

US EPA ARCHIVE DOCUMENT

# Public Information Management: Cosco Busan and DM 932 Oil Spills

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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



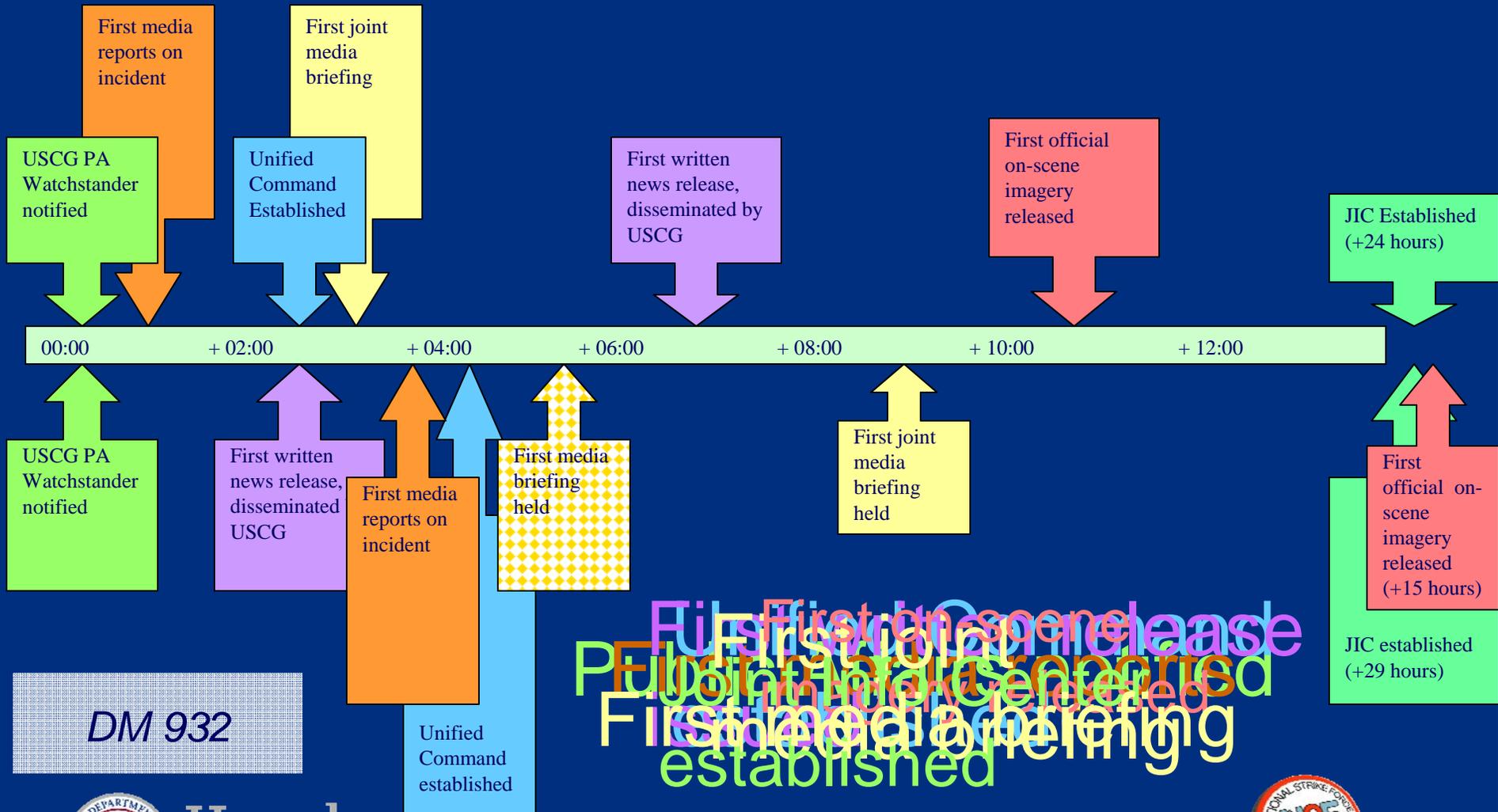
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# Information Event Timeline

Cosco Busan



DM 932

First official on-scene imagery released  
 First media reports on incident  
 First joint media briefing held  
 Unified Command established  
 First written news release, disseminated USCG  
 First media briefing held  
 First official on-scene imagery released (+15 hours)  
 JIC established (+29 hours)



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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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