

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

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TASK	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"> Establish ways to collect information from the public Analyze traditional media and social media for accuracy and critical communications needs Validate information Identify emerging trends and issues 	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"> Establish and maintain lines of communication with the media Schedule interviews Create media briefing packets Organize and lead media visits 	E, F, I		
7. Coordinate news conferences and public briefings: <ul style="list-style-type: none"> Prepare speakers Engage interpreters Follow up with media 	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		

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10. Coordinate with internal and external stakeholders: <ul style="list-style-type: none">• Attend meetings, as appropriate• Ensure development of internal talking points	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">• Ensure accessibility and engage interpreters	E, F, I, J		
12. Establish contact with other EOC organizations and other public affairs personnel: <ul style="list-style-type: none">• Establish information-sharing priorities and processes	E, F, I		
13. Understand plans and procedures for Joint Information Center (JIC) and Joint Information System (JIS) operations: <ul style="list-style-type: none">• Manage the JIC/JIS, as appropriate• Liaise with other JIC/JIS entities	E, F, I		

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

TASK	CODE	EVALUATION RECORD #	EVALUATOR INITIALS AND DATE
14. Advise the EOC Policy Group, leadership, and staff on potential issues and suggest means of addressing issues and managing public expectations.	E, F, I		
15. 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		
16. Advise on establishing the JIC and JIS.	E, F, I		
17. Develop and implement a public information strategy: <ul style="list-style-type: none">• Collect information from EOC personnel to develop and refine the strategy	E, F, I		