

## Emergency Operations Center (EOC) Skillset: Public Affairs Coordination

### Task Categories:

Manage EOC-related efforts to provide information and warning to the public

Advise the EOC Policy Group, leadership, and personnel about public information and warning

### *Task Category: Manage EOC-related efforts to provide information and warning to the public*

TASKS	CODE	EVALUATION RECORD #	EVALUATOR INITIALS AND DATE
1. Demonstrate working knowledge of traditional media and social media.	E, F, I, J		
2. Collect and validate information: <ul style="list-style-type: none"> <li>• Establish ways to collect information from the public</li> <li>• Analyze traditional media and social media for accuracy and critical communications needs</li> <li>• Validate information</li> <li>• Identify emerging trends and issues</li> </ul>	E, F, I, J		
3. Coordinate with EOC situational awareness personnel for shared analysis of information.	E, F, I		
4. Handle Personally Identifiable Information (PII), Health Insurance Portability and Accountability Act (HIPAA) information, and other sensitive materials appropriately.	E, F, I, J		
5. Disseminate information using methods such as traditional media, social media, and public alert and warning systems.	E, F, I		
6. Manage media relations: <ul style="list-style-type: none"> <li>• Establish and maintain lines of communication with the media</li> <li>• Schedule interviews</li> <li>• Create media briefing packets</li> <li>• Organize and lead media visits</li> </ul>	E, F, I		
7. Coordinate news conferences and public briefings: <ul style="list-style-type: none"> <li>• Prepare speakers</li> <li>• Engage interpreters</li> <li>• Follow up with media</li> </ul>	E, F, I, J		
8. Coordinate VIP visits.	E, F, I		
9. Draft and obtain approvals for press releases, emergency announcements, educational flyers, safety tips, fact sheets, etc.	E, F, I, J		
10. Coordinate with internal and external stakeholders: <ul style="list-style-type: none"> <li>• Attend meetings, as appropriate</li> <li>• Ensure development of internal talking points</li> </ul>	E, F, I		
11. Ensure messages are accessible to all, including those with limited English proficiency, disabilities, and access and functional needs: <ul style="list-style-type: none"> <li>• Ensure accessibility and engage interpreters</li> </ul>	E, F, I, J		
12. Establish contact with other EOC organizations and other public affairs personnel: <ul style="list-style-type: none"> <li>• Establish information-sharing priorities and processes</li> </ul>	E, F, I		

<b>TASKS</b>	<b>CODE</b>	<b>EVALUATION RECORD #</b>	<b>EVALUATOR INITIALS AND DATE</b>
<b>13.</b> Understand plans and procedures for Joint Information Center (JIC) and Joint Information System (JIS) operations: <ul style="list-style-type: none"> <li>• Manage the JIC/JIS, as appropriate</li> <li>• Liaise with other JIC/JIS entities</li> </ul>	E, F, I		

***Task Category: Advise the EOC Policy Group, leadership, and personnel about public information and warning***

<b>TASKS</b>	<b>CODE</b>	<b>EVALUATION RECORD #</b>	<b>EVALUATOR INITIALS AND DATE</b>
<b>14.</b> Advise the EOC Policy Group, leadership, and staff on potential issues and suggest means of addressing issues and managing public expectations.	E, F, I		
<b>15.</b> Recommend activation of public alert and warning systems such as the Emergency Alert System (EAS) and the Wireless Emergency Alerts (WEA) system, as appropriate.	E, F, I		
<b>16.</b> Advise on establishing the JIC and JIS.	E, F, I		
<b>17.</b> Develop and implement a public information strategy: <ul style="list-style-type: none"> <li>• Collect information from EOC personnel to develop and refine the strategy</li> </ul>	E, F, I		