



# Animal Branch Operations Center (ABOC) Job Aid

## ABOC Public Information Officer



Name: \_\_\_\_\_ Date: \_\_\_\_\_ Event: \_\_\_\_\_

\* Use one Job Aid per shift. Document all details in the Tasks (Pending) and Notes Section.  
Completed Job Aid will be reviewed at transfer of duties and maintained for future reference.

Time Done	
	<b>OVERVIEW</b>
	<p><b>The ABOC Public Information Officer (PIO-Animals) is responsible for the collection and dissemination of information related to the Animal Branch Operations (ABO) for the disaster.</b></p> <p>ELEMENTS INCLUDE:</p> <ul style="list-style-type: none"> <li>• Gathering relevant information in a timely manner regarding the animal response.</li> <li>• Compiling information in useful formats to be disseminated.</li> <li>• Communicating with the ABOC Director to determine priority messaging, and for approval of information to be released.</li> <li>• Working formally as a PIO assistant, under the EOC PIO, this position assists and supports EOC messaging by covering the animal response.</li> <li>• Helping relieve emotional trauma that the public may experience due to their concern about animal welfare.</li> </ul>
	<b>POSITION OVERVIEW</b>
	<ul style="list-style-type: none"> <li>• The PIO - Animals provides and facilitates the transfer of animal welfare information to the public. This information needs to be timely, accurate, and transparent in regard to the animal disaster response.</li> <li>• The job requires working closely with the command staff, other agencies, the media, and the public.</li> <li>• While an assistant can help compile information, the PIO - Animals must have professional media skills. The ability to answer tough questions on the fly and utilize explicit words to convey the correct meaning are essential to the job. Flexibility and poise are good attributes when dealing with the media and the public.</li> <li>• The PIO-Animals often travels around the disaster area, and to the shelters each day to gather information, video, photographs, and provide media tours.</li> </ul>
	<b>REPORTS TO</b>
	ABOC Director
	<b>WHO REPORTS TO</b>
	<ul style="list-style-type: none"> <li>• Assistant to help compile information, if available</li> </ul>

<b>PLANS &amp; REPORTS – What you create</b>	
	<ul style="list-style-type: none"> <li>• Communications messaging for EOC PIO.</li> <li>• Any special communication for ABO IAP.</li> </ul>
<b>FORMS &amp; GUIDES – What you use</b>	
	<ul style="list-style-type: none"> <li>• PIO - Animals Job Aid</li> <li>• PIO Checklist (Internal NVADG Document)</li> <li>• ICS 214</li> <li>• ICS 213 (Resource Request)</li> <li>• ICS 226 (Injury Report Log) – immediately report injury to ICS Supervisor</li> <li>• ABO IAP (Incident Action Plan)</li> <li>• ABOC Daily Briefing</li> <li>• Any additional briefings</li> <li>• Press Conference schedules</li> <li>• Public Meeting announcements</li> <li>• ICS 214, Mileage Forms</li> <li>• NVADG SOG: Social Media (nvadg.org)</li> <li>• NVADG SOG: Media and PIO (nvadg.org)</li> <li>• NVADG SOG: Photo Policy (nvadg.org)</li> <li>• Photo Release Forms</li> </ul>
<b>TECHNOLOGY – What you need to have</b>	
	<ul style="list-style-type: none"> <li>• Scanner/ NVADG Radio</li> <li>• Personal Cell Phone/Charger</li> <li>• Computer with internet access</li> <li>• Digital Camera</li> <li>• Google Workspace</li> <li>• WhatsApp</li> <li>• Response Admin for electronic sign in/out</li> <li>• Access to NVADG Facebook, Instagram, Twitter, Website</li> <li>• Photo editing software</li> </ul>
<b>RESOURCES – What can help</b>	
	<ul style="list-style-type: none"> <li>• Contact list of ABO Leads and Supervisors</li> <li>• EOC PIO Joint Information Center</li> <li>• Someone who will follow social media and alert you to issues</li> </ul>
<b>COORDINATE WITH</b>	
	<ul style="list-style-type: none"> <li>• ABOC Director</li> <li>• Command Staff</li> <li>• EOC PIO, County PIO, other agency PIOs</li> <li>• Evacuation Lead</li> <li>• Shelter Leads</li> </ul>

<b>ASSIGNMENTS/DUTIES</b>	
	<ul style="list-style-type: none"> <li>• Coordinate with EOC PIO and the Joint Information Center to release information about the animal response. When necessary, all PIOs should correct any incorrect media about the care of animals during the disaster.</li> <li>• Write copy for press releases, and social media posts. Encourage EOC PIO and other PIOs to use our stories to help set the public at ease about animals.</li> <li>• Schedule and provide remote and in-person interviews with the media about the positive side of the animal response.</li> <li>• Schedule and provide access for the media to disaster areas for animal evacuation or SIP, and emergency animal shelters</li> <li>• Take photographs and video to support media requests and messaging. Share photos with EOC PIO and other media to use.</li> <li>• Monitor conventional media and social media posts for accuracy, and correct when indicated in a timely manner.</li> <li>• Attend and provide reports at public meetings.</li> <li>• Be the “face” of the animals in disaster response in the media reporting.</li> <li>• Work with other animal rescue group’s PIO’s to guide and approve their media releases.</li> <li>• Work with fundraising and donor management personnel to help them tell a powerful story about animal evacuation and sheltering.</li> <li>• May assign Assistant to obtain photos or video.</li> <li>• May assign Assistant to attend meeting or briefing.</li> <li>• Attend Evening Tactics/Debrief.</li> <li>• Avoid engaging with Social Media trolls. Stick to facts and positivity; use media to your advantage.</li> <li>• Encourage ABO functions to alert you to happy and/or interesting stories.</li> </ul>
<b>SET UP / START OF INCIDENT</b>	
	<ul style="list-style-type: none"> <li>• Contact EOC PIO and establish relationship.</li> <li>• Assure your contact information is on the ABO Organization Chart.</li> <li>• Announce to Animal Branch Operations staff to refer media requests to you.</li> <li>• ASAP, in coordination with EOC PIO, announce opening, address and hours of emergency animal shelters. Also messaging that will discourage well-intentioned but untrained volunteers to partake in animal evacuation behind evacuation lines. That the County recognizes NVADG as the CART for this incident.</li> <li>• Use Twitter for information to media, Facebook for informal communication with followers and those searching for more information. Use the website for blogs and pictures. Use Instagram for pictures.</li> <li>• Donations are important for the support of NVADG, include the opportunity for cash donations in early messaging.</li> </ul>
<b>SHIFT CHANGE /TRANSFER OF DUTIES</b>	
	<ul style="list-style-type: none"> <li>• If possible, have next PIO – Animals job shadow in advance.</li> <li>• Update Job Aid template with any new or revised duties. Explain how to use Job Aid.</li> <li>• Assure they have electronic sign-in access, schedule for meetings, and other tools as needed.</li> </ul>

	<ul style="list-style-type: none"> <li>• Reassign function email to new person, update IAP reporting to reflect new name and phone number.</li> <li>• Make face-to-face introductions to key people and provide a full contact list</li> <li>• Assure new person is included in all distribution lists and has access to all reports.</li> <li>• Give update on current situation, areas of concern and current animal media support needed.</li> <li>• Current messaging per the ABOC Director should be established, as well as any coordination that is occurring among the other agency PIO's.</li> <li>• Provide intel on expected situation over next 24-72 hours and beyond.</li> <li>• Turn over all documentation including completed Job Aids listing tasks and unfinished business.</li> <li>• Leave a phone number where you can be reached.</li> </ul>
<b>THINGS TO CONSIDER</b>	
	<ul style="list-style-type: none"> <li>• Words matter. Choose words carefully.</li> <li>• Follow ICS protocol.</li> <li>• Expect hard questions about the disaster response. Reporters are looking for a story – and often want to attack the response effort when they are unfamiliar with disasters.</li> <li>• Have good numbers. When answering questions, it is useful to be able to discuss the numbers of animals rescued or sheltered; or the number of volunteers working the disaster.</li> <li>• Correct misinformation on social media immediately, and in a non-judgmental fashion. Coordinate this correction with other PIO's so that they can support the accurate information on their channels.</li> <li>• Facilitate access for the media. Let the Shelter Leads know ahead of time that you will be visiting the shelter with the media. Don't just "drop in." Find an experienced Evac team, with knowledgeable members with which to embed reporters.</li> <li>• Work with the Evac and Shelter Leads to determine who feels comfortable being interviewed for on camera stories. Utilize those individuals who understand the process and provide good interviews.</li> <li>• Consider your audience every time you are interviewed or speak at a public meeting. You will be recorded, and the recording can be utilized in other settings (i.e. documentaries, social media posts.)</li> <li>• Keep a running list of your media requests on your ICS 214 with contact information. This can prove useful throughout the course of a long deployment to reestablish contact and provide more information.</li> <li>• Keep NVADG and other animal rescue groups informed of how the response is going. They need information as well as the public.</li> </ul>
<b>DEMOBILIZATION</b>	
	<ul style="list-style-type: none"> <li>• Create summary media press releases/social media posts.</li> <li>• Provide closure to the disaster as much as possible.</li> <li>• Submit 214s and mileage.</li> <li>• Confirm all Assistant PIOs have completed and submitted their 214s.</li> </ul>

<b>TASKS (PENDING)</b>	
<b>NOTES</b>	

**Name:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Time:** \_\_\_\_\_ **am / pm**