

JIC PIO Lead

Mission: The JIC PIO Lead is responsible for overall JIC operations and providing prompt and organized responses to the news media as well as coordinating all public information efforts out of JIC.

Date: _____ Start: _____ End: _____ Position to Report to: _____		
Signature: _____		Initial: _____
Command Center Location: _____	Radio Title: _____	Fax: _____
Telephone: _____	Cell/Pager: _____	Email: _____

Immediate (Operational Period 0-2 Hours)	Time	Initial
Report to the EOC and receive appointment from EOC Director/ Incident Commander.		
Read this entire job action sheet, review EOC and JIC org charts and put on vest.		
Obtain situational briefing from EOC Director/ Incident Commander.		
Establish JIC location and contact agencies involved to send a representative to JIC.		
Review initial objectives with EOC Director/ Incident Commander, including deadlines.		
Develop message objectives and identify restrictions in content of news release and public information from EOC Director/ Incident Commander.		
Assign and Instruct JIC Manager to call down PIO staff, make assignments and complete JIC staff org chart.		
Intermediate (Operational Period 2-12 Hours)	Time	Initial
Attend meetings with EOC command team and report information back to JIC. Instruct JIC Manager to oversee/ manage JIC operations while in meetings/briefings.		
Ensure all information for release has been verified. Obtain approval from the EOC Director/ Incident Commander.		
Review and approve all final media and public information developed by JIC Unit Leads before public release/distribution.		
Obtain regular briefings and situational reports from JIC Manager and/or JIC Unit Leads.		
Establish frequency of the release of information and/or media briefing sessions. Determine interval for next release of information to the media.		
Document all JIC activities and messages received, including other key information such as media logs, special contacts, decisions made and actions taken etc.		
Document and keep records of all of media advisories and media releases.		
Extended (Operational Period Beyond 12 Hours)	Time	Initial
Access media needs during a prolonged event.		
Continue to receive regular briefings from JIC Manager and Unit Leads.		
Continue to attend EOC command team meetings/ briefings as needed.		
Continue to verify and approve all information for public release.		
Ensure physical readiness through proper nutrition, water intake, rest, and stress management techniques.		
Observe all JIC PIO staffing for signs of stress or atypical behavior and make reassignments as necessary.		
At shift change, provide detailed status report and written materials to replacement staff.		
Evaluate JIC operations with JIC Unit Leads and staff.		

Demobilization/System Recovery	Time	Initial
As need for media response decreases, ensure that JIC PIO staff return to their normal jobs by combining or deactivating positions.		
Instruct JIC Manager to assist in deactivation procedures and ensure proper shut-off or return of all equipment and supplies, including all assigned incident command equipment.		
Coordinate release of final media briefings and reports.		
Brief Incident Commander on current problems, outstanding issues, and follow-up requirements.		
Prepare final status reports upon deactivation of position.		
Collect and document observations, lessons learned and recommendations for improvements for possible inclusion in the After Action Report.		
Participate in after-action debriefings.		
Conduct Post-event Evaluation.		
Document/Tools		
<ul style="list-style-type: none"> - Crisis Emergency Risk Communications Operational Manual - Supplemental background info/ materials. - Jump drives with JIC and Risk Communication Documents - JIC staff org chart, Job Action Sheets, & Roles/Responsibilities list - PIO call-down lists - EOC communications directories - EOC Org Charts - Key Contact Lists - Field Maps 		