

# Duties and Responsibilities of Crisis

## Communication

- Contact Agency Administrator or IC for initial briefing.
- Assess critical information needs.
- Establish key information linkages quickly.
- Report to key internal contacts.
- Coordinate internal and external communications.
- Accompany Department Officials as agency / bureau liaison.
- Advise management on emerging issues, concerns, and opportunities.
- Develop communication strategies commensurate with incident complexity.
- Set the stage for incoming Type I or II IO's, PAO, etc.
- Serve in an advisory capacity to other agencies / departments.
- Manage communications for VIP's, media, families of survivors, local communities, or interagency organizations.
- Serve as liaison with regional and national public affairs offices.
- Conduct activities as directed by the Agency Administrator or IC.

# Triggers for Activation Of Crisis

## Communication

1. Incident occurs in atypical location.
2. Incident occurs in high-density market.
3. High level investigations or reviews.
4. Significant loss of life or multiple fatalities.
5. Severe accident, air crash, explosions, etc.
6. Incident involves significant loss of property.
7. Incident involves multiple governments (Canada, Mexico, USA) or multiple agency involvement (NPS, USFS, FEMA)
8. Incident occurs in administrative unit that lacks organized communication structure or adequate communication resources.
9. Incident exceeds capabilities of local, regional or area public affairs staff.