

Public Information Officer

Responsibilities

I. Preparation

- Develop public education programs
- Maintain current media lists, appropriate plans and SOP's, and participate in County exercises
- During response and recovery, the PIO will counsel the Commissioners in emergency information releases, response, and all public information

II. Response

- Report to EOC
- Coordinate ESF 15 Public Information activities with the Commissioners and participating agencies on all emergency information releases

NOTE: Unless required, do not withhold information from the public. This erodes public trust and confidence.

- Reassure the public that officials are working to resolve the situation
- Monitor media and public reports for accuracy and effectiveness
- Be prepared to provide warning to the public
- Respond to media queries in a timely fashion
- Provide information regarding locations of mass care, shelter, and aid centers as requested by ESF 6 Mass Care, Emergency Assistance, Housing, and Human Services
- Establish rumor control procedures
- Prepare timely, accurate news releases as required
- Maintain a chronological record of events
- Utilize other personnel to act as spokesperson, depending upon the circumstances, for technical information and political consideration

III. Recovery

- Establish rumor control procedures
- Advertise aid and recovery centers' locations and services
- Prepare timely, accurate news releases as required
- Schedule news conferences, interviews, and other media access