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# Unit 3: Objective-Driven Communications in an Expanding Incident



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Visual 3.1

# Unit Objectives

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- **Given a 5% scenario, analyze the actions and barriers to communications in an expanding incident**
- **Describe the advantages and challenges of working with multiple PIOs**



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Visual 3.2

# Scenario Update #1

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## Fire at Palumbo Plastics 3601 Y Street, Central City, Columbia

- This has been declared a working fire
- There are reports of people trapped
- Injuries being reported by first responders
- The surrounding streets are being closed to make room for additional fire apparatus



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Visual 3.3

# Activity (Table Group Discussion)

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**Working in your table groups, discuss the following:**

**Who are the new PIOs now at this incident? How do you integrate them into the operation?**

**What are you thinking about now?**



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Visual 3.4

# Activity (Plenary Discussion)

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**What are the new barriers to communications now that there are more PIOs present?**



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Visual 3.5

# Working with Multiple PIOs

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- Interagency agreements
- Agency autonomy
- Competing priorities
- Message coordination
- Interpersonal dynamics



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Visual 3.6

# Interagency Agreements

**Does your agency  
have formal, or  
informal agreements  
for the use of PIOs?**



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Visual 3.7

# Agency Autonomy

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**Every PIO has a boss.**

**Every boss has priorities.**

**How do you get everyone working toward the same goal?**



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Visual 3.8



# Competing Priorities

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**How do you handle conflicting or competing priorities at the height of an incident, in the field or in the JIC?**



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Visual 3.9

# Message Coordination

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**One message,  
many voices**



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Visual 3.10

# Interpersonal Dynamics

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**Attitude – Mental disposition**

**Personality – Traits, characteristics, behaviors**

**Character – Qualities that make up a person**

**Habit – Act performed without conscious thought**

**Culture – Socially gained patterns**



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Visual 3.11

# Objective-Driven Communication

**Objective**

What are the incident needs? Why are you communicating?

Educate?  
Persuade?  
Call to action?

**Audience**

Who are you trying to reach?

What do they already know?  
What is their perception?

**Message**

What will you say?  
How will you say it?

What words and medium?



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Visual 3.12

# Scenario Update #2

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## Fire at Palumbo Plastics 3601 Y Street, Central City, Columbia

- There has been a report of a chemical release
- The Incident Commander has ordered a shelter-in-place be instituted in a one mile radius of the fire



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Visual 3.13

# Activity: Public Alert and Warning

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**The Incident Commander has just ordered a shelter-in-place for a one-mile radius around the fire scene**

**Working in your table groups:**

- **Identify your communications needs**
- **List methods of public alert and warning**
- **Draft a 90 character EAS/WEA message for this order**



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Visual 3.14

# Activity: The Nonparticipating PIO

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The school district PIO, who is not at the scene of the fire, issued the following social media statement:

*Kennedy Elementary choir concert still on at 1 p.m. today. School not affected by Palumbo fire. Use east parking lot.*

Working in your table groups, discuss the following:

- What are the problems created by this message?
- What corrective measures would you take?



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Visual 3.15

# Scenario Update #3

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**There has been a report of a chemical released into the local water supply.**

- **There is a sheen on the water**
- **The Central City Water Department has issued an order to stop using tap water**
- **Residents within a three block area of the fire have started reporting to Central City and Faith Hospitals with complaints of respiratory distress**
- **The mayor has signed a state of emergency for Central City and on recommendation of the Incident Commander ordered an evacuation in a radius between one and three miles from the fire**



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Visual 3.16



# Activity (Plenary Discussion)

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**Based on what you now know, who is likely to be in charge of the message?**

**What are the barriers to communications now?**



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Visual 3.17

# Unit Summary

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- **PIO actions and interactions in an escalating incident**
- **Barriers to communications in an escalating incident**
- **Working with multiple PIOs and balancing priorities**



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Visual 3.18