

Public Information Exercise & Response Objectives Timeline

Within Timeframe	Objective
30 mins	Issue holding statement
2 hours	Identify PIO(s), notify Jetty
3 hours	Identify UC staffing needs, submit 213RR for additional and overnight personnel, as needed.
3 hours	Make contact with local, state, elected and tribal organizations, invite to JIC
5 hours	Identify location and secure time for media briefing, submit 213RR for related resource requirements
5 hours	Identify / notify any fishing, swimming and related water safety impacts. Notify impacted fisheries, shellfish farmers, agricultural, industrial and community users (work with environmental unit, local and state Departments of Health)
6 hours	Issue initial media advisory
6 hours	Launch response web site
10 hours	Conduct initial media briefing
10 hours	Gain approval of overall Communications Plan (to include Media and Social Media plans). Establish briefing schedule for media and public stakeholders.
10 hours	Gain approval of LNO Plan (to include Elected Officials, Tribal and Community plans). Establish briefing schedule for elected and key community officials (typically scheduled 30-60 minutes prior to media briefings).
18 hours	Communicate claims process
24 hours	Determine need for open house community meetings, establish schedule of events and submit 213RR for needed resources
24 hours	Schedule and host tours near scene and/or of operations for elected, key community and tribal leaders
24 hours	Schedule and host tours near scene and/or of operations for media
48 hours	As needed, gain approval for Volunteer messaging