

POSITION # 2, TITLE: JIC PUBLIC INFORMATION OFFICER

Direct Supervisor: Incident Commander

Mission: Responsible releasing accurate and timely information to the media and other outlets.

Qualifications: Appointed by selectmen / town manager.

POSITION RESPONSIBILITIES

Pre Emergency

- Be familiar with Risk Communication Plans.
- Attend Formal Risk Communications Trainings

Primary Responsibilities During Emergency

- Ensuring that all information is clear, confirmed and approved by appropriate authority before release to the media or public.
- NOT releasing unconfirmed information or speculating on the extent of the emergency, despite repeated urging by reporters to do so.
- Monitoring news programs and reviewing news articles for accuracy and correcting serious misinformation whenever possible.
- Establishing a Joint Information Center/Media Center and providing sufficient staffing and telephones to handle incoming media and public inquires and gathering information.
- Provide public information according to priorities.
- Ensuring that official spokes persons are thoroughly briefed about all aspects of the emergency.
- Keeping the Infectious Disease Coordinator/Incident Commander informed of all media actions taken or planned.
- Keeping Public Information Officers in their jurisdictions and at other government levels informed of information released.
- Maintaining a log and file of all information.
- Releasing emergency instructions/information to the public as necessary. (Closing of public facilities, where to get vaccine, etc.)
- Releasing prevention, control and treatment information, as appropriate.
- Respond promptly to media and public calls.
- Releasing public inquiry (“rumor control”) telephone line number when it is staffed.
- Attend periodic briefings and planning sessions.
- Consider additional methods of distributing emergency instructions.
- Arrange media briefings/press conferences on a regular or “as needed” basis.
- Preparing news releases, as required.
- Providing emergency information in foreign languages, as required.
- Releasing morbidity and mortality figures when obtained.

Post Emergency

- Review the response to the emergency.
- Identify what aspects were inadequate in responding to the emergency.