



Western Cape
Government



THE ROLE OF PUBLIC INFORMATION IN ICS

Western Cape Incident Command System Summit

Disaster Risk Management Centre, CoCT

R Eksteen

21 June 2013

News Media & the Fire Service

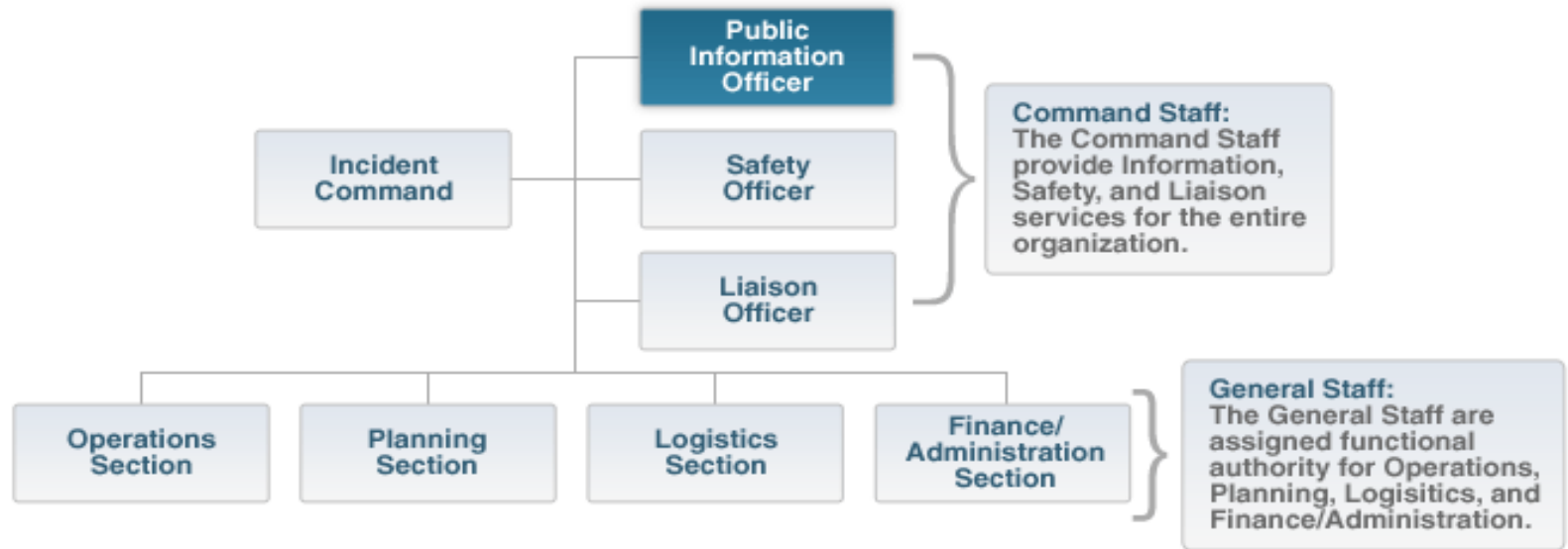


On-Scene Media Management

- Treat the media as a partner.
- Ensure the safety of the media during the emergency operation.
- Ensure operations are not effected by the media.
- Meet media needs for information.
- Be proactive with the story and photo/video opportunities.
- Ensure all organisational policies are followed during the release of information.



PIO Function



Integrated System

The mission remains getting the right information to the right people at the right time so they can make the right decisions.



**On-Scene
PIO**

- **Coordinates messages**
- **Reduces conflicting information**



**Other Levels of
Government**

- **Instills public confidence/trust**
- **Improves resource efficiency**



**Agency Executives
& Spokespersons**

Joint Information Principles

- Supports Incident Command
- Coordinated & integrated across jurisdictions and across functional agencies
- Unified message to be presented to the public & the media.
- Organisations retain their independence.

Life Safety Strategy

Public information, education strategies, and communications plans help ensure that numerous audiences receive timely, consistent messages about:

- Life saving measures.
- Evacuation routes.
- Threat and alert system notices.
- Other public safety information.

Integrated Strategy

Public
Information
Function
(ICS)



Integrated Into
Department
Operations

*Media
Programme*

Part of PIER
Strategy



P.I.E.R. Strategy



Public Information

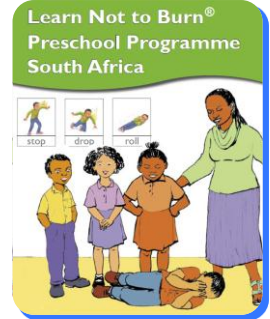
Information Public

Public Relations

Relations Public

Public Education

Education Public

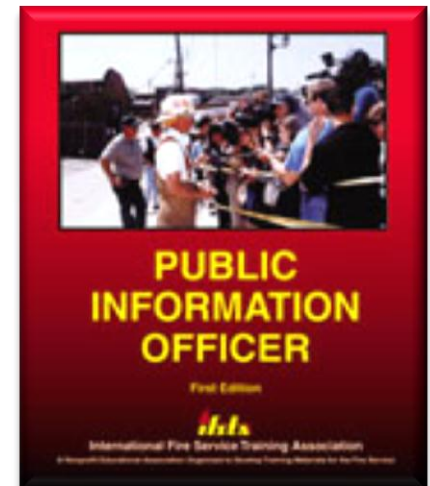
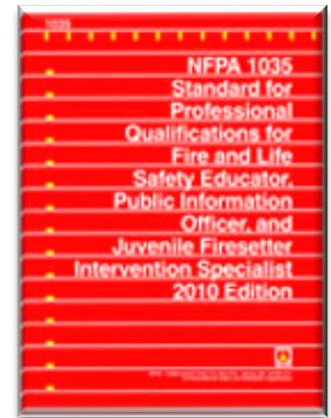


Benefits of Media Programme

- Public understands department services & programmes
- Brings department to the attention of officials and decision makers
- Promotes department successes to community – builds community equity
- Builds organisational self-esteem
- Promotes fire & life safety education

Public Information Officer Training (NFPA 1035)

- NFPA 1035 standard identifies the levels of professional performance required for Public Information Officers.
- Indicates the skills necessary to facilitate the needs of local media, while disseminating priority information by the fire & rescue services including public fire & life safety messages.
- PIO course is designed to develop basic skills for fire and emergency service personnel for conducting on-scene media interviews.



Specific Outcome Objectives

- Conduct media interviews
- Establish a media area
- Coordinate dissemination of information to non-media groups
- Write a news release
- Write a media advisory
- Disseminate information to the media
- Disseminate information to department personnel
- Coordinate a press conference

PUBLIC INFORMATION NOTESHEET

(To be filled in on-scene and filed for future reference)

CALL No.	INCIDENT DATE:	TIME RECEIVED
TYPE OF INCIDENT (Structural Fire, MVA, etc.)		
LOCATION		
HOW REPORTED	=> Which number was used	
WHAT HAPPENED		
RESPONDING UNIT/S Example: <ul style="list-style-type: none"> • Engine • Truck • Rescue / Squad • Air Truck • Water Tanker • ALS Vehicles • Ambulances • Decontamination Unit • Diving Unit • Skid / Grass Unit • Logistics • Hazmat Unit • Incident Command Unit 	Type of Vehicle	Base Stn
	<i>Total No. of Emergency Workers</i>	
COMMAND AND SUPPORT STAFF Others: <ul style="list-style-type: none"> • Fire Safety Officer • Structural Specialist • Dis. Management • Divisional Chief • Station Commander on Standby • Etc. 	Function / Role	Name and Rank
	Incident Commander	
	PIO	
AGENCIES (E.g. SAPS, EMS, WoF)	Agency	Commanding Officer

PIO On Scene Notesheet

CASUALTIES	Name	Gender	Age	Priority	Injuries	Taken to, by
ROUTES TO TAKE & AVOID						
BUILDING SIZE / STOREYS						
OCCUPANCY TYPE (SABS 0400)	Offices		Hotel		Dormitory	
	Dwelling		Warehouse		Factory	
	Shop large		Shop medium		Shop small	
	Exhibition hall		Museum		Hospital	
	Wholesaler		Place of Worship		Filling station	
	Public assembly		Sports venues		Storage facility	
	Outbuilding		Garage		Theatrical	
FUNCTION OF BUILDING						
NO. OF OCCUPANTS						
HAZARDS E.g. smoke, chemicals, building integrity, etc.						
EVACUATION / RELOCATION						
ACCOMPLISHMENTS / COMMENDATIONS						
DAMAGE / ESTIMATES						
VEHICLES INVOLVED	Description			Contributing Factors		
CAUSE	Suspected			Determined		



PIO On Scene Notesheet

FIRE SAFETY EQUIPMENT	Type	Present	Used	Reason	
	Sprinklers				
	Hose Reels				
	Smoke Detectors				
	Fire Extinguishers				
Other					
OWNER: NAME, ADDRESS, TEL					
OCCUPANT: NAME, ADDRESS, TEL					
OTHER CONTACTS	Name	Contact Number	E-Mail		
FOLLOW-UP REQUIRED E.g. FP to visit site, DM to assess needs, etc	Division / Agency	Follow-up Required			
	Fire Prevention				
	Disaster Management				
	SAPS				
	MPD				
Other					
PUB ED MESSAGE					
MEDIA AT INCIDENT	Media	Name	Contact No.	E-Mail	Interviewed?
INCIDENT PHOTOGRAPHS	Name	Contact Number	E-mail		
REMARKS					

MEDIA RELEASE:



From mhb@dumel.co.za

Send

To...

Cc...

Subject: Press Release - EMS -

Press Release - Emergency Management ServicesPrepared by: [Public Information Education and Relations](#)(A Division of Emergency Management Services)**City of Johannesburg****Enquiries:** Please contact the Public Information Officer (details below) for information pertaining to this press release.**Heading****Incident Date:****Address:**

Story - attention to human interest

Public Education Message

Digital Images Available? Yes / No

Enquiries: Public Information Officer:

Alternative Enquiries:

*Press Release prepared by:*General Enquiries:

Tel: 011 - 837 7470 (Working Hours)

011 - 375 5911 (After Hours)

Fax: 011 - 830 1024

e-mail: besafe@mweb.co.za

NOTICE - This message contains privileged and confidential information intended only for the use of the addressee/s named above. If you are not the intended recipient of this message, you are hereby notified that you must not disseminate, copy or take any action in reliance on it. If you have received this message in error, please notify the Public Information Education and Relations Division of the City of Johannesburg Emergency Management Services.

Version: 08-01-2002

Essential Philosophy

The media is the department's partner – a teammate rather than an adversary.

Essential Philosophy

The most effective way to get information to the citizens of our community is through the local and national media.

Essential Philosophy

It takes time to gain the trust of the media and to develop a positive working relationship.

Essential Philosophy

Information must continually be 'PUSHED' to the media.

Essential Philosophy

The Chief must delegate authority and control to the officers – including the PIO – in the department.

Conclusion

*We can only be
successful when
we are willing to risk failure.*

Contact Us



Western Cape
Government

BETTER TOGETHER.

Rodney Eksteen

Assistant Director: Fire Brigade Services

Tel: 021 937 0800

Fax: 021 931 9031

rodney.eksteen@westerncape.gov.za

www.westerncape.gov.za