

JIC - Research and Writing Lead

Mission: The Research and Writing Lead is responsible for researching, verifying information and drafting media and public information materials as needed for the Media Relations and Special Project units as needed with approval of the JIC PIO Lead and/or JIC Manager.

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
Receive appointment/instruction from the JIC PIO Lead and/or the JIC Manager.		
Read this entire job action sheet, review JIC Org Chart and put on vest.		
Obtain situational briefing from the JIC PIO Lead and/or the JIC Manager.		
Review initial message/content objectives with the JIC PIO Lead and/or JIC Manager, including deadlines.		
Prioritize and assign content/message tasks and activities to work team members: Research/ Writing, Media Monitoring, EOC Liaison and Rapid Response.		
Oversee work team members to ensure tasks are carried out for each area.		
Research and review pre-developed event-specific materials already in existence, including CERC Operational Manual.		
Research and obtain verified information needed through EOC liaison, Rapid Response and subject experts.		
Consult with Media Relations Unit and JIC Manger to draft media releases, advisories, key messages, talking points and other news media materials.		
Consult with Special Project Units and JIC Manager to draft and/or revise event-specific materials such as Fact Sheets, Phone, Scripts, FAQs, Web content, Key Partner messages.		
Obtain final approvals and sign off from the JIC PIO Lead on all media and public materials before distribution begins.		
Ensure that all final approved materials are sent to Special Projects unit for translations.		
Intermediate (Operational Period 2-12 Hours)	Time	Initial
Continually check-in with the JIC unit leads for material needs and/or necessary revisions/ changes based on reports and needs.		
Revise and/or create additional materials for media and public information, including key messages, talking points, Web content and Call Center scripts.		
Continue to get final approvals and sign off from the JIC PIO Lead on all new and revised media and public materials before distribution begins.		
Provide updated materials and information to other key JIC Units as necessary.		
Provide status updates to JIC PIO Lead and/or the JIC Manager.		
Work with Special Units to ensure all public information materials are translated.		
Coordinate with County Printing Services to get materials printed, if necessary.		
Keep a file of all final approved written materials, including all pervious versions.		
Evaluate the effectiveness of unit operations and make necessary adjustments.		

Extended (Operational Period Beyond 12 Hours)	Time	Initial
Assess Research and Writing needs during a prolonged event.		
Continue to provide updated materials and information as necessary.		
Continue to provide regular status updates to JIC PIO Lead and/or JIC Manager.		
Observe work team members for signs of stress or atypical behavior. Document and report concerns to JIC PIO Lead.		
Ensure physical readiness through proper nutrition, water intake, rest, and stress management techniques.		
At shift change, provide detailed status report and all written materials to replacement staff.		
Evaluate Research and Writing unit operations.		
Demobilization/System Recovery	Time	Initial
As need for research/ writing decreases, combine or deactivate positions as necessary.		
Obtain final reports and documentation from work team members to prepare final briefings.		
Document observations, lessons learned and recommendations for improvements for possible inclusion in the After Action Report.		
Brief JIC PIO Lead and/or JIC Manager with the final status reports upon deactivation of positions.		
Submit all final materials and any other status documentation to JIC PIO Lead and/or JIC Manager.		
Participate in or provide information for after-action debriefings as requested.		
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 - Message Map Templates, Fact Sheet Templates, Phone Script Samples - News Media Templates: <ul style="list-style-type: none"> o Key Messages Template o Media Advisory Template o Press Release Template - Laptops for research/ writing and email access/ accounts - Access to Internet/ Web for research - Printer access and PDF software 		