

(ESF 15) Emergency Public Information Officer



Responsibilities:

Reviews the EOC Common Responsibilities Checklist
Serves as the coordination point for all public information, media relations and internal information sources for the EOC
Reviews and coordinates all information releases
Participates in the regional, state or federal Joint Information System, including management of the local Joint Information Center (JIC)
Coordinates with incident Public Information Officers (PIO)

Reports to:

Emergency Management Director

Supervises:

Assistant PIOs

Activation Phase:

- Maintain an overall vision of safety during all processes.
- Initiates position log in WEBEOC
- Receives assignment and briefing from EM Director during Initial EOC Strategy Meeting
- Determines staffing and communications equipment requirements and makes required personnel assignments

Operational Phase:

- Maintains position log in WEBEOC
- Obtains policy guidance and approval from the EOC Manager with regard to all information to be released
- Advises the EOC Manager of all unusual requests for information and critical or unfavorable media comments
- Develops and publishes a media briefing schedule, to include location, format, preparation and distribution of handout materials
- Establishes a media briefing area
- Maintains up-to-date status boards and other references to the media
- Establishes a call center to manage public inquiries and provide emergency support information
- Interacts with other EOCs and/or JICs to share information
- Establishes distribution lists
- Coordinates with other EOC sections and incident PIOs
- Prepares media briefings for elected officials and other leaders
- Ensures, in coordination with Incident Command, that adequate staff is available to

- coordinate and conduct tours of the disaster areas
- Establishes and monitors content for Emergency Alert System (EAS) releases and local media outlets
- Develops talking points or scripts for the call takers of the call center
- Ensures that announcements, emergency information and materials are translated and prepared for special populations (non-English speaking, hearing impaired, etc.)
- Monitors all media, using information to develop follow-up news releases and rumor control
- Ensures that file copies are maintained of all information released
- Provides copies of all media releases to the EOC Manager
- Conducts shift change briefings in detail, ensuring that current activities are identified and follow-up requirements are known

Demobilization Phase:

- Ensures any open actions are assigned to appropriate staff
- Provides all final documentation to the Documentation Unit Leader
- Prepares final news releases and advises media representatives of contacts for follow-up information
- Assists with demobilization procedures

Unique resources required:

- N/A