

Performance Qualification Standard (PQS) Workbook for PUBLIC INFORMATION OFFICER (PIO3)

Overview

This Public Information Officer Type 3 (PIO3) Performance Qualification Standard (PQS) workbook is the method for achieving the United States Coast Guard (USCG) Type 3 qualification for the Incident Command System (ICS) position. The USCG ICS qualification process has been established to comply with federally mandated requirements per the National Response Framework (6 U.S.C. § 320) and Homeland Security Presidential Directive – 5 (HSPD-5).

This workbook was developed to meet and/or exceed the standards set forth by the Federal Emergency Management Agency's (FEMA's) National Incident Management System (NIMS) Guideline for the National Qualification System (NQS). Alignment with these standards ensures confidence in the capabilities and interoperability of USCG personnel engaged in emergency and disaster response. It also enhances national preparedness by expanding the network of qualified incident management and support personnel who can be deployed nationwide.

The PIO3 PQS participant responsibilities and workbook components are detailed beginning on Page 2. Note that while many stakeholders are obligated to support the Trainee in completing the PQS workbook, earning the ICS qualification is ultimately the responsibility of the Trainee. The requirements listed in this workbook represent the minimum knowledge and skills necessary to perform in the Public Information Officer position during a Type 3 incident or event.

The Office of Emergency Management and Disaster Response (CG-OEM) defines USCG ICS Program policy within the Emergency Management Manual (EMM) Volume IV: Incident Management and Crisis Response, COMDTINST M3010.24 (series). The ICS program's implementation is explained in the ICS Training Guide (for Type 3 qualifications) and the ICS Certification Board Guide (for Type 1 and Type 2 certifications). USCG ICS Program resources can be located in the following locations:

- The ICS Library on Homeport at <http://homeport.uscg.mil/> (follow drop-down options from “Missions” tab to “Incident Management”)
- The ICS Program & Coordinator Sharepoint at: [CG-OEM - ICS Coordinators \(sharepoint-mil.us\)](#).

Trainees should direct questions to their local unit ICS Coordinator or to CG-OEM at ICS-ProgramCoordinator@uscg.mil.

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RESPONSIBILITIES

1. The Trainee is responsible for:

- Seeking competency qualification guidance from the local unit ICS Coordinator.
- Reviewing, understanding, and adhering to the requirements in the PQS workbook.
- Completing all tasks required to earn the competency within three years. Tasks older than three years must be evaluated by the local unit ICS Coordinator and Verifying Officer(s).
- Participating in incidents / events / exercises / training / on-the-job training (OJT) necessary to garner the experience required to earn the competency sought.
- Engaging appropriate Verifying Officers for PQS workbook task evaluation.
- Assuring all ICS Experience Worksheets associated with task achievement are complete.
- Providing the ICS Coordinator with the finalized PQS workbook.
- Requesting and successfully completing an oral board.
- Ensuring earned competencies are documented in the Trainee's training record.
- Maintaining currency requirements for the competency once earned.

2. The ICS Coordinator (as supported by the Training Officer) is responsible for:

- Meeting with the Trainee and determining experience, qualifications, and desired goals.
- Issuing the current position-specific PQS workbook to the Trainee.
- Explaining the ICS PQS process to the Trainee as well as the Trainee's responsibilities.
- Helping the Trainee identify relevant training and experience-acquiring opportunities.
- Prioritizing the Trainee against all unit candidates for enrollment in USCG ICS courses (or the authorized equivalent) required to achieve the associated ICS competency or its prerequisite requirements. This includes submitting Electronic Training Requests (ETRs) in Direct Access (DA) using verbiage prescribed in the ICS Training Guide.
- Acquiring Qualifying Official approval for the list of Verifying Officers and the competencies for which they are eligible to verify completion of tasks outlined in this PQS Workbook.
- Tracking the Trainee's progress in acquiring the competency.
- Conferring with the Verifying Officer(s) concerning the Trainee's need to repeat any PQS tasks completed three (or more) years prior.
- Reviewing the Trainee's completed PQS workbook, assuring documentation is complete, all signatures are complete, and collaborating with the Verifying Officer(s) to arrange an oral board.
- If required, issue an interim qualification letter when the Trainee is unable to secure required course enrollment and is otherwise PQS and oral board complete.
- Ensuring the Trainee's completed PQS workbook is routed to the Qualifying Official for signature.
- Verify the ICS competency is entered into Direct Access or the record management system appropriate for the Trainee.
- Assigning the Trainee to the unit Incident Management Team (IMT).

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3. The Verifying Officer is responsible for:

- Being qualified in the competency (or supervisory competency) he or she is verifying.
- Providing entry in the Record of Verifying Officers section.
- Explaining task evaluation procedures and objectives to the Trainee.
- Observing, mentoring, and evaluating Trainee in the performance of PQS workbook tasks.
- Attesting to the Trainee's experience / performance on ICS Experience Worksheets.
- Documenting Trainee's successful completion of PQS workbook tasks.
- Conferring with the ICS Coordinator concerning the Trainee's need to repeat any PQS tasks completed three (or more) years prior.
- Recommending the Trainee for an oral board and/or serving on the Trainee's oral board as requested by the ICS Coordinator once PQS tasks are complete.

4. The Qualifying Official is responsible for:

- Assuming the Qualifying Official position as the unit's Commanding Officer (O-4 and above), first O-6 in the chain of command, COMDT (CG-OEM), or as delegated by these authorized personnel.
- Designating and supporting the unit Verifying Officers for each ICS competency.
- Providing qualification opportunities for Trainees to meet IMT/AC readiness requirements.
- Issuing proof of Trainee's qualification by signing the ICS Qualification Record in this PQS workbook or delegating this responsibility as appropriate.

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ICS PQS WORKBOOK COMPONENTS

Competency Requirements: The Competency Requirements table provides a description of duties associated with the listed competency as well as prerequisite training, experience, licensure/certification, and the currency expected to maintain the competency qualification.

PQS Workbook Assignment: The PQS Workbook Assignment records when and to whom the PQS workbook was issued as well as the issuing unit/individual.

Record of Verifying Officers: Verifying Officers may be a single individual or, preferably, numerous individuals. The Record of Verifying Officers is a list of the Verifying Officers that validate tasks within the Trainee's PQS workbook including names, title, applicable ICS qualifications/certifications, and signature for ease of reference.

Tasks: Tasks are either knowledge or performance based. Knowledge tasks can be completed through demonstration (noting the coordinating ICS Experience Worksheet in the Record # as applicable) or discussion. Performance tasks, however, must be demonstrated and should be documented on an accompanying ICS Experience Worksheet. All tasks have been divided into a knowledge or performance section and marked with a "K" or "P" in the task number accordingly. Performance tasks that must be completed more than once are noted with an asterisk (*). The asterisk notes that the designated task must be completed during two different incidents / events or during an exercise. A classroom exercise (e.g., 320, 420 or other IMT or position-specific course) can only be used once and the trainee must have specifically filled the PIO role to obtain credit. The trainee must have both occurrences recorded.

Task Code (TC): Task Codes (TCs) delineate the environment in which the Trainee must demonstrate task proficiency. At least one TC is designated for each PQS workbook task. If more than one TC is listed for a task, then the task may be completed on any **ONE** of the listed TC environments (i.e., if code 1, 2, and 3 are listed, then the task may be completed on either 1, 2, or 3). Some tasks are required to be demonstrated more than once and are accompanied by two TC boxes with accompanying Verifying Officer Signature fields. TCs are listed in the table below and again at the top of each workbook page listing PQS tasks for ease of reference.

Competency Code (CC): Competency Codes (CCs), evidenced by their associated behaviors, are the characteristics an individual performing in the competency are expected to demonstrate. These CCs ensure PQS workbook tasking is representative of the necessary competency skills and simultaneously assists Verifying Officers in interpreting the relevance of each individual task.

Record Number: A Record Number (Record #) is referencing specific ICS experience on the ICS Experience Worksheet, which documents the Trainee's participation in an ICS-related event including training, exercises, or real-world incidents. Each ICS experience should be listed sequentially on the ICS Experience Worksheet. The corresponding Record # is listed in the column task of the PQS workbook when applicable. Tasks may be completed without providing a Record # though supporting documentation is highly recommended to validate ICS experience and support the qualification process.

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ICS PQS WORKBOOK COMPONENTS

ICS Experience Worksheet: An ICS Experience Worksheet is used to document all ICS experience in activations, drills, exercises, training, and on-the-job experience. The ICS Experience Worksheet is used universally for Type 3 PQS workbooks and Type 1 / Type 2 ICS certification applications. Every time an individual supports an ICS activation, that individual should record the experience in an ICS Experience Worksheet. Supporting documentation may be added to the ICS Experience Worksheet including ICS 225-CG, letters of recognition, awards, or portions of the Incident Action Plan. These documents may be included in the “List attached supporting documentation” field and combined electronically with the ICS Experience Worksheet. The more detailed the historical record of a member’s performance the easier it will be to evaluate a person’s performance for ICS qualifications and certifications. The ICS Experience Worksheet is on the Homeport and CGPortal links listed in the introduction of this PQS workbook.

Performance Evaluation: While not required, it is encouraged that the Trainee’s performance be evaluated and documented on an ICS 225-CG Incident Personnel Performance Rating form by an eligible Verifying Officer or qualified individual. If utilized, this documentation should be retained with the completed PQS workbook and associated ICS Experience Worksheet.

Verifying Officer’s Signature: The Verifying Officer signs a task after the Trainee successfully demonstrates the ability to perform the numbered task and any bulleted items associated with it.

Record of Completion: The Record of Completion will be reviewed and filled-in by the ICS Coordinator to ensure all PQS workbook requirements have been satisfied prior to signing and routing the ICS Qualification Record to the Qualifying Official for signature.

ICS Qualification Record: The ICS Qualification Record is prepared by the ICS Coordinator to acknowledge that the Trainee has met all competency requirements and is capable of performing in the position. By signing the ICS Qualification Record, the Qualifying Official is awarding the Trainee the ICS competency indicated on the record. The ICS Qualification Record is expected to be routed electronically inside the completed PQS workbook for signature from the Qualifying Official. No additional qualification documentation is expected to be drafted or routed unless it is requested by the Qualifying Official. Once the competency is awarded, the Trainee (in collaboration with the ICS Coordinator) shall ensure the competency is recorded in DA or another appropriate system of record using the signed ICS Qualification Record as confirmation of the issued competency. The awarded competency is valid unless revoked by the Trainee’s/qualified individual’s current Commanding Officer (O-4 and above), first O-6 in the chain of command, or COMDT (CG-OEM).

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TASKS		CODE (TC)
Task may be demonstrated in any environment (e.g., training, classroom, drill, exercise, simulation, incident, event, or standard job responsibilities).		6
Task must be demonstrated in an ICS course classroom.		5
Task must be demonstrated in on-the-job training, responsibilities, and/or experience.		4
Task must be demonstrated in an ICS-managed exercise.		3
Task must be demonstrated in a full-scale ICS-managed exercise.		2
Task must be demonstrated in an ICS-managed incident and/or event.		1
COMPETENCIES		CODE (CC)
SKILL	BEHAVIOR <i>(Include but are not limited to those listed.)</i>	
Adaptability	Modify actions/efforts as necessary; adjust to incident complexity.	A
Administrative Responsibilities	Ensure documentation is complete & disposition is appropriate; provide personnel evaluations.	B
Assignment Preparedness	Demonstrate readiness for assignment.	C
Collaboration & Coordination	Establish inclusive, effective, working relationships with personnel & stakeholders; coordinate interdependent activities; gain concurrence.	D
Communication	Disseminate & receive information; provide clear/concise messaging; express priorities/objectives/operations/expectations.	E
ICS Familiarity	Understand, employ, & comply with NIMS ICS principles/guidance; compliant with procedures, protocol, terminology, organizational structure, & chain of command.	F
Information Management	Participate in & support briefs appropriately; gather, produce, & distribute information per established guidelines; establish and/or follow media protocols.	G
Judgment & Decision-making	Determine effectiveness of effort, personnel & resources; make informed, accurate decisions; ensure legal & ethical compliance; ensure socio-economic, political, and cultural consideration; use pertinent analysis to make recommendations/set priorities that aid in meeting responsibilities/expectations/objectives.	H
Leadership & Supervision	Provide support; model leadership values/principles; establish & monitor work assignments & performance expectations.	I
Positional Competence	Knowledgeable of position reporting structure, plans, & procedures; apply appropriate policy, contracts, & agreements; employ technical skills & assessments; assume position & take appropriate action; produce desirable results; contributions help meet incident objectives.	J
Resourcefulness	Employ the right tools & resources; use networks to locate resources; use initiative to overcome challenges/meet objectives.	K
Safety, Well-being & Risk Management	Anticipate, recognize, & mitigate unsafe situations; ensure personnel safety/well-being; comply with safety requirements; apply appropriate risk-assessment measures & incorporate in decisions/actions.	L
Situational Awareness	Gather, apply, assess, & disseminate situational information.	M
Transition Management	Ensure effective personnel/resource transitions to and from the incident; maintain function, position, & response continuity.	N
Unity of Effort	Emphasize teamwork to achieve objectives.	O

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PIO3 COMPETENCY REQUIREMENTS	
Description	<ul style="list-style-type: none"> • Works as a member of the Command Staff. • Serves as primary incident point of contact for all Public Affairs related issues. • Develops accurate, accessible, and timely information for use in press/media briefings, written media releases, and social media posts. • Monitors information from traditional media, the web, and social media that is relevant to incident planning and distributes it as appropriate to Command and General staff. • Understands and advises incident command of any necessary limits on releasing incident-related information. • Develops strategies and plans for working with the media. • Obtains the IC/UC's approval of public materials. • Conducts and prepares officials for media briefings. • Coordinates media events, press conferences, outreach events, and VIP visits. • Participates in the Command and General staff meetings. • Develops and manages the media, social media, and community outreach plans. • Manages the Joint Information Center (JIC) if established. • Reviews Initial Action Plan (IAP) to ensure public information related objectives, messages, issues, and information are included and accurate.
Training	<ul style="list-style-type: none"> • ICS-300 Intermediate ICS for Expanding Incidents <u>and</u> • ICS-400 Advanced ICS <u>and</u> • Completion of CG Public Affairs "A" School <u>or</u> • CG Public Affairs Course (CGPAC) (CCN 500673) <u>or</u> • FEMA E/L 0952 FEMA Public Information Officer Course
Prerequisite Qualifications	<ul style="list-style-type: none"> • ICS Activation and Deployment • Recommended Qualification(s) <ul style="list-style-type: none"> ○ Situation Unit Leader (SITL) <u>or</u> ○ Operations Branch Director (OPBD) <u>or</u> ○ Any Command or General Staff position.
PQS Workbook	<ul style="list-style-type: none"> • PIO3 PQS workbook completion
Experience	<ul style="list-style-type: none"> • Served as PIO in a drill, exercise, or actual response <i>(Perform as PIO a minimum of two times)</i>
Professional / Technical Licenses and Certifications	N/A
Currency	According to the ICS Training Guide

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PQS WORKBOOK ASSIGNED TO:
TRAINEE'S NAME:
UNIT:
PHONE NUMBER:
E-MAIL:

PQS WORKBOOK INITIATED BY:
OFFICIAL'S NAME:
TITLE:
UNIT:
PHONE NUMBER:
E-MAIL:

PQS WORKBOOK WAS INITIATED AT:
UNIT/LOCATION:
DATE:

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KNOWLEDGE TASKS				
TASK	TC	CC	RECORD #	VERIFYING OFFICER'S SIGNATURE
<p>K-1. Explain the role and responsibilities of the PIO.</p> <p>a) Identify major tasks of the PIO.</p> <p>b) Describe how the roles of the PIO and Liaison Officer (LOFR) are different.</p>	6	C F J		
<p>K-2. Identify the qualifications required to be a successful Public Information Officer.</p>	6	C D I J		
<p>K-3. Explain and collect the information that would be passed from the outgoing Public Information Officer or other personnel responsible for media coordination prior to your arrival.</p> <p>a) Status of incident and assigned resources.</p> <p>b) Information on location situations</p> <p>c) Current level of media interest.</p>	6	C D J K M		
<p>K-4. Identify what issues should be raised when meeting with the IC / UC at the start of an incident.</p>	6	E F G I		
<p>K-5. Identify the types of products that could be developed by the PIO.</p> <p>a) Media releases.</p> <p>b) Press statements.</p> <p>c) Fact sheets</p> <p>d) Flyers</p> <p>e) PowerPoint Presentations</p>	6	D F I J N		
<p>K-6. Identify the ICS forms used to develop an Incident Action Plan (IAP) and explain the purpose of each form.</p>	6	B F G		

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TASK	TC	CC	RECORD #	VERIFYING OFFICER'S SIGNATURE
K-7. Identify agency / local / regional / national plans, policies, resources, and/or mutual aid agreements that may be utilized during an ICS-managed response for the purpose of ensuring lawful compliance, effective response, and unity of effort.	6	D F K O		
K-8. Explain how to gather information and work with the Command and General staff to determine immediate needs for media coordination and outreach: a) Incident complexity / conditions b) Potentially hazardous situations c) Current response resources d) Expected duration e) Local geography / weather	6	B E F G H		
K-9. Discuss the importance and implications of understanding of: a) Jurisdictional authority b) Natural resource / cultural concerns c) Local policies, standards, guidelines d) Response priorities e) Political environment f) Fiscal parameters	6	D F H J K		
K-10. Describe the process for establishing and staffing the appropriate ICS functions/staff considering: a) Urgency b) Safe and efficient operations c) Response resources / types d) Operational planning periods	6	A D F H I J L		
K-11. Define the terms Assisting and Cooperating agency and explain how they differ.	6	F H J		

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TASK	TC	CC	RECORD #	VERIFYING OFFICER'S SIGNATURE
K-12. Define Stakeholders and the role of the Public Information Officer in identifying potential stakeholder concerns.	6	F J		
K-13. Explain what an Information Management Plan is and how this plan may be used to support the PIO.	6	E G M		
K-14. Identify the purpose for developing contingency and/or supplemental plans that could include: a) Risk Communications Plan b) Strategic (Media) Communications Plan c) Social Media Plan d) Community Outreach Plan e) Stakeholder Coordination Plan f) VIP Coordination Plan	6	A D K O		
K-15. Explain the Coast Guard policy for news releases.	6	D F I J N		
K-16. Discuss how to integrate different agency policies, priorities, limitations / constraints, political, and environmental considerations when preparing media and outreach related materials.	6	B D F H J		
K-17. Describe the relationship between the PIO and the Joint Information Center (JIC).	6	H I K		
K-18. Explain how the PIO works with key stakeholders and Assisting / Cooperating Agencies to share information with the media / public.	6	H I J O		

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TASK	TC	CC	RECORD #	VERIFYING OFFICER'S SIGNATURE
K-19. Explain the importance of unity of messaging.	6	H I O		
K-20. Explain the purpose and function of the ICS 209-CG and how this form supports the Public Information function.	6	B F G		
K-21. Explain the risk management process and how it is utilized in an incident. Consider the following: a) Role of the PIO in supporting risk communication. b) Site Safety Plan (ICS 208-CG). c) Safety messages.	6	E F G H I L		
K-22. Explain the role and responsibilities of the Public Information Officer at each stage in the Planning P.	6	C F J		
K-23. Identify the importance of media deadlines and provide current and accurate information to external audiences using different means of communicating. a) Written b) Verbal c) Internet d) In-person	6	C G J		
K-24. Identify when additional meetings such as Press briefings, Town Halls, and Stakeholder meetings should be conducted. a) Identify key steps in preparing for each event. b) Explain the PIO role during a Town Hall meeting and coordination with the LOFR.	6	D E G H J O		

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TASK	TC	CC	RECORD #	VERIFYING OFFICER'S SIGNATURE
K-25. Describe the function of the Open Action Tracker Worksheet (ICS 233-CG).	6	F G M		
K-26. Discuss how the PIO can promote an inclusive working environment as well as command and general staff cohesion particularly during complex or extended responses.	6	D H I O		
K-27. Discuss how to monitor personnel for mental and/or physical fatigue and what methods can be implemented to address these concerns including work/rest ratio and Critical Incident Stress Management (CISM).	6	D H I L		
K-28. Explain special incident conditions that would require technical expertise and how the PIO can utilize technical specialists to help with PIO activities.	6	A D J K		
K-29. Discuss the situational awareness factors and how they may influence PIO decisions and work assignments: a) IAP effectiveness b) Incident complexity c) Hazards/safety d) Communications e) Logistical considerations f) Span of control	6	A D E F I L M		
K-30. Explain USCG policy and rules regarding photography on social media	6	H J		
K-31. Explain copyright laws and how to appropriately credit photographs.	6	H J		
K-32. Discuss how the PIO may coordinate with agencies to determine when and how to demobilize personnel and equipment.	6	E F G N		

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TASK	TC	CC	RECORD #	VERIFYING OFFICER'S SIGNATURE
K-33. Explain the importance of effectively communicating the Demobilization Plan to the media, stakeholders, and public.	6	D I K N		
K-34. Explain the importance of the ICS 225-CG from both an individual and organizational perspective.	6	B F I N		
K-35. Explain how to implement and communicate a transfer of command during an incident.	6	J N		

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PERFORMANCE TASKS				
TASK	TC	CC	RECORD #	VERIFYING OFFICER'S SIGNATURE
P-1*. Serve as a Public Information Officer (PIO) for an incident.	6	C J		
	2 1			
P-2*. Demonstrate the ability to implement appropriate Public Information staffing required for an incident.	6	C F I J		
	3 2 1			
P-3. Participate in an initial briefing from immediate supervisor and / or Incident Commander. Demonstrate awareness of: <ul style="list-style-type: none"> a) Incident information b) Situation Analysis c) Organizational structure (unified command or single organization) d) Special considerations e) Resources assigned, enroute and on order f) Incident facilities g) Anticipated incident complexity and duration 	6	E F		
P-4. Determine expectations of Incident Commander/Agency Administrator regarding gathering and disseminating of information: <ul style="list-style-type: none"> a) Participation in interviews. b) Media access (ground and air). c) Release of sensitive information. d) Investigation and cause. e) Need or location of joint information center. 	3 2 1	D E F H J		

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TASK	TC	CC	RECORD #	VERIFYING OFFICER'S SIGNATURE
<p>P-5*. Participate in a Command and General Staff Meeting and obtain briefing from Incident Commander.</p> <p>a) Incident Commander's priorities, goals, and objectives.</p> <p>b) Instructions concerning the tasks expected of the PIO.</p> <p>c) Expected timeframes for briefings, meetings, etc.</p> <p>d) Participation in interviews.</p> <p>e) Stakeholder access.</p>	6	D E F G		
	3 2 1			
<p>P-6*. Establish procedures and schedule to obtain accurate and timely incident information.</p> <p>a) Coordination with SITL.</p> <p>b) Incident Status Summary (ICS 209-CG).</p> <p>c) Follow-up briefings from IC and other key personnel.</p> <p>d) Updated maps and other visuals.</p> <p>e) Determine FOUO requirements.</p>	6	B D M		
	3 2 1			
<p>P-7*. Meet with or contact agency representatives, stakeholders, community leaders, and affected parties to gather feedback, assess their perceptions of the response, and coordinate media and community outreach activities.</p>	6	E J M O		
	3 2 1			
<p>P-8. Support participating agencies in contacts with the media and public.</p> <p>a) Written materials (news releases, fact sheets) should reflect support of other agencies.</p>	6	D I J		

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TASK	TC	CC	RECORD #	VERIFYING OFFICER'S SIGNATURE
P-9*. Demonstrate the ability to prepare incident information in different formats. a) Fact sheets b) Talking points c) Press releases	6	B E G J		
	3			
	2 1			
P-10*. Prepare a press release that is approved by the IC / UC for release.	6	E J M O		
	3			
	2 1			
P-11*. Demonstrate the ability to work with all levels of response personnel including senior leadership, VIPs, agency representatives, and staff within an ICP.	6	E H I O		
	3			
	2 1			
P-12*. Demonstrate the ability to effectively communicate command objectives, priorities, and safety concerns to media and the public.	3 2 1	E G J		
P-13. Develop a Media Coordination Plan for an incident and obtain Command approval for the strategy that reflects both long- and short-term goals.	6	B E J		
P-14. Coordinate with other information functions. a) MAC group b) Area Command c) Dispatch d) Joint Field Office e) Joint Information Center f) Cooperating agencies g) Other incidents	3	A D E H J K		
	2			
	1			

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TASK	TC	CC	RECORD #	VERIFYING OFFICER'S SIGNATURE
P-15*. Participate in briefings and meetings as assigned. a) Develop public information updates based on information received. b) Advise IC / UC of sensitive public information, emerging issues and stakeholder needs.	6	E F J O		
	3 2 1			
P-16. Demonstrate coordination with all stakeholders within the PIO network.	3 2 1	E G O		
P-17. Arrange interviews/briefings for the media with Incident Commander and other incident personnel.	6	E K		
P-18*. Demonstrate how to prepare the Incident Commander or members of the Unified Command for interacting with the press.	6	E G H		
	3 2 1			

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<p>P-19*. Prepare a fact sheet and/or news release that describes the nature of the incident and addresses who, what, where, when and why.</p> <p>a) Size b) Location c) Time and date of origin d) Cause (if cleared) e) Resources at risk f) Priorities and values to be protected (life, property, etc.) g) Costs to date h) Damages (property and resources) i) Current and expected weather conditions j) Predicted changes in the incident k) Agencies/jurisdiction l) Cooperating agencies m) Equipment and resources</p>	6	B D E G H J K M		
	3 2 1			
<p>P-20. Obtain updated maps and other visuals to aid PIOs and other incident personnel in briefing the media on incident status.</p>	6	D F K		
<p>P-21. Demonstrate ability to take photographs and video of the incident and related activities.</p>	6	J		
<p>P-22. Demonstrate the ability to release imagery to the media. Explain how and when imagery can be released.</p>	3 2 1	B G		
<p>P-23. Initiate contact and respond to inquiries from media.</p> <p>a) Call wire services with initial information and updates. b) Provide phone numbers for media to call for further information.</p>	3 2 1	D E K		

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P-24. Perform the PIO role during an interview, providing clear, concise, and accurate information that is well-planned and consistent with current incident information and messaging.	3 2 1	D E J O		
P-25. Serve as incident spokesperson for at least one incident.	3 2 1	E J M		
P-26. Arrange and schedule media access to the incident and obtain information on media personnel and media aircraft.	6	G H J		
P-27. Coordinate with Operations and Safety to support media escort. a) Provide personal protective equipment (PPE) as appropriate. b) Ensure designated escorts are qualified and have adequate communication equipment.	3 2 1	D L M		
P-28. Demonstrate how to post news releases and fact sheets to an authorized USCG website in accordance with the USCG Public Affairs Manual (COMDINST M5728.2 series).	6	C E J		
P-29. Demonstrate the ability to anticipate interview questions and provide accurate responses.	6	B F J		
P-30*. Facilitate media relations. a) Publicize information center phone numbers, location. b) Operating hours and web sites. c) Maintain log of media names, organization, and types of requests for information. d) Follow up on media requests.	6	C D E		
	3 2 1	F G K		

**Performance Qualification Standard (PQS) Workbook for
PUBLIC INFORMATION OFFICER (PIO3)**

TASK	TC	CC	RECORD #	VERIFYING OFFICER'S SIGNATURE
P-31. Arrange and schedule phone and/or in-person interviews for the media with incident personnel and provide interviewees with key messages.	3 2 1	D E J		
P-32*. Review IAP and work with Command and General Staff to make sure PIO considerations are effectively incorporated into the plan.	6	B		
	3	E		
	2 1	G O		
P-33*. Participate in briefings and meetings as assigned. a) Develop public information updates based on information received. b) Advise IC/UC of sensitive public information, emerging issues and stakeholder needs.	6	E F J O		
P-34. Demonstrate how to monitor news outlets and social media to determine and provide accurate assessment to IC/UC.	3 2 1	B E G O		
P-35. Prepare briefing materials for VIP visits and assist the Liaison Officer with planning, coordination, and logistics for VIP visits.	3 2 1	E I M		
P-36. Demonstrate awareness of current laws, policies, and procedures regarding social media.	6	F J		
P-37. Evaluate effectiveness of social media communication by quantifying and interpreting metrics of evaluation (frequency of use).	6	E G H		

**Performance Qualification Standard (PQS) Workbook for
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TASK	TC	CC	RECORD #	VERIFYING OFFICER'S SIGNATURE
P-38*. Incorporate approved special messages/information into routine incident information. a) Safety b) Prevention c) Resource benefits d) Environmental protection measures e) Interagency cooperation f) Rehabilitation and resource recovery programs g) Recognition of local community and volunteer support	6	D G H J		
	3 2 1			
P-39. Coordinate community relations responsibilities, as needed. a) Make initial contacts and updates for community leaders and other local cooperating public service. b) Moderate, host or prepare for information briefings. c) Inform affected public about evacuation centers.	3 2 1	G J O		
P-40. Assign Assistant Public Information Officers as needed. a) Ensure subordinates understand assignments. b) Provide clear, concise instructions and allow feedback.	3 2 1	D E I O		
P-41. Demonstrate how to request additional personnel using the ICS 213RR-CG Resource Request form.	6	B B K		
P-42. Properly follow safety procedures and be aware of incident-specific hazards. a) Use of PPE b) Required communications c) Transportation and aviation procedures d) Work/rest guidelines	6	H I L		

**Performance Qualification Standard (PQS) Workbook for
PUBLIC INFORMATION OFFICER (PIO3)**

TASK	TC	CC	RECORD #	VERIFYING OFFICER'S SIGNATURE
P-43. Properly apply ICS. a) Follow chain of command. b) Maintain span of control. c) Use appropriate ICS forms. d) Use appropriate ICS terminology.	6	F		
	3	H		
	2	I		
	1	J		
P-44. Participate in briefings and debriefings during a VIP visit.	3	D		
	2	E		
	1	I J		
P-45*. Complete and submit ICS 214-CG Activity Log.	6	B		
	3	F		
	2	J		
	1			
P-46. Prior to demobilization, identify potential media or public concerns and provide input to Planning Section.	3	D		
	2	H		
	1	I O		
P-47. Ensure incident and agency / organization demobilization procedures are followed.	6	I N		
P-48. Participate in post-event briefings and meetings. a) Hotwash b) After-Action Meeting	3	D		
	2	E		
	1	J		
P-49*. Demonstrate how to complete an ICS 225-CG and highlighting PIO activities. a) Obtain two satisfactory evaluations for work as a Public Information Officer on a response or exercise.	3	B		
	2	J		
	1			
	3	B		
	2	J		
	1			

* The asterisk notes that the designated task must be completed during two different incidents / events or during an exercise. A classroom exercise (e.g., 320, 420 or other IMT or position-specific course) can only be used once and the trainee must have specifically filled the PIO role to obtain credit. The trainee must have both occurrences recorded.

**Performance Qualification Standard (PQS) Workbook for
PUBLIC INFORMATION OFFICER (PIO3)**

PIO3 RECORD OF COMPLETION		
COMPETENCY REQUIREMENTS	DATE	ICS COORDINATOR'S SIGNATURE
A. Completion of Training Courses: <input type="checkbox"/> ICS-300 ICS for Expanding Incidents, and <input type="checkbox"/> ICS-400 Advanced ICS, and <input type="checkbox"/> CG Public Affairs Course (CGPAC) CCN 500673) or <input type="checkbox"/> Completion of CG Public Affairs "A" School or <input type="checkbox"/> FEMA E/L 0952: FEMA Public Information Officer Course		
B. Completion of Prerequisite Qualifications by the USCG or another agency: <input type="checkbox"/> ICS Activation and Deployment <u>Recommended – Not Required</u> <input type="checkbox"/> Situation Unit Leader (SITL) or <input type="checkbox"/> Operations Branch Director (OPBD) or <input type="checkbox"/> Any Command or General Staff position.		
C*. Verification of Prerequisite Experience: <input type="checkbox"/> Served as PIO in a drill, exercise, or actual response or assigned as PIO on an IMT.		
D. Verification of Professional / Technical Licenses and Certifications:	N/A	N/A
E. Completion of PIO3 PQS workbook tasks.		
F. Satisfactory completion of oral board.		
F.1. Oral board composition: <i>List each board member by Rate/Rank, Name, and Unit.</i>		
G. Signed and electronically routed appropriate documentation to Qualifying Official.		

**Performance Qualification Standard (PQS) Workbook for
PUBLIC INFORMATION OFFICER (PIO3)**



**U.S. COAST GUARD
ICS QUALIFICATION RECORD**



THIS PAGE VERIFIES TRAINEE'S QUALIFICATION IN THE COMPETENCY OF
PUBLIC INFORMATION OFFICER (PIO3)

TRAINEE: _____ RATE/RANK: _____ EMPLID: _____

ICS COORDINATOR'S RECOMMENDATION

I verify _____ has satisfactorily completed all competency requirements, has demonstrated the capability to perform in the position of Public Information Officer Type 3, and is thereby recommended for qualification.

ICS COORDINATOR

NAME: _____ RATE/RANK: _____ UNIT: _____

EMAIL: _____ PHONE: _____

SIGNATURE: _____ DATE: _____

**QUALIFYING OFFICIAL'S ISSUANCE OF
U. S. COAST GUARD ICS QUALIFICATION**

I affirm _____ has met all competency-related requirements and is now issued the Public Information Officer Type 3 qualification. The Trainee is hereby authorized and confirmed capable of assuming this position-specific role in a Type 3 incident or event and carrying out the position responsibilities as detailed in the U.S. Coast Guard Incident Management Handbook, COMDTPUB P3120.17 (series) and the National Qualification System (NQS). This qualification meets and/or exceeds National Incident Management System (NIMS) standards. It is valid unless revoked.

QUALIFYING OFFICIAL

NAME: _____ RATE/RANK: _____ UNIT: _____

EMAIL: _____ PHONE: _____

SIGNATURE: _____ DATE: _____

This ICS Qualification Record shall be provided to the Trainee's Administrative Office or appropriate equivalent to enter the awarded competency in the correct system of record. Trainee is responsible for maintaining competency currency per CG-OEM's ICS Training Guide.