ALABAMA FIRE COLLEGE
AND PERSONNEL STANDARDS & EDUCATION COMMISSION

Public Information Officer

Grading Rubric

NFPA 1030, *Standard for Professional Qualifications for Public Information Officer*, 2024 Edition

(revised 08/11/25)

Scoring Definitions		
Exceeds Standard (Proficient) (3 points)	**Meets Standard (Competent) (2 points)**	**Does Not Meet Standard (No Attempt, Limited, Developing) (1 point)**
-Student demonstrated extensive or in-depth knowledge, skills, or experience in the area. -Student demonstrated full understanding and application of the JPR(s).	-Student demonstrated most or all the required knowledge, skills, and experience in the area. -Student demonstrated understanding of the JPR(s).	-Student did not complete the task or demonstrated limited or developing knowledge, skills, or experience in this area. -Student demonstrated little to no understanding of the Job Performance Requirement(s) (JPRs).
Pass – Passing requires 70% or more of total possible points		**Fail** – Failing is below 70% of total possible points

Project #01 - Develop a Communication Plan **Part 1, 2, & 3: 12.2.2**			
Criteria	**Exceeds Standard**	**Meets Standard**	**Does Not Meet Standard**
Part 1 **-One year plan for current community issues (12.2.2)**	-Plans, creates a complete document and implements plan efficiently - No errors	-Plans, creates a complete document and implements plan efficiently -Minimal errors	-Some items were not prepared or submitted -Minimum research -Several errors present
Part 2 **-Content for one month's safety issue (one of each: flyer; social media post & short summary or article) (12.2.2)**	-The calendar is clear and organized - No errors	-Completed calendar -Minimal errors	-Incomplete calendar -Several errors present
Part 3 **-Communications plan (to include (all) locations to post flyers, current social media platforms, monthly publication sources) for dissemination (12.2.2)**	-Communication plan meets mission and vision - No errors	-Communication plan meets mission and vision -Minimal errors	-Some items were not prepared or submitted -Several errors present

Project #02 - Prepare a Media Advisory and Disseminate Information through Electronic forms of Communication **Part 1, 12.2.6; Part 2, 12.2.10**			
Criteria	**Exceeds Standard**	**Meets Standard**	**Does Not Meet Standard**
Part 1 **-Prepare a Media advisory (pertinent, on time, concise, accurate)**	-Media advisory is pertinent, timely, concise, and accurate -News release is organized -No errors -Correct grammar -Composition meets media requirements	-Media advisory is pertinent, timely, concise, and accurate -News release is organized -Minimal errors -Correct grammar	-Incomplete or disorganized media advisory -Incomplete or incorrect information -Several errors present. -Poor grammar
Part 2 **-Develop, implement/ disseminate information through electronic forms of communication (social media message)**	-Information is pertinent, timely, concise, and accurate -News release is organized -No errors -Correct grammar -Appropriate social media utilized -Accessible to all -Efficient and effective implementation	-Information is pertinent, timely, concise, and accurate -News release is organized -Minimal errors -Correct grammar -Appropriate social media utilized -Accessible	-Incomplete or incorrect information - Inappropriate forms of electronic communication -Several errors present -Poor grammar

Project #03 - Prepare a News Release and Disseminate Information to the Media **Part 1, 12.2.5 Part 2, 12.2.7**			
Criteria	**Exceeds Standard**	**Meets Standard**	**Does Not Meet Standard**
Part 1 **-News release ready to be distributed to media (12.2.5)**	-News release content is pertinent, timely, concise, and accurate -News release is organized -No errors -Correct grammar -Composition meets all media requirements	-News release content is pertinent, timely, concise, and accurate -News release is organized -Minimal errors -Correct grammar	-Incomplete or disorganized news release -Incomplete or incorrect information -Several errors present -Poor grammar
Part 2 **-Plan for disseminating news release (to local radio, television, newspaper affiliates) (12.2.7)**	-Information is on time and accurate -News release is organized -No errors -Correct grammar -Strengthens media relationships	-Information is on time and accurate -News release is organized -Minimal errors -Correct grammar	-Incomplete or disorganized information disseminated to the media -Several errors present -Poor grammar

Project #04 - Disseminate information to an internal target audience 12.2.8			
Criteria	**Exceeds Standard**	**Meets Standard**	**Does Not Meet Standard**
-Create an email to the organization's employees (12.2.8)	-Maintains relationships with internal target audience -Complete & organized information is disseminated on time and accurately -Uses available information technology. -No errors -Correct grammar	-Information is disseminated on time and accurately. -Uses available information technology -Minimal errors -Correct grammar	-Incomplete or disorganized information disseminated to the target audience. -Uses available information technology, -Several errors present -Poor grammar

Project #05 - Disseminate information to Community Group 12.2.4			
Criteria	**Exceeds Standard**	**Meets Standard**	**Does Not Meet Standard**
-Create a plan to a specific community group (community groups and stakeholders & methods of communications used) (12.24)	-Strengthens community groups interacting -Strengthens relationships -Information is communicated accurately and in a timely manner -No errors	-Strengthens community groups interacting -Information is communicated accurately and in a timely manner -Minimal errors	-Evidence of some work to develop minimum relations with a group -Incomplete information disseminated

Project #06 - Coordinate Dissemination of Information to Specific Community Groups and Establish a Media Area **Part 1, 12.2.9 Part 2, 12.2.3**			
Criteria	**Exceeds Standard**	**Meets Standard**	**Does Not Meet Standard**
Part 1 & Part 2 **-Map of site with all areas assigned noted on map (12.2.3, 12.2.9)** **-Reach desired media (12.2.3, 12.2.9)** **-News Conference Agenda (12.2.3, 12.2.9)** **-Media Information Package (12.2.3, 12.2.9)** **-Email notification disseminated to Media (12.2.3, 12.2.9)**	-Site obtained -Appropriate site selected -Media notified -Agenda completed -Created media package -Participants notified -Establishes relationships -Prepared & Organized -No errors	-Site obtained -Appropriate site selected -Media notified -Agenda completed -Created media package -Participants notified -Minimal errors	-Weak site -Incomplete or disorganized media notifications/ Communications -Incomplete or incorrect information materials

Project #07 - Coordinate Media Interviews **Part 1 & Part 2, 12.2.1**			
Criteria	**Exceeds Standard**	**Meets Standard**	**Does Not Meet Standard**
-Collect Information and Submit completed PIO work Sheets (ICS 209) **-Using interview skills address the media at a press conference based on the scenario provided. This presentation will be graded by the provided skill sheet by an AFC-approved Evaluator**	**Utilize PIO Skill Sheet for Project 7**		

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Public Information Officer
NFPA 1030, *Standard for Professional Qualifications for Fire Prevention Program Positions.*
Chapter 12, Public Information Officer, 2024 Edition
12.1.2, 12.2.1

Conduct Media Interview
PIO Skill Sheet – for Project 07

SKILL	The candidate shall compile all information on worksheets and disseminate accurately to the media in a timely manner
RESOURCES	Given: Incident information, Public Information Officer (PIO) worksheets, and organizational policies **Utilize in conjunction with Project 07**
SCENARIO	Provided by Proctor/Evaluator
TIME	Expected time to complete skill(s) is 20 minutes

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Criteria/Performance Steps:	**Test**		**Retest**	
Safely performs the following steps	**P**	**F**	**P**	**F**
1. Disseminates accurate information to the media in a timely manner				
2. Exhibit professional demeanor and dress				
3. Manage interaction with the media				
4. Utilize various means of information technology				
5. Articulate organizational messages				
6. Identify applicable laws				
7. Develop and recommend pertinent policies and guidelines				
8. Demonstrate strong interview skills				
9. Collect(s) and compiles information				
10. Complete PIO worksheets accurately (ICS 209)				
Candidate must successfully perform 7/10 steps including all CRITICAL POINTS	**Score:_/10**		**Score:_/10**	

Evaluator Notes

Evaluator Print Name & Signature:	Date	Overall Skill Sheet Score	
		Pass___	Fail___

By my signature above, I verify that I am currently certified to the level I am testing (AL/PB/IFSAC)

Re-Test Evaluator Print Name & Signature:	Overall Skill Sheet Re-Test Score	
	Pass___	Fail___

By my signature above, I verify that I am currently certified to the level I am testing (AL/PB/IFSAC)

Candidate Print Name & Signature:	Candidate: Print Name or Candidate #

Note to Evaluator(s): By your signature above, you verify that you are qualified to serve as an Alabama Fire College Evaluator, have followed AFC Testing Policies and have witnessed that the above candidate has tested the above skills in their entirety.

Note to Student: Skill will end when you state or indicate to the evaluator that you have completed all the identified steps. Notify the evaluator at **ANY** time that you have a safety concern.