, high-risk environment.

TASK	C O D E	EVAL. RECORD #	EVALUATOR: Initial & date upon completion of task
Behavior: Ensure relevant information is exchanged during briefings and debriefings.			
23. Participate in briefings and meetings as assigned. <ul style="list-style-type: none"> • <i>Develop information updates based on information received.</i> • <i>Brief Incident Commander of sensitive information, emerging issues and community needs.</i> 	I		
24. Provide safety information to media and public.	I		
Behavior: Ensure documentation is complete and disposition is appropriate.			
25. Complete and submit ICS 214, Unit Log.	O		
26. Use and maintain contact log.	I		
27. Maintain media file (newspapers, web postings, etc.).	O		

Evaluate the numbered tasks ONLY. DO NOT evaluate bullets; they are provided as examples/additional clarification.

Public Information Officer (PIOF)

TASK	C O D E	EVAL. RECORD #	EVALUATOR: Initial & date upon completion of task
Behavior: Gather, produce and distribute information as required by established guidelines and ensure understanding by recipient.			
28. Prepare a fact sheet for the incident. <ul style="list-style-type: none"> • <i>Location (proximity to well-known locations or communities)</i> • <i>Size of affected area</i> • <i>Time and date of origin</i> • <i>Cause (if cleared)</i> • <i>Values to be protected</i> • <i>Approximate costs to date</i> • <i>Number of structures destroyed</i> • <i>Current and expected weather conditions</i> • <i>Expected duration of incident (e.g., containment, control)</i> • <i>Agencies, jurisdictions and cooperators</i> • <i>Equipment and resources committed and responding</i> • <i>Special messages</i> • <i>Incident objectives</i> 	O		
29. Provide current and timely information to external audiences (e.g., fact sheets, news release, talking points). <ul style="list-style-type: none"> • <i>Inciweb or other internet resources posted in appropriate locations.</i> 	I		
30. Facilitate media relations. <ul style="list-style-type: none"> • <i>Publicize information center, phone numbers, location, operating hours and web sites.</i> • <i>Maintain log of media names, organization, and types of requests for information.</i> • <i>Follow up on media requests for callbacks and additional information.</i> 	I		
31. Assist with effective community relations in coordination with local unit. <ul style="list-style-type: none"> • <i>Provide updates for community leaders and other partners.</i> • <i>Prepare for information meetings.</i> • <i>Establish and maintain personal contacts as needed (trapline).</i> 	I		

Evaluate the numbered tasks ONLY. DO NOT evaluate bullets; they are provided as examples/additional clarification.

Public Information Officer (PIOF)

TASK	C O D E	EVAL. RECORD #	EVALUATOR: Initial & date upon completion of task
32. Prepare and disseminate information to incident personnel. <ul style="list-style-type: none"> • <i>Establish and maintain bulletin board(s) at Incident Command Post (ICP) and other incident locations.</i> • <i>Assist with development of newsletter as appropriate.</i> 	I		
33. Incorporate approved special messages/information into routine incident information. <ul style="list-style-type: none"> • <i>Safety</i> • <i>Prevention</i> • <i>Resource benefits</i> • <i>Environmental protection measures</i> • <i>Interagency cooperation</i> • <i>Rehabilitation and resource recovery programs</i> • <i>Recognition of local community and volunteer support</i> 	I		
34. Demonstrate writing skills appropriate to the audience in a variety of formats. <ul style="list-style-type: none"> • <i>Thank you notes</i> • <i>Talking points</i> • <i>News releases</i> 	O		

Evaluate the numbered tasks ONLY. DO NOT evaluate bullets; they are provided as examples/additional clarification.

Public Information Officer (PIOF)

Competency: Ensure completion of assigned actions to meet identified objectives.

Description: Identify, analyze, and apply relevant situational information and evaluate actions to complete assignments safely and meet identified objectives. Complete actions within established timeframe.

TASK	C O D E	EVAL. RECORD #	EVALUATOR: Initial & date upon completion of task
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Behavior: Take appropriate action based on assessed risks.

35. Issue appropriate communications based on emerging situations. <ul style="list-style-type: none"> • <i>Evacuations</i> • <i>Road closures</i> • <i>Smoke conditions</i> 	I		
36. Investigate rumors and take appropriate action.	I		

Behavior: Follow established procedures and/or safety procedures relevant to given assignment.

37. Follow safety procedures and be aware of incident-specific hazards. <ul style="list-style-type: none"> • <i>PPE</i> • <i>Lookouts, Communications, Escape Routes and Safety Zones (LCES)</i> • <i>Hazards (inform others)</i> • <i>Transportation and aviation procedures</i> • <i>Work/rest guidelines</i> 	I		
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Behavior: Provide logistical support as necessary.

38. Assist in preparing for very important person (VIP) visits and/or community meetings. <ul style="list-style-type: none"> • <i>Planning</i> • <i>Coordination</i> • <i>Logistics</i> • <i>Briefing materials</i> 	I		
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Evaluate the numbered tasks ONLY. DO NOT evaluate bullets; they are provided as examples/additional clarification.

Public Information Officer (PIOF)

TASK	C O D E	EVAL. RECORD #	EVALUATOR: Initial & date upon completion of task
Behavior: Develop appropriate information releases and conduct media interviews according to established protocol.			
39. Anticipate interview questions and practice responses.	O		
40. Give interviews that are concise, accurate, up-to-date, well planned and consistent with current information and key messages.	O		
41. Arrange and schedule phone and/or in-person interviews for the media with incident personnel and provide interviewees with key messages.	O		
Behavior: Transfer position duties while ensuring continuity of authority and knowledge and taking into account the increasing or decreasing incident complexity.			
42. Coordinate an efficient transfer of position duties when mobilizing/demobilizing (e.g., incoming Incident Management Team [IMT], host agency). <ul style="list-style-type: none"> • <i>Inform subordinate staff and IC.</i> • <i>Document follow-up action needed and submit to supervisor.</i> 	I		
43. Transfer incident information and pending commitments to host unit information staff.	I		
Behavior: Plan for demobilization and ensure demobilization procedures are followed.			
44. Dismantle trapline, if necessary. <ul style="list-style-type: none"> • <i>Ensure contacts are informed.</i> • <i>Provide follow up contact information.</i> 	R		
45. Demobilize and check out. <ul style="list-style-type: none"> • <i>Receive demobilization instructions from incident supervisor.</i> • <i>If required, complete ICS 221, Demobilization Checkout and submit completed form to the appropriate person.</i> 	O		

Evaluate the numbered tasks ONLY. DO NOT evaluate bullets; they are provided as examples/additional clarification.

Trainee Information

Printed Name:
 Trainee Position on Incident/Event:
 Home Unit/Agency:
 Home Unit /Agency Address and Phone Number:

Evaluator Information

Printed Name:
 Evaluator Position on Incident/Event:
 Home Unit/Agency:
 Home Unit /Agency Address and Phone Number:

Incident/Event Information

Incident/Event Name: _____ Reference (Incident Number/Fire Code): _____
 Duration: _____
 Incident Kind: Wildfire, Prescribed Fire, All Hazard, Other (specify): _____
 Location (include Geographic Area, Agency, and State): _____
 Management Type (circle one): Type 5, Type 4, Type 3, Type 2, Type 1, Area Command
OR Prescribed Fire Complexity Level (circle one): Low, Moderate, High
 FBPS Fuel Model Letter: G = Grass, B = Brush, T = Timber, S = Slash

Evaluator's Recommendation
 (Initial only one line as appropriate)

- _____ **1)** The tasks initialed and dated by me on the Qualification Record have been performed under my supervision in a satisfactory manner. The trainee has successfully performed all tasks in the PTB for the position. I have completed the Final Evaluator's Verification section and recommend the trainee be considered for agency certification.
- _____ **2)** The tasks initialed and dated by me on the Qualification Record have been performed under my supervision in a satisfactory manner. However, opportunities were not available for all tasks (or all uncompleted tasks) to be performed and evaluated on this assignment. An additional assignment is needed to complete the evaluation.
- _____ **3)** The trainee did not complete certain tasks in the PTB in a satisfactory manner and additional training, guidance, or experience is recommended.
- _____ **4)** The individual is severely deficient in the performance of tasks in the PTB for the position and additional training, guidance, or experience is recommended prior to another training assignment.

Record additional remarks/recommendations on an Individual Performance Evaluation, or by attaching an additional sheet to the evaluation record.

Evaluator's Signature: _____ Date: _____

Evaluator's Relevant Qualification (or agency certification): _____

Trainee Information

Printed Name:

Trainee Position on Incident/Event:

Home Unit/Agency:

Home Unit /Agency Address and Phone Number:

Evaluator Information

Printed Name:

Evaluator Position on Incident/Event:

Home Unit/Agency:

Home Unit /Agency Address and Phone Number:

Incident/Event Information

Incident/Event Name:

Reference (Incident Number/Fire Code):

Duration:

Incident Kind: Wildfire, Prescribed Fire, All Hazard, Other (specify):

Location (include Geographic Area, Agency, and State):

Management Type (circle one): Type 5, Type 4, Type 3, Type 2, Type 1, Area Command
OR Prescribed Fire Complexity Level (circle one): Low, Moderate, High

FBPS Fuel Model Letter: G = Grass, B = Brush, T = Timber, S = Slash

Evaluator's Recommendation

(Initial only one line as appropriate)

- _____ **1)** The tasks initialed and dated by me on the Qualification Record have been performed under my supervision in a satisfactory manner. The trainee has successfully performed all tasks in the PTB for the position. I have completed the Final Evaluator's Verification section and recommend the trainee be considered for agency certification.
- _____ **2)** The tasks initialed and dated by me on the Qualification Record have been performed under my supervision in a satisfactory manner. However, opportunities were not available for all tasks (or all uncompleted tasks) to be performed and evaluated on this assignment. An additional assignment is needed to complete the evaluation.
- _____ **3)** The trainee did not complete certain tasks in the PTB in a satisfactory manner and additional training, guidance, or experience is recommended.
- _____ **4)** The individual is severely deficient in the performance of tasks in the PTB for the position and additional training, guidance, or experience is recommended prior to another training assignment.

Record additional remarks/recommendations on an Individual Performance Evaluation, or by attaching an additional sheet to the evaluation record.

Evaluator's Signature: _____ Date: _____

Evaluator's Relevant Qualification (or agency certification): _____