

# 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