

## **FUNCTIONS OF THE PUBLIC INFORMATION OFFICER**

### **During the Emergency**

- Prepare and transmit news releases, media advisories or fact sheets by telephone, fax, EDIS or briefing from the ECC or from the scene.
- Coordinate rumor control
- Coordinate EBS broadcasts
- Release life-safety emergency public information by radio or television, telephone, EDIS, fax or briefing
- Schedule and prepare news briefings by public officials
- Establish a joint information system if necessary

### **Recovery - After the Emergency**

- Release public information by telephone, fax, EDIS or briefing
- Release life-safety emergency public information by telephone, fax or briefing
- Schedule news conferences for public officials
- There are four classes of information to be handled by public information officers during and after emergencies:
  1. EBS Activation - Warnings involving life-safety that require immediate action by affected members of the public.
  2. Emergency Public Information - Emergency information for the public not involving immediate life-safety. PIOs can request "immediate broadcast" for such items as emergency road or highway closures, emergency shelter locations or special public health warnings.
  3. News Releases - The who, what, when, where, why and how of the emergency. General information about the event that will be needed by all members of the news media and the public.
  4. Media Advisory - Information for news media coordination, generally not intended for public release. For example: schedule of visiting dignitaries, news conference schedules, special news conference schedules, special news media telephone numbers, etc.