



Northern Berkshire Regional MACC

Command Staff

MACC Public Information Officer Standard Operating Guideline (SOG)

Purpose:

The purpose of this checklist is to provide a Standard Operating Guide (SOG) to be utilized by an individual serving as the Public Information Officer (PIO) at the Northern Berkshire Regional MACC.

Responsibilities:

- Serve as the Joint Information System (JIS) coordination point for all public information and media or press releases. Represent the voice of the Northern Berkshire County Regional MACC.
- Coordinate with Local Community PIOs to support and ensure complete, accurate, and consistent information about life safety procedures, public safety and public health advisories, regional response/recovery actions and other important information.
- Coordinate media releases and messaging with Public Information Officers representing Local, State, assisting or cooperating agencies.
- Monitor social media and provide rumor control.
- Assist in maintaining situational awareness.
- Develop and maintain a list of respected subject matter experts such as hazmat, public health, nuclear, hospital, terrorism, Spanish, etc.
- Maintain a positive relationship with media representatives.
- Identify and ensure training of an Assistant PIO able to serve as a backup.

Reports to:

MACC Manager

Direct Reports:

- Assistant PIO
- Public Affairs staff (as needed)

Coordinates with:

- MACC Operations Section Chief (OSC)
- MACC Logistics Section Chief (LSC)
- MACC Planning Section Chief (PSC)
- MACC Finance and Administration Section Chief (FSC)
- MACC Liaison Officer (LO)
- External Agencies PIOs as required



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1.0 Pre-Event Actions

- 1.1 Review and become familiar with the MACC Organizational Chart (See Attachment 1), MACC Concept of Operations (ConOps), this SOG, as well as other documentation related to the Public Information Officer as appropriate.
- 1.2 Attend annual MACC Concept of Operations and SOG training in order to become and remain familiar with the Concept of Operations / Integrated Sequence of Actions, as well as the responsibilities identified in this SOG.
- 1.3 Participate in scheduled drills and exercises that include a MACC activation component by serving as the Public Information Officer position.
- 1.4 Be prepared to serve as a Public Information Officer during activation of the MACC.

2.0 Initial Actions

2.1 **Determine the Event Type** - Immediately upon receiving notification, determine the type of event (Notice or No-Notice) and the appropriate initial actions to be performed. Assist the MACC Manager by utilizing the following table to determine the appropriate initial actions:

If the Event is a:	Then:
Notice Event – Such as a forecasted weather event or other event with notice prior to actual occurrence or impact	Proceed to Step 2.2 Notice / Forecasted Event
No-Notice Event – Such as an infrastructure failure, active shooter incident or hazmat spill with no notice prior to actual occurrence or impact	Proceed to Step 2.3 No-Notice / Unanticipated Event

2.2 **Notice Event and/or Forecasted Event** – Prior to the occurrence or impact of a Notice and/or forecasted event, participate in the following pre-impact planning activities.

- 2.2.1 Participate in pre-event planning meetings with MACC staff to discuss:
 - Areas of the Region (Northern Berkshire County) that may be impacted by the Notice and/or forecasted event.



- Required preparation activities prior to the event's impact or occurrence.
- Determination of appropriate MACC staff and resource requirements needed to respond to the event upon its actualization.

2.2.2 Upon completion of pre-event planning activities, proceed to Step 2.3.1 (Initial Assessment of the Situation).

2.3 No-Notice and/or Unanticipated Event – Provide your initial assessment of the situation to the MACC Manager through the following activities:

2.3.1 Conduct an initial assessment of the situation regarding the scope and severity of areas of the Northern Berkshire Region which may or actually have experienced impact from an emergency event.

2.3.2 Assist the MACC Manager by gathering the following information:

- Type of incident/emergency and complexity.
- Current resource commitments.
- Current situation status.
- Expected duration of the emergency event.
- Media/social media level of interest.
- Level of public interest.

2.3.3 Provide public information input into the development of the Incident Action Plan (IAP) and Planning Cycle for the Incident/Emergency.

2.3.4 Commence development of media strategy/plan.

2.3.5 Commence development of initial media release in conjunction with other PIOs (if required) and submit to the MACC Manager for approval prior to dissemination.

2.4 Activation of the MACC – In support of MACC activation, provide input and assistance to the MACC Manager regarding activation of the MACC by conducting the following activities:

2.4.1 Determine expectations of the MACC Manager regarding his/her participation in interviews or press conferences.



- 2.4.2 Provide recommendation to the MACC Manager regarding Public Information Center (Media Briefing Room) activation. Determine space, materials, telephones or other logistical support required for operation.
- 2.4.3 Determine spokesperson(s) and subject matter experts as required.
- 2.5 **Perform External Notifications** – Perform notifications to other Public Information Officers of assisting or cooperating agencies and/or other critical partners by utilizing the PIO Notification List.
 - 2.5.1 TBD List (Examples: Local PIOs, Other MACC PIO, MEMA REOC, MEMA SEOC/PIO)
 - 2.5.2 TBD List Subject Matter Experts

3.0 Ongoing Actions

- 3.1 **Provide Joint Information System (JIS) Support** - Provide public information and communication joint information system support to impacted and non-impacted MACC communities located within the MACC region. Ensure that announcements, emergency information, and materials are translated and prepared for special populations (non-English speaking, hearing impaired, etc.). Utilize the WRSHAC and/or Northern REPC website and/or social media methods in order to reach community populations.
- 3.2 **Provide Public Information Coordinative Services** – Provide assistance to the MACC Manager by performing the following activities:
 - 3.2.1 Maintain communications with appropriate PIOs (TBD List).
 - 3.2.2 Develop information and provide timely updates to Local and/or agency PIOs.
 - 3.2.3 Assist Local PIOs in the development or facilitation of public information when requested or required.
 - 3.2.4 Identify and recommend trusted Subject Matter Experts and Spokesperson(s) to the MACC Manager and other PIOs.
 - 3.2.5 Assist with development of information for response personnel.



- 3.2.6 Coordinate and maintain a “single voice to the media” in conjunction with other PIOs.
- 3.3 Provide Public Information to the Media (Press Conferences)** – Provide assistance to the MACC Manager by performing the following activities:
- 3.3.1 In conjunction with the MACC Manager, determine the best frequency and timing the scheduling and conduct of Press Conferences and/or the issuance of Media Releases.
- 3.3.2 Determine the location, format, preparation and distribution of hand-out materials.
- 3.3.3 Develop press kits.
- 3.3.4 Determine and prepare presenters for the press conference.
- 3.3.5 In conjunction with the MACC Planning Section Chief, ensure that the scheduled Press Conferences are incorporated into the MACC Daily Operations Schedule.
- 3.3.6 In coordination with the MACC Manager and event Incident Commander(s), support Incident Spokesperson(s).
- 3.3.7 Obtain sign language support for press conferences. Provide public information or media releases in additional languages as needed.
- 3.3.8 Develop and provide supporting public information releases and press advisories that reflect MACC actions and cooperation or support provided by other agencies including:
- Information updates based on information received.
 - Preparation and/or regular updates to fact sheets/news releases.
 - Communication to inform media outlets of the MACC status, phone numbers, locations and/or operating hours.
 - Trusted Subject Matter Experts as needed.
 - Scheduling and conduct of interviews and provision of updates to the media.
 - Follow-up regarding media requests for callbacks and additional information.



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3.4 Communications and Situational Awareness – Provide assistance to the MACC Manager by performing the following activities:

- 3.4.1 Attend conference calls or other meetings as determined by the MACC Manager.
- 3.4.2 Develop and/or disseminate public information via the appropriate media channels, including newspaper, tv, radio, social media platforms, webpages, reverse 911, etc.
- 3.4.3 Monitor local and regional communications and media for rumors or inaccurate information regarding response/recovery efforts to the event and take appropriate action to dispel rumors with accurate information.
- 3.4.4 Prepare briefing materials for VIP visits and assist Liaison Officer with planning, coordination and logistics with regard to all similar visits.

3.5 Coordinate with Command and General Staff – Coordinate and communicate regularly with MACC Command and General Staff in order to facilitate a common operating picture and to share ongoing information, identify challenges, or complete objectives.

- 3.5.1 Coordinate with the MACC Manager.
 - Provide regular updates regarding all public information and/or media related issues, challenges, or information.
 - If requested by the MACC Manager, act as the spokesperson for the MACC. Communicate the MACC's goals, objectives and priorities for supporting local and regional response and recovery operations.
 - Ensure that all public information and/or press releases are reviewed and approved by the MACC Manager prior to dissemination.
 - Inform the MACC Manager of any unusual or unfavorable media requests or comments.
- 3.5.2 Coordinate with the MACC Liaison Officer.
 - Provide regular Public Information updates to the MACC Liaison Officer for further distribution and dissemination to external agencies/VIPs providing assistance and/or cooperating with the MACC.
 - Ensure contact and coordination with partner organizations' PIOs.
- 3.5.3 Coordinate with the MACC Planning Section Chief.
 - Support the development of IAPs, MACC staff rosters, and Situation Reports.



- Share public information and press releases for inclusion with Planning Section situational awareness products.
- Ensure that media briefings are aligned with the Daily Operations Schedule managed by the Planning Section.

3.5.4 Coordinate with the MACC Logistics Section Chief

- Reference any information pertaining to logistical support in the development and release of public information or press releases.

3.5.5 Coordinate with the MACC Admin/Finance Section Chief

- Reference any information pertaining to administrative/financial support in the development and release of public information or press releases.

3.5.6 Coordinate with the MACC Operations Section Chief

- Reference any information pertaining to ongoing response/recovery support and operations in the development and release of public information or press releases.
- Address and/or communicate information pertaining to donations and volunteers supporting event response/recovery efforts.

4.0 Event Termination and Recovery

4.1 **Transition to Demobilization** – Provide assistance to the MACC Manager by performing the following activities:

4.1.1 Determine Public Information staff to be released from the MACC when they are no longer needed to support response efforts.

4.1.2 Establish a seamless transition into recovery operations by providing public information input into the development of a Demobilization and Recovery Plan.

4.1.3 Provide all documentation to the Planning Section, including:

- ICS 213RR(s)
- ICS 214(s)
- Media Relations Plan and/or Strategic Communications Plan
- Case book (contains all information products)



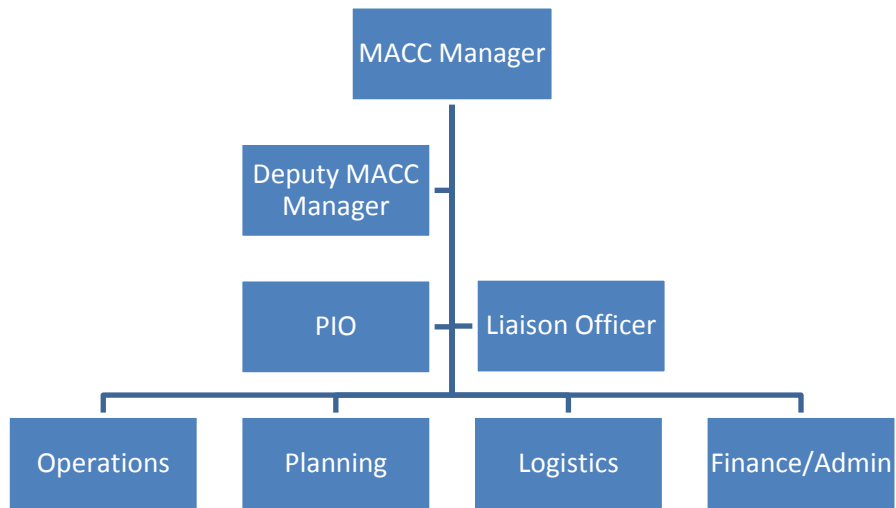
- 4.2 **Support Reconstitution and Recovery Actions** – Support and communicate recovery through the provision and release of public information or press releases.
- 4.3 **Participate in After-Action Review and Corrective Action Planning** – Provide assistance to the MACC Manager by performing the following activities:
- 4.4 Gather all Incident/Emergency related public information documentation.
- 4.5 Provide input during Incident/Emergency hotwash meetings, After Action, or Corrective Improvement Planning Conferences.
- 4.6 Support the development of an After Action Report and Improvement Plan (AARIP) by providing feedback regarding strengths, shortfalls, or future needs associated with public information that were discovered during the operational response/recovery to the event. Consider the following types of improvements:
- Assessing the process with regard to briefing/debriefing with the media.
 - Determining Social media improvements.
 - Determining unmet communication needs (lacked forms, information, language, etc.).
 - Updating media lists and contact information.



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Attachment 1

MACC Organization Chart





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Attachment 2

Public Information Officer Notification List