

(insert school name)
Public Information Officer
Summary Worksheet

Responsibilities of Public Information Officer

<input type="checkbox"/>	Work closely with the IC and first responders in providing information to the media and community.
<input type="checkbox"/>	Establish a media information center.
<input type="checkbox"/>	Obtain copies of all media releases and post them in the Command Post for review. Continue to monitor broadcasts about the incident and correct any misinformation.
<input type="checkbox"/>	Prepare information summary on media coverage for SST personnel.
<input type="checkbox"/>	<p>Obtain approval from the IC for release of information to the news media. All statements must be approved by the IC and should reflect:</p> <ul style="list-style-type: none"> ○ Reassurance – EGBOK – “Everything’s going to be OK.” ○ Incident or disaster cause and time of origin. ○ Size and scope of the incident. ○ Current situation – condition of school site, evacuation progress, care being given, injuries, student release location, etc. Do not release any names. ○ Resources in use. ○ Best routes to school if known and appropriate. ○ Any information school wishes to be released to the public.
<input type="checkbox"/>	<p>Provide press briefings and news releases as appropriate. If possible, tape media briefings. Keep all documentation to support the history of the event.</p> <p>When answering questions, be complete & truthful, always considering confidentiality & emotional impact. Avoid speculation, bluffing, lying, talking “off the record”, arguing, etc. Avoid use of the phrase “no comment.”</p>

<input type="checkbox"/>	Coordinate press conferences.
<input type="checkbox"/>	Arrange for meetings between news media and incident personnel as directed by the IC.
<input type="checkbox"/>	Remind all staff members and volunteers to refer all questions from media or waiting parents to the PIO.
<input type="checkbox"/>	Prepare information for distribution to parents and students.
<input type="checkbox"/>	Ensure announcements & other information are translated into other languages as needed.
<input type="checkbox"/>	Coordinate with the City/County PIO, if appropriate.
<input type="checkbox"/>	Maintain a log of all activities.

Equipment/Supplies:

Identification vest (or other form of identification)	Battery operated AM/FM radio
Paper, pens, pencils	Scotch tape, masking tape
Scissors	School site map and area maps

Public Information Release Checklist

School _____

Date _____

Time _____

Note: If this is used as a script, read only those items checked. **Make no other comments.**

Check (___) as appropriate

___ The (students/employees) [(are being) or (have been)] accounted for.

___ No further information is available at this time.

___ Emergency medical services [(are here) or (are on the way) or (are not available to us)].

___ Police [(are here) or (are on the way) or (are not available to us)].

___ Fire department/ paramedics [(are here) or (are on the way) or (are not available to us)].

_____ [(are here) or (are on the way) or (are not available to us)].

___ Communication center(s) for parents (is/are) being set up at _____
to answer questions about individual students.

___ Communication center(s) for families (is/are) being set up at _____
to answer questions about individual employees.

___ Injuries have been reported at _____ and are being treated at the site by
(staff/professional medical responders). (#) _____ reported injured.

___ (#) Students have been taken to the local emergency room for treatment of serious injury.
Parent of injured students should go to the emergency room at _____.

___ (#) Confirmed deaths have been reported at _____
Names cannot be released until families have been notified.

___ Structural damage has been reported at the following sites: _____.

Release restrictions ___ yes ___ no

If yes, what?

Released to the public as Public Information Release # _____

Date _____ Time _____