

Public Information Management: Cosco Busan and DM 932 Oil Spills

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**Homeland
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Incident Overview



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Comparison Overview

- Why Compare?
- Methodology
- Narrow Topic
- Roles at Incidents



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Public Information Officer, Joint Information Center Standards

- The Empowered PIO
- Relationships
- Qualifications
- Defining “the Lane,” and staying in it
- Resources
- JIC Participation & Teamwork
- Strategic vs. Tactical Roles



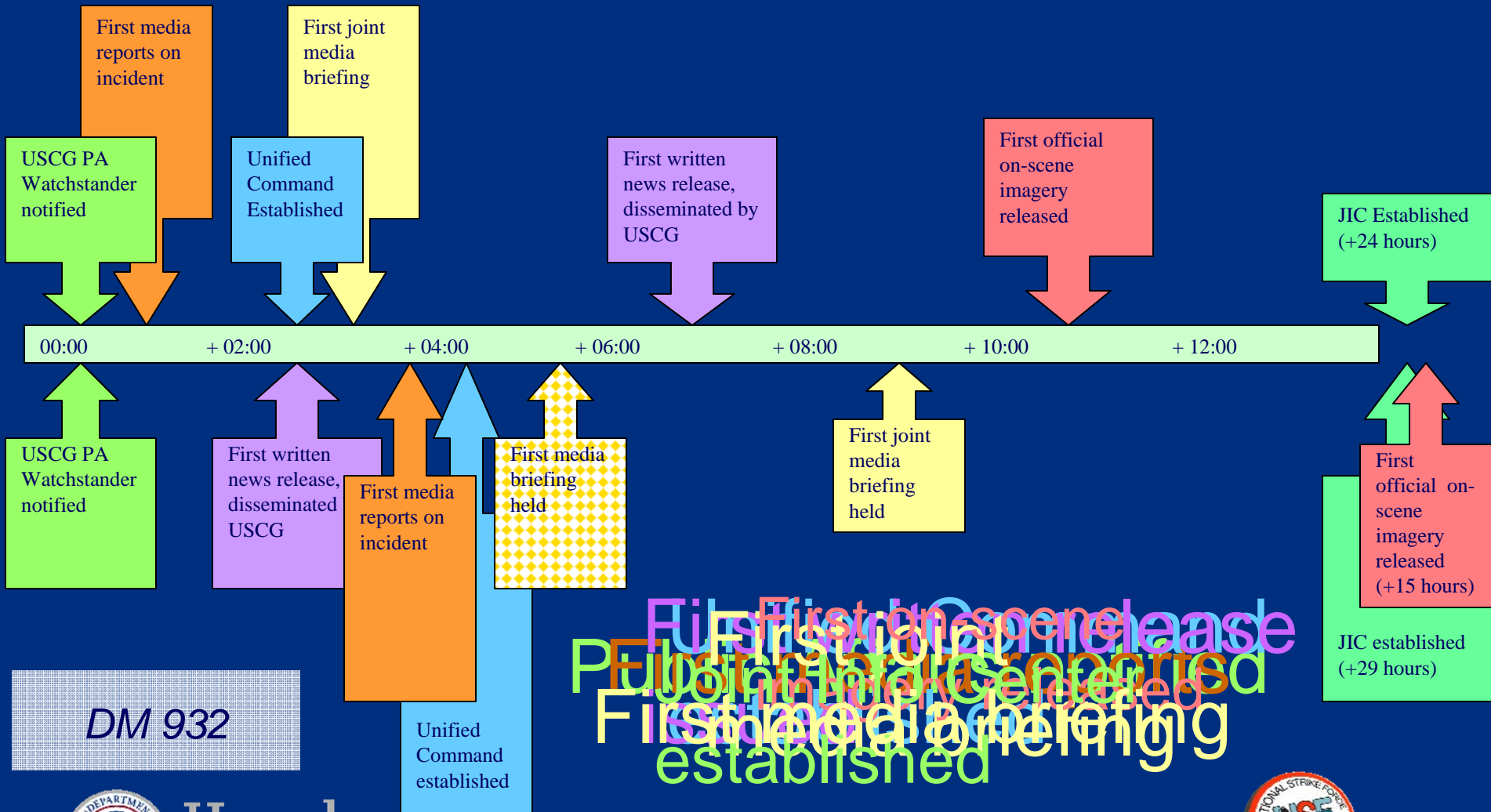
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Information Event Timeline

Cosco Busan



DM 932



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Tactics, Techniques & Procedures

- Proactive v. Reactive
- Speaker Prep
- Staying Ahead
- Staying in Your Lane
- Products, effects



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Who's telling our story?



- Response v. Non-Response Sources
- Authorized Spokespeople
- PIO/Media Relationships, Before and After



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Media/Stakeholder Issues



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Conclusions, Lessons Learned

- List of Lessons Learned from After Action Reports, Incident Specific Review panel, etc.



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