As the Public Information Officer (PIO) for the Alaska Division of Homeland Security and Emergency Management, Jeremy Zidek provides timely and critical information to local, state and national audiences while helping Alaskans prepare for and recover from natural and manmade disasters.

With more than 15 years of crisis communication experience, Zidek views each disaster/emergency as a unique communications challenge that requires creative problem-solving and outreach to meet the information needs of survivors, the media, and the general public.

Zidek’s outreach and preparedness activities have included the development of multiple statewide campaigns, such as the 1964 Good Friday Earthquake media campaign, commemorative events, national training exercise, media tours, and multiple Great Alaska Shakeout earthquake drill with more than 100,000 Alaskan participating each year. Zidek has been part to the 2018 Cook Inlet Earthquake response and recovery effort, COVID-19 response effort, and most recently the response to Typhoon Merbok that impacted Western Alaska.

While DHS&EM offices are based in Anchorage, Zidek is a familiar face throughout Alaska where he conducts basic PIO training courses that prepare community members to act as PIOs during disasters, or participates in outreach activities such as earthquake simulator or preparedness fairs.