



**INCIDENT COMMAND SYSTEM
ICS POSITION: PUBLIC INFORMATION OFFICER**

REPORTS TO: INCIDENT COMMANDER

POST ORDER

THE INFORMATION OFFICER, A MEMBER OF THE COMMAND STAFF, IS RESPONSIBLE FOR THE FORMULATION AND RELEASE OF INFORMATION ABOUT THE INCIDENT TO THE NEWS MEDIA AND OTHER APPROPRIATE AGENCIES AND ORGANIZATIONS.

- A. OBTAIN BRIEFING FROM THE INCIDENT COMMANDER.
- B. CONTACTS THE JURISDICTIONAL AGENCY TO COORDINATE PUBLIC INFORMATION ACTIVITIES.
- C. ESTABLISHES A PUBLIC INFORMATION CENTER AS NECESSARY.
- D. ARRANGE FOR NECESSARY WORK SPACE, MATERIALS, TELEPHONES AND STAFFING.
- E. PREPARE INITIAL INFORMATION SUMMARY AS SOON AS POSSIBLE AFTER ARRIVAL.
- F. OBSERVE CONSTRAINTS ON THE RELEASE OF INFORMATION IMPOSED BY THE INCIDENT COMMANDER.
- G. OBTAIN APPROVAL FOR RELEASE FROM THE INCIDENT COMMANDER.
- H. COMPLETES MEDIA NOTIFICATION REPORTING THAT AN INCIDENT HAS OCCURRED, PROVIDING INFORMATION REGARDING THE NATURE OF THE INCIDENT.
- I. RELEASE NEWS TO MEDIA AND POST INFORMATION IN COMMAND POST AND OTHER APPROPRIATE LOCATIONS.
- J. ATTEND MEETINGS TO UPDATE INFORMATION RELEASES.
- K. PROVIDE ESCORT SERVICE TO THE MEDIA AND VIP'S.
- M. RESPOND TO SPECIAL REQUEST FOR INFORMATION.

- N. RELEASE APPROPRIATE AND AUTHORIZED INFORMATION TO THE PRESS AS AUTHORIZED BY THE INCIDENT COMMANDER.
- O. ENSURE THE ESTABLISHMENT OF A PRESS AREA AND DISTRIBUTION OF PASSES.
- P. ENSURE PERIODIC CONTACT WITH THE MEDIA IN THE PRESS AREA, UTILIZING ESTABLISHED TIME INTERVALS, IF APPLICABLE.
- Q. COMMUNICATE DIRECTLY WITH CENTRAL OFFICE PUBLIC INFORMATION OFFICER RESPONDING WITH DETAILS OF THE INCIDENTS. (ALL WRITTEN NEWS RELEASES WILL BE INITIALED BY THE INCIDENT COMMANDER INDICATING AUTHORIZATION FOR RELEASE.)
- R. CONTROLS MOVEMENT AND DIRECTLY SUPERVISES THE CONDUCT OF ANY OUTSIDE NEWS MEDIA PRESENT, RESPONDING ONLY WITH THOSE DETAILS OF THE SITUATION AS AUTHORIZED BY THE INCIDENT COMMANDER. THE PUBLIC INFORMATION OFFICE WILL ESTABLISH WHATEVER "GROUND RULES" ARE DETERMINED NECESSARY BY THE INCIDENT COMMANDER GIVEN THE SERIOUSNESS OF THE SITUATION.
- S. RECEIVE ALL TELEPHONE INQUIRIES FROM NEWS MEDIA, LOCAL RESIDENTS AND OTHER, RESPONDING IN A TIMELY MANNER WITH THOSE DETAILS OF THE CRITICAL INCIDENT SITUATION AS AUTHORIZED BY THE INCIDENT COMMANDER.
- T. MAINTAIN A WRITTEN LOG OF ALL INFORMATION RECEIVED FROM THE INCIDENT COMMANDER AND RELAYED OR RELEASED ON THE COMMANDER'S AUTHORIZATION. ALL FORMAL NEWS RELEASES, BOTH DIRECT AND TELEPHONE RESPONSES, WILL BE STANDARDIZED IN WRITTEN FORM SO AS TO ENSURE CONSISTENCY AND ACCURACY OF THE INFORMATION.
- U. PREPARES A FINAL WRITTEN NEWS RELEASE FOR DISTRIBUTION TO THE MEDIA WITH APPROVAL OF THE COMMAND POST COMMANDER.

CRITICAL INCIDENT CHECK LIST		CRITICAL INCIDENT COMMAND POST
PUBLIC INFORMATION OFFICER		DATE/TIME:
	ACTIVITIES	TIME:
01	ESTABLISH PUBLIC INFORMATION TEAM IF NECESSARY.	
02	BRIEFED BY INCIDENT COMMANDER.	
03	OBTAIN INFORMATION FOR PRESS RELEASE.	
04	ESTABLISH PRESS AREA, IF NECESSARY.	
05	CONTACT MEDIA REPRESENTATIVES AND PROVIDE INITIAL MEDIA NOTIFICATION OR PROVIDE INITIAL PRESS RELEASE AS APPROPRIATE.	
06	MAINTAIN PERIODIC CONTACT WITH MEDIA.	
07	SET UP COMMUNICATIONS WITH CENTRAL OFFICE INFORMATION OFFICER AND PROVIDE REGULAR UPDATES.	
08	ENSURE THAT SIGNS ARE SET UP DIRECTING MEDIA REPRESENTATIVES TO THE DESIGNATED LOCATION.	
09	SET UP NEEDED EQUIPMENT	
10	PREPARE WRITTEN STATEMENTS, WITH THE CRITICAL INCIDENT COMMANDER'S APPROVAL, FOR DISTRIBUTION TO MEDIA REPRESENTATIVES.	
11	OBTAIN RELIEF STAFF IF NEEDED.	
12	RELEASE AUTHORITY TO THE INFORMATION SERVICES DIRECTOR OT THE REGIONAL DIRECTOR OR HIS DESIGNEE IF SO INSTRUCTED.	
13	RETURN MEDIA INFORMATION CENTER EQUIPMENT AND MATERIALS AND STAFF TO NORMAL DUTY AFTER THE CRITICAL INCIDENT SITUATION IS RESLOVED.	
14	FACILITATE EFFECTIVE RELEASE OF INFORMATION.	
15	PREPARE AFTER ACTION REPORT.	
REMARKS/COMMENTS:		

