

Job Aid: Public Information Plans and Procedures Checklist

Do you have systems and procedures for:	Yes	No
<ul style="list-style-type: none"> ▪ Developing an emergency response or crisis communication plan for public information and media relations? 	<input type="checkbox"/>	<input type="checkbox"/>
Does your emergency response or crisis communication plan have systems and procedures for:	Yes	No
<ul style="list-style-type: none"> ▪ Designating and assigning line and staff responsibilities for the public information team? 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Identifying and updating current contact numbers for PIO staff and other public information partners in your plan? 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Identifying and updating current contact numbers for regional and local news media (including after-hours news desks)? 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Establishing the Joint Information Center (JIC) at the Emergency Operations Center (if activated)? 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Securing needed resources (space, equipment, people) to conduct the public information operation during an incident 24 hours a day, using such mechanisms as Memorandums of Understanding, contracts, etc.? 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Creating messages for the news media and the public under severe time constraints, including methods to clear these messages within the emergency response operations of your organization (including multijurisdiction and/or agency cross-clearance)? 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Disseminating information to news media, the public, and partners (e.g., Web site capability 24/7, listservs, broadcast fax, printed news releases, door-to-door leaflets, etc.)? 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Verifying and clearing/approving information prior to its release to the news media and the public? 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Operating a public inquiry hotline with trained staff available to answer questions from the public and control rumors? 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Activating the Emergency Alert System, including the use of pre-scripted messages? 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Coordinating your public information planning activities with other response organizations? 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Coordinating your public information planning activities with other sections within the Emergency Operations Center? 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Testing the plan through drills and exercises with other response team partners? 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ▪ Updating the plan as a result of lessons learned through drills, exercises, and incidents? 	<input type="checkbox"/>	<input type="checkbox"/>

Notes: