

**LEAD PIO/ESF-15
COORDINATOR** 1

Communications
Strategy
Group (1,2,3,4,5,6)

PIO Assistants 2

JIC Manager/Logistics Liaison

Analysis, Intelligence
& Monitoring Group
(JIC 1+PIO) 3

Research & Writing
Group
(JIC-2) 4

Distribution
& Publishing Group
(JIC 3+) 5

External Operations
Group 6

Local/Regional
National TV
Monitor Unit

Radio/Podcast
News
Monitor Unit

Facebook Monitor
Unit

Twitter/Text
Message
Monitor Unit

Instagram/YouTube
Monitor Unit

Media Coverage
Commentary Unit

Social Media
VOST Coordinator

Telephone
Unit

Research Unit

Writing Unit
(All Types)

Multi-Cultural
Communications
Unit

MultiMedia Unit
(Photo/Video/
Graphics)

Website/Blog
Publishing Unit

Email/Email
Newsletter
Distribution Unit

Social Media
Distribution Unit

Media Distribution
& Response Unit

Multi-Media/
RadioLex
Publishing Unit

WEBEOC/
Internal Briefing
Unit

Telephone
Unit

Media Briefing Unit/
Spokesperson

VIP Unit

Internal Stakeholders
Briefing Unit

Madison County
Liaison
(Field PIO 1)

Reception Area
Media Center PIO
(Field PIO 2)

Reception Center
PIO Assistants
(Field PIO 3, 4)

Rapid Response
Field PIO Lead

Rapid Response
Field PIO Assistants

