

Lead Public Information Officer

The Lead Public Information Officer reports to the EOC Director or Incident Commander.

Who and What: The Lead Public Information Officer may be the ICP or EOC PIO depending on the overall situation, and the relative locations of the ICP/EOC and the JIC. Ensures that timely, accurate and appropriate incident information reaches the public, the media and other constituent audiences; and provides strategic counsel to EOC/Incident Commanders. The Lead PIO is responsible for activating the emergency public information team and making staffing assignments, in coordination with the IC/EOC Director and JIC Manager.

Do These First:

- Check in with the Finance and Administration Section.
- Report to EOC Director or Incident Commander.
- Put on PIO Team/JIC ID Vest, badge, etc.
- Test assigned communications systems, telephone, etc.
- Activate EOC computer.
- Review EAS activations and other initial public warnings and assess whether the information needs updating or if new messages need to be sent
- Determine what media resources are operational, which TV/radio stations and cable operators are still broadcasting
- Assess public utilities status: electricity, cable TV, Internet, etc.
- Other initial tasks unique to the incident:
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Checklist:

- Read this entire checklist.
- Receive incident briefing.
- Begin calling in any available PIO staff resources. Appoint JIC Manager
- Prepare initial incident summary and obtain approval to release; distribute at proper time.
- Develop incident public information strategy in coordination with Command Staff.
- Advise the EOC, IC and Command Staff, as appropriate, regarding public information implications of decisions.
- Check releases and information that have been issued by the first responder agencies.
- Develop public information strategy in coordination with Management Staff and JIC Manager.
- Provide information to the ICP/EOC Planning and Intelligence.
- Serve as lead spokesperson, or identify lead spokesperson, for the incident.
- Designate a location where the media can gather without interfering with the operations of the JIC (never allow media to enter the EOC/JIC unescorted).
- Determine when and where to hold news briefings, community meetings and other incident events.
- Serve as moderator at news briefings, community meetings and other incident events or assign PIO to this function.

- Ensure that interagency communication remains clear during the execution of the JIC.
- Conduct daily conference calls with all area PIOs/designee; see appendix for procedure.
- Approve all incident information (or delegate approval authority) prior to its release and obtain EOC Director/IC approval of all content before release.
- Determine if rumors and false information are circulating among the staff or within the community and develop and prioritize correct information.
- Represent JIC interests at Management Staff meetings.
- Represent Management Staff at JIC meetings.
- Provide coaching and encouragement to JIC Staff.
- Participate in ICP/EOC event planning.
- Ensure implementation of the Incident Action Plan at the JIC.
- Review Threat Plan in EOC which is specific to incident.
- Other primary tasks unique to the incident:
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