**PUBLIC INFORMATION OFFICER (PIO)**

**(External Affairs - ESF # 15)**

Responsible for: coordination with news media outlets, preparing press releases, rumor control

###### Reports to: the EOC Manager (emergency management coordinator)

#### DATE OF ACTIVATION: \_\_\_\_\_\_\_\_\_\_\_\_ REASON FOR ACTIVATION: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
| **Completed or N/A** | **By (initials)** | **Time** | Item |
|  |  |  | Materials and Information Inventory |
|  |  |  | Copy of the Municipal Emergency Operations Plan (EOP) |
|  |  |  | Copy of this checklist |
|  |  |  | Notification and Resource Manual |
|  |  |  | Action Log |
|  |  |  | Listing of area news media  |
|  |  |  | Notification |
|  |  |  | Reported to the Municipal Emergency Operations Center (EOC) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  (name of facility and street address) |
|  |  |  | Reviewed the checklist. |
|  |  |  | Notified the Deputy Public Information Officer and placed him/her on standby. |
|  |  |  | Opened and maintained ESF # 15 Action Log (see Attachment 1 to this checklist). |
|  |  |  | Developed shift schedule for possible 24-hour operations. |
|  |  |  | Established contact with the County Public Information Officer. |
|  |  |  | Notified Emergency Management Coordinator (EMC) of "unmet needs" in External Affairs. |
|  |  |  |  |
|  |  |  | **OPERATIONS** |
|  |  |  | Kept the EOC Manager informed of External Affairs status. |
|  |  |  | Prepared to relocate if necessary. |
|  |  |  | Assisted with collecting, completing and forwarding damage reports and assessments.  |
|  |  |  | If requested by EOC Manager, established and staffed rumor control line – reported patterns and recurring rumors to the EMC. |
|  |  |  | Coordinated with all EOC staff sections for the latest information on the status of their operations. |
|  |  |  | Monitored media coverage of the emergency. |
|  |  |  | Responded to the Joint Information Center (w/other municipalities or the county) as needed. |
|  |  |  | **News Media** |
|  |  |  | Established a media reporting area for the PIO and chief elected official to meet with news media. |

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| --- | --- | --- | --- |
| **Completed or N/A** | **By (initials)** | **Time** | Item |
|  |  |  | **News Releases** |
|  |  |  | Coordinated any public release of information with the County Public Information Officer prior to release. |
|  |  |  | Used pre-formatted releases if practical. (See Attachment 2 to this checklist) |
|  |  |  | EOC Manager informed of the public information status. |
|  |  |  | Prepared to relocate with the EOC, if necessary. |
|  |  |  | Recommended that victims contact their insurance carrier. |
|  |  |  | Returning evacuees and recovery  |
|  |  |  | Notified evacuees of status of return. |
|  |  |  | DISASTER RECOVERY OPERATIONS |
|  |  |  | Notified evacuees of status of return. |