

### 1. The Challenge and Importance of Communications in an Incident

- a. 24 hour news cycle and instant posting on social media have accelerated the expectation of information
- b. Built-in tensions
  - i. Between accuracy and speed
  - ii. Between people's desire to know and their need to know

### 2. Top Tips

- a. One person speaks for the Agency—usually the Commander
- b. OM out all communications (emails, posts, scripts etc.)  
Details in Podcast 1
- c. Facts not speculation.
- d. Direct readers or listeners to independent fact sources like InciWeb
- e. Tone should be positive but Pollyanna.
- f. Write and speak in your natural voice, not like a spin doctor
- g. The media you control (Emails, Website, Facebook, Twitter etc.) is more Important than public media
- h. Strategically sequence the order in which each of your constituencies is informed
- i. Your call to 911 is your first public announcement
- j. Stick to the script!

### 3. Action Plan

- a. Establish your channels of communication now and test them (email, broadcast texting, Facebook groups, hotline, website)
- b. Inform Parents before camp about how you will communicate with them
- c. Download our online resources.



Writing



Publishing



Monitoring

*Public Information Officer's  
3 roles in an Incident*