

## **Public Information Officer** (Communications)

### **Responsibilities**

- Reports to EST Manager.
- Coordinates information release with Executive Office of the Mayor (Office of Communications) and other District agency PIOs.
- Provides press releases.
- Coordinates communications with LEA employees.
- Coordinates communications with DC public, charter, and private school networks.
- Coordinates communications with parents.

### **Immediate Actions** (initiated within the first hour of the emergency)

- \_\_\_ Reports upon arrival to EST Manager.
- \_\_\_ Wears position identification badge.
- \_\_\_ Obtains briefings on the current situation.
- \_\_\_ Identifies restrictions for news releases from Emergency EST Leader.
- \_\_\_ Attends all status/action plan meetings convened by EST Manager.
- \_\_\_ Establishes and maintains ongoing communications with Liaison Officer.
- \_\_\_ Uses the Public Information Office as the official information center. In the event of an internal disaster, the official information center will be located as close as possible to the EST.
- \_\_\_ Coordinates with Mayor's Office of Communications and the Joint Information Center (JIC) during all emergencies and disasters.
- \_\_\_ Establishes an offsite press briefing room.
- \_\_\_ Establishes a staging area for media.
- \_\_\_ Establishes and implements controls limiting access by news media.
- \_\_\_ Establishes and maintains constant communication with PIOs from other involved agencies.
- \_\_\_ Drafts an initial news release in collaboration with other agencies for EST Leader's review and approval that describes the LEA response to the incident.
- \_\_\_ Provides statements for dissemination to the public, emergency support staff in Public Information, and secretaries throughout the Central Office.
- \_\_\_ Provides copies of all releases to EST Leader and ensures file copies are maintained with the Critical Incident Recorder.
- \_\_\_ Monitors incident news broadcasts and corrects any misinformation.
- \_\_\_ Adopts a proactive attitude. Thinks ahead. Anticipates situations, problems before they occur.

### **Intermediate Actions** (normally taken after 1st hour of emergency and over the next four–six hours)

- \_\_\_ Attends all briefings called by EOC Manager.
- \_\_\_ Ensures all news releases are reviewed and approved by EST Leader.
- \_\_\_ Provides onsite media with incident information reports on a routine basis *when* approved by EST Leader (i.e., hourly updates or when significant situation changes occur involving the emergency and LEA response).
- \_\_\_ Establishes rumor-control procedures for identifying false or erroneous information; implements measures to abate such information.

- \_\_\_ Informs EST Leader of all unusual requests for information; reports critical or unfavorable media comments. Provides estimates of incident impacts and severity; provides recommendations as appropriate.
- \_\_\_ Prepares intermittent updates for the EOC, Mayor's Office, and other appropriate agencies, as necessary.
- \_\_\_ Furnishes a representative for the JIC capable of providing incident briefing updates.

**Extended Actions** (if emergency lasts longer than eight hours and/or emergency is declared over)

- \_\_\_ Obtains regular updates from Section Chiefs.
- \_\_\_ Confers with EST Leader to discuss special reports to the media, especially on resolution of the emergency.
- \_\_\_ Conducts shift-change briefings with emergency communications staff.
- \_\_\_ Provides written summary of related activities performed within 72 hours after emergency ends.
- \_\_\_ Provides assistance to ensure staff and volunteers activated during the emergency receive appropriate compensation and timely recognition for their efforts.
- \_\_\_ Prepares final news releases and advises media reps of points-of-contact for followup coverage.