

ELEMENTS OF THE INFORMATION SECTION

7793

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Media at Scene: The media at the scene of an incident needs to have a direct point of contact. The media will either represent television, radio, or print. Each has their specific information needs, which may include sound bites and/or video opportunities.

Call Center: The public and media that call in are in need of new or updated information specific to their location, industry, and/or clientele. The Call Center needs to ensure that every individual assigned to the center is kept updated with the most current incident information.

Affected Public: Would include everyone residing, working, and/or in transit in, around, and/or through the emergency incident. Every effort should be made to reach out to these groups and individuals through every means possible such as: flyers to hand out at road blocks, postings at community bulletin boards, contacts with affected schools and businesses, and community meeting places and gatherings.

Local Elected Officials: Information should be prepared for presentation to local Elected Officials by either the information section staff or Unit Management personnel. Unit Management will generally be the ones to establish the information products needed and conduct the meetings.

Incident Personnel: Incident personnel either at the ICP or the incident base generally want to see the information that the local media is publishing. The information section should distribute newspapers and/or use bulletin boards to distribute the information.

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