



# PUBLIC INFORMATION OFFICER CHECKLIST

## INITIAL ASSIGNMENTS

When assigning roles, three different types of materials may be available to the assignee:

1. Binders - Located in the Kit or delivered to assignee
2. Job Action Sheets - Located in the back of Binders
3. Role ID Badges - Clipped in Binder rings

In all cases, deliver the appropriate Role ID Badge, read the Job Description to the assignee, confirm understanding, and deliver either the appropriate Binder or Job Action Sheet. Instruct assignee to complete their checklist. Confirm their name has been added to the Incident Command Organization Chart.

## FIRST 10 MINUTES COMPLETE THESE ITEMS

- Complete briefing with Incident Commander
- Review this binder in its entirety
- Verify you have all items in Manifest
- Establish communications with Impacted School Joint Information Center
- Assign and brief Social Media Coordinators

## FIRST 30 MINUTES COMPLETE THESE ITEMS

- Establish a Media Staging area off of Reunification Site grounds
- Request No-Fly Zone for potential of air ambulance at the Reunification Site
- Request No-Drone Zone
- Request VOST assistance if necessary

## ONGOING TASKS AND CONSIDERATIONS

- Submit public information products to the Incident Commander for approval.
- Disseminate reunification information from the Command Team to parents, media and stakeholders.
- Establish and maintain a media staging area and schedule for news briefings.
- Monitor social media or assign Social Media Coordinator(s).
- Prepare website/page(s) in case of an emergency.
- Coordinate use of mass call or text messages for parent notifications.
- Assess strategies to support notification of populations with access and functional needs including the hearing impaired and non-English speakers.
- Participate in a Joint Information Center, if activated.
- Record all interviews and copy all news releases.
- Contact media to correct erroneous or misleading information being provided to the public.

## DEMOBILIZATION AND TEARDOWN

- Return all materials still in your possession to Staging Area

## MANIFEST

- Public Information Binder
- Wristband
- Vest
- Role ID Badge
- Radio

## RADIO CHANNELS

School Radio	Law Enforcement
Fire	EMS



# PUBLIC INFORMATION OFFICER SUPERVISOR TEAM LIST

Title/Position	Name	Cell Phone Number
Supervisor: Incident Command		
Social Media Coordinator		
Social Media Coordinator		
Other		



# PUBLIC INFORMATION OFFICER JOB DESCRIPTION

## OVERVIEW

Manage the dissemination of public information regarding reunification operations with parents, the press, and response partners.

- Assign staff to positions listed in the checklist
- You and your staff must be checked in by the Staging Manager prior to receiving your ID wristband. Read through the Reunification Process before briefing your subordinates.

## REPORTS TO

Incident Commander

## PRIORITIES

- Be briefed by Incident Command
- Communicate with Impacted School
- Assign Social Media positions
- Maintaining communication with Joint Information Center at Impacted Site

## OBJECTIVES:

- Notification to parents
- Request no fly and no drone zones
- Establish Media staging
- Create messaging for media and public
- Manage social media

## STRATEGIES

- Standard Reunification Method

## TACTICS

- See Checklist

## BINDERS

Binders are for top level supervisory roles and include an overview of what each position entails and a process to briefly explain where their position fits into Reunification. Binders also contain materials for subordinates.



Supervisors must read their designated binder first, understand what is being asked of them, request needed staff from staging, and then conduct briefings of their own subordinates.

## JOB ACTION SHEET

Binders contain Job Action Sheets for subordinates. The Job Action Sheets contain the Job Description and Checklist for the task and are located in the back of the binder in a pocket page.



## ROLE ID BADGES

Role ID Badges display the role of the staff member on the front and contain a summary of job duties on the back. Some staff may only receive a Role ID Badge. For example: Greeters can be verbally briefed and can refer to their job duties on the back of the ID.



## WRISTBANDS

Every Reunification Staff member should be issued a wristband during check-in at the Responder Staging Area.



Pink bands are used at the Reunification Site, Green bands are issued to the adults at the impacted site.

# REUNIFICATION INCIDENT COMMAND ORGANIZATION CHART PUBLIC INFORMATION OFFICER



