EMERGENCY COMMUNICATION STRUCTURE

Lead PIO

Operations Manager

OUTPUT MGR.		INPUT MGR.
Broadcast Spokesperson	Admin Support	EOC Liaison
Media Spokesperson	Gov't Relations	Writing
Phone Bank	VIP / Council Liaison	Research
Web / Internet	Internal Communications	Graphic Artist
Social Media	A/V Support	Field PIO
Media Monitoring	On Site Media Liaison	GIS Liaison
Field PIO	Neighborhood Relations	
WARN / AM 530 / CMS	Outside Agency Liaison	

Updated 7/2013

CITY OF ROSEVILLE
EMERGENCY COMMUNICATIONS STRUCTURE
updated 7/23/13

LEAD PIO:

The Lead Public Information Officer reports directly to the Incident Commander (and the City Manager if different) and is in charge of the communications effort. The Lead PIO is responsible for managing, directing and controlling the delivery of information to the media, public, internal audiences and city elected and appointed leadership. They advise the Incident Commander and city leadership on all public information matters pertaining to the incident response and recovery efforts. Along with the Incident Commander, make final decisions on the incident's communications policies.

OPERATIONS MANAGER:

The Operations Manager reports to the Lead PIO and is responsible for oversight of all public information operations. The Operations Manager assigns roles for staff, ensures lines of communications are established between staff, establishes public information priorities and coordinates the flow of information. The Operations Manager should monitor Web EOC to monitor emergency situation.

OUTPUT MANAGER:

The Output Manager reports to the Operations Manager and is responsible for coordinating and ensuring proper and timely dissemination of approved information through multiple outlets listed in the Emergency Communications Structure. The Output Manager is also responsible for ensuring that all internal communications postings of information for staff use are updated and accurate.

INPUT MANAGER:

The Input Manager reports to the Operations Manager and is responsible for coordinating the intake, gathering and organizing of information about the incident that may need to be communicated to the public, media and internal staff. The Input Manager is also responsible for the coordinating the use of this information in draft news releases, fact sheets, talking points and any other relevant collateral material.

EOC LIAISON:

The EOC Liaison reports to the Input Manager. The EOC Liaison is the main point of contact between the EOC and Communications Team. The EOC Liaison attends EOC briefings along with the Lead PIO; reports back detailed information from the EOC to the Input Team; works to verify and clarify information with the EOC.

BROADCAST SPOKESPERSON:

The On Camera Spokesperson reports to the Output Manager and is responsible for conducting interviews with the media and / or coordinating media interviews with relevant city staff designated by the Lead PIO. Relevant city staff would be positions like the Police Chief, Fire Chief, City Manager or their designee.

MEDIA SPOKESPERSON:

The Media Spokesperson reports to the Output Manager and is responsible for taking, answering and returning media inquiries via phone, email and text. Requests for on camera interviews should be filtered through the On Camera Spokesperson and Output Manager.

PHONE BANK OPERATORS (also known as Rumor Control):

Phone Bank Operators play a dual role of documenting information coming in from the public AND providing accurate answers to the public's questions concerning the incident. Therefore the Phone Bank reports to and coordinates with both the Input and Output Manager. Media inquiries should be transferred to the Media Spokesperson or Output Manager. Phone Bank Operators should not provide quotes to media outlets.

Documentation of incoming information should be made in Web EOC according to the protocols of the Incident Command Staff. Any information received from the public should be treated as UNVERIFIED information and SHOULD NOT BE DISSEMINATED in any way outside of Incident Command Staff protocols.

Information provided to the public should only be verified information approved by the Incident Commander. This information will be readily available and regularly updated for use.

WEB / INTERNET:

The Web / Internet Staff reports to the Output Manager and is responsible for disseminating approved information through the City's website and creating or implementing any special data structures to enhance the ease in which the public, media and emergency communicators can find relevant information. Makes sure information posted online is also posted to Web EOC Press Release section. Also act as liaison between the Communications staff and Information Technology.

SOCIAL MEDIA:

The Social Media Staff reports to the Output Manager and is responsible for disseminating approved information and messages through all the City's social media outlets. SM staff should also coordinate with the Media Monitoring Staff in addressing rumor/inaccuracies on social media platforms.

MEDIA MONITORING:

The Media Monitoring Staff reports to the Output Manager is responsible for monitoring the reporting on the incident by TV, radio and social media outlets. Factually incorrect media reports should be brought to the quick attention of the Output Manager. Social media rumors/inaccuracies should be addressed quickly by the Media Monitoring Staff using approved information and messages. Pervasive rumors/inaccuracies should be brought to the immediate attention of the Output Manager.

FIELD PIO:

The Field PIO also plays a dual role and will be assigned to a remote location by the Lead PIO. The Field PIO will work with and coordinate with the Field Incident Commander and media at the remote location.

The Field PIO should contact the Input Manager with information from the field, which will be verified for release through the communications structure. Confirmed information and talking points will come to the Field PIO from the Output Manager for release to media in the field.

WARN SYSTEM / AM 530 / CMS:

This team reports to the Output Manager is responsible for disseminating approved emergency

information and warnings through the City's WARN (or like) system, AM 530 radio broadcasts, and Public Works Changeable Message Signs (CMS). Initial warnings through the WARN (or like) system with be done by the public safety dispatch center. Once staffed, the Communications team will take over this task as needed. Detailed checklists and instructions for both WARN (or like system) and AM 530 will be provided or are available from the Operations Manager.

WRITING:

The Writing team reports to the Input Manager. The task of this team is to take verified information gathered by the Input team and create news releases, social media posts, web stories, talking points, fact sheets etc.

RESEARCH:

The Research team reports to the Input Manager. The task of this team is to research background information to be used in media releases to provide context and detail beyond immediate emergency information.

GRAPHIC ARTIST:

The Graphic Artist reports to the Input Manager and is responsible for creating media and web useful maps and diagrams.

GIS LIAISON:

The GIS Liaison reports to the Input Manager. The GIS Liaison works with the GIS team to get mapping information which can be used by the Graphic Artist and others on the Input Team.

ADMINISTRATIVE SUPPORT:

The Administrative Support team provides assistance to the Operations Manager including setting up check in and check out procedures for Communication staff; distributing information; maintaining adequate office and food supplies.

GOVERNMENT RELATIONS:

The Government Relations team reports to the Lead PIO. They work closely with the City Attorney and the City Manager; are a liaison between the City and outside government entities, government and elected officials. Works closely the the VIP and Council Liaison.

VIP AND COUNCIL LIAISON:

The VIP and Council Liaison reports to the Lead PIO. They are responsible for keeping the City Council and other designated VIPs informed during an emergency event; working with the City Council and other designated VIPs onsite of the EOC or emergency area.

INTERNAL COMMUNICATIONS:

The Internal Communications Team reports to the Operations Manager. They are responsible for keeping internal, non-emergency staff informed of emergency conditions and any other verified information they may need to fulfill their job.

A/V SUPPORT:

The A/V Support team reports to the Operations Manager. They are responsible for any audio-visual, video and photography needs that may arise including setting up press conference sites, video taping of press conferences and any other elements that would enhance emergency communications. Also makes sure emergency message posted on COR-TV. Works closely with On Site Media Liaison.

ON SITE MEDIA LIAISON:

The On Site Media Liaison reports to the Operations Manager. They are responsible for working with any media on site of the EOC including; directing and keeping media in designated areas; keeping media aware of media events like press conferences; coordinating media interviews with designated city staff.

NEIGHBORHOOD RELATIONS:

The Neighborhood Relations Liaison reports to the Operations Manager. The Neighborhood Relations Liaison works to keep the city's neighborhood associations informed of verified emergency information and help the Neighborhood Associations disseminate vital, verified

emergency information through their groups. Any emergency event information received from the Neighborhood Associations should be given to the EOC Liaison for verification.

OUTSIDE AGENCY LIAISON:

The Outside Agency Liaison reports to the Operations Manager and work closely with other sections of the EOC with similar jobs. They are responsible for being the liaison between private citizens and groups wanting to help during an emergency and the organizations best suited to handle those offers. They are responsible for helping to identify outside agencies that may be affected by the emergency events and work with them to coordinate information, talking points and emergency communications.