SETRPC Unified Regional Response to a Complex Coordinated Terrorist Attack
SYNCHRONIZATION MATRIX
As of April 11, 2018

	Alert/Notification	Locate/Isolate Threat	Tactical Response	Recovery/Aftermath

PUBLIC INFORMATION OFFICER	● Gather information en route
	● Report to Incident Commander for Situation Update
	  o Confirm coverage/release authority
	● Identify Lead PIO
	  o Assign assisting PIOs duties and locations
	  o Create texting group for all assisting PIOs
	● Determine social media platforms to be used
	
	● Twitter/Social Media MSG: *"Received report of…"*
	● Advise the public of potential hazards, nature of the incident, area involved, evacuations and traffic control
	● Create/Get Approval/Send multi-language Emergency Messages for public safety as appropriate. Consider:
	  o MSG: *Evacuation*
	  o MSG: *Shelter-In-Place*
	  o MSG: *Avoid These Areas…*
	  o MSG: *Instructions to Responding Assets*
	● Provide emergency instructions regarding protective actions to avoid injury and protecting property
	
	● Identify briefing location for the PIO
	  o Scan for IEDs/VBIEDs in proximity
	  o Request security
	● Delegate PIO assignments and work locations
	  o Assign Scribe for running log
	  o Begin monitoring of media
	  o Begin monitoring of social media
	  o Assign personnel to take photos of incident/response
	  o
	● Activate Incident Web Page
	● Instruct media to access agency social media (Twitter) and/or Incident Web Page for official updates
	● Request Assistance
	  o Reach out to agency PIOs in impacted area
	  o Request additional PIOs
	  o Request translators as needed
	● Activate the Joint Information Center (JIC)
	● Activate Incident Hotline
	● Send out MSG: *Incident Hotline Activation*
		● Stay on scene
		● Maintain situational awareness of Common Operating Picture
		● Continue to coordinate with entities on scene
		● Issue MSG: *Identifying threat(s), hazard(s), and locations(s)*
		● Correct/Update initial information to public
		● Issue instructions to first responders (on-call or not needed)
		● Provide periodic updates through official social media and incident web page
		● Determine schedule for updates - inform other PIOs
		● Assign PIO Liaisons to key elected officials (as required)
		● Create/Get Approval/Send multi-language Public Safety Messages as appropriate. Consider the following :
		  o MSG: *Blood Donations*
		  o MSG: *Donations*
		  o MSG: *Avoid These Areas…*
		  o MSG: *Incident Hotline*
		● Coordinate with Incident Command to establish a Media Photo Site for visual access near the scene of the incident
		● Monitor, track and respond to information requests
		● Identify press conference locations (indoors and outdoors)
		● Schedule and conduct press conference
		● Establish Battle Rhythm and Sleep Plan for PIOs
		● Contact/Coordinate with PIOs at Hospitals
		● Update Incident Web Page
		● Continue to monitor reports on news media
		● Continue to monitor social media
			● Maintain awareness of Common Operating Picture
			● Advise/Update the Incident Commander
			● Coordinate with PIOs at various incident sites
			● Coordinate with JIC
			● Provide situation updates via social media/ web page
			● Scribe maintains running log
			● Work with Liaison Officer(s) to help in information sharing with other agencies and private sector entities
			● Update Incident Web Page
			● Coordinate and synchronize public messages and social media information with partner agencies
			● Provide focused Public Safety Messages to the public as appropriate. Consider the following
			  o MSG: *Evacuation*
			  o MSG: *Shelter-In-Place*
			  o MSG: *Victim and Family Reunification and Services*
			● Provide status information in response to requests from state and federal agencies (with need to know)
			● Continue to monitor reports on news media
			● Continue to monitor social media
			● Coordinate with PIOs at Hospitals
				● Maintain awareness of Common Operating Picture
				● Advise/Update the Incident Commander
				● Coordinate with PIOs at various incident sites
				● Coordinate with JIC
				● Provide situation updates via social media/ web page
				● Issue notice when the threat has been neutralized
				● Work with Liaison Officer(s) to help in information sharing with other agencies and private sector entities
				● Update Incident Web Page
				● Coordinate and synchronize public messages and social media information with partner agencies
				● Provide status information in response to requests from state and federal agencies (with need to know)
				● Scribe maintains running log
				● Prepare for VIP visits
				  o Brief VIPs
				● Review information provided to public to ensure accuracy
				● Request PIO support for Victims and Families
				● Continue to monitor reports on news media
				● Continue to monitor social media
				● Provide support to Memorial Services/Prayer Vigils
				● Provide support to funerals
				● Create hand-off plan
				● Conduct Final Press Conference
				● Respond to cards, letters, packages, and special gifts
				● Prepare a detailed After Action Report
				● Deactivate Incident Web Page
				
				● Provide mental health counseling for PIOs in direct support of the incident response