

Emergency Support Function (ESF) # 15

Emergency Public Information



Preface

Emergencies may threaten life safety and may disrupt normal life. Rapid dissemination of information to the public is essential for protecting health and safety before, during and after emergencies and for informing the public of the City-County's emergency response efforts.

The purpose of this emergency support function is to establish uniform policies for the effective development, coordination, and dissemination of information to the public in a potential, imminent, or declared emergencies or disasters.

Primary Agency

Butte-Silver Bow Homeland Security and Emergency Management Agency

Emergency Operations Center ESF # 15 – Emergency Public Information

Purpose:

1. To establish a system that gathers and disseminates emergency-related information through the media and directly to the general public. This does not include the Alert and Warning information covered in the Alert & Warning ESF # 14.
2. Ensure that sufficient City-County assets are deployed to provide accurate, coordinated, and timely information to the public, the media, and local, state and federal governmental partners.

Primary:

• Homeland Security and Emergency Management Support:

- Butte-Silver Bow Public Schools
- Butte Amateur Radio (RACES/ARES)
- Butte-Silver Bow Public Library
- Management Information Systems
- Developmental Disabilities
- Community Based Organizations
- All City and County of Butte-Silver Bow agencies, departments, and offices

Likely Tasks:

- Staff Public Information ESF in the EOC as the EOC Public Information Officer and initiate the Joint Information System.
- Brief EOC management and staff on procedures/rules to release public information.
- Secure a Press Conference Room in the EOC building, but away from the actual EOC activities.
- Assist with the dissemination of warning and emergency instructions.
 - Request activation of the EAS and NOAA Radio systems as required.
- Keep departments and staff informed of developments relating to approaching severe weather systems.
- Prepare official emergency public information:
 - Gather information.
 - Verify information for accuracy.
 - Monitor media reports.
- Designate an information center where media representatives can be briefed, compose their news copy, and have telecommunications with their newspaper or broadcast station.
- Activate the Rumor Control Center.
- Monitor and respond to rumors.
- Schedule news conferences.

Likely Tasks Continued:

- Respond to media inquiries.
- Approves PIO news releases.
 - In the absence of the Chief Executive, news releases can be approved by the EOC Manager.
- Maintain documentation: clip articles, log, and maintain list of releases sent.
- Provide emergency public information; Coordinate releases to public:
 - Inform the public about areas of damage, restricted areas, actions to protect and care for companion animals, farm animals, and wildlife, and available emergency assistance.
 - Issue official emergency instructions and information to the public through all available means.
 - Issue evacuation order(s) to media when directed by EOC.
 - Release information regarding curfews.
 - Provide information regarding distribution points for potable water and/or ice; Update the residents as to the quality of the water supply and stress the possible negative effects of drinking contaminated water; Provide information to the media (especially radio stations) about the quality of the water supply and the location of distribution points for potable water and/or ice, following an emergency.
- Establish communication links with local media.
 - Maintain direct media telephone and facsimile machine (FAX) numbers, to assure a method of communicating with them in the event of a failure in the media FAX network.
 - Maintain email addresses to assure a method of communicating with them in the event of a failure in the media FAX network.
- Provide releases of information to the media, throughout emergency, of City-County government activities to assure residents that City-County is mobilizing to respond to emergency.
- Develop a flyer with information of importance for distribution to City-County workers in the field (public safety officers, firefighters, debris removal personnel, damage assessment team, etc.)
- Establish, maintain contact with State ECC through the Butte – Silver Bow EOC.
 - Coordinate emergency information efforts.
 - Participate in, coordinate with Joint Information Center.

State of Montana

Primary

- MT Disaster and Emergency Services

Support

- MT National Guard (DMA)

Actions

- Emergency public information and protective action guidance
- Media and community relations
- Congressional and international affairs
- Tribal affairs

Federal Government

Primary

- Department of Homeland Security/ Federal Emergency Management Agency

Support

- Federal Agencies as required.

Actions

- Ensures that sufficient federal assets are deployed to the field during a potential or actual Incident of National Significance to provide accurate, coordinated, and timely information to affected audiences, including governments, media, the private sector, and the local populace.

Actions Continued

- Engages with State, local, and tribal authorities as soon as possible during an actual or potential incident to synchronize overall incident communications to the public to include:
 - Delivery of incident preparedness, health, response, and recovery instructions to those directly affected by the incident.
 - Dissemination of incident information to the general public.
- Establishes a Joint Information Center (JIC) to provide a supporting mechanism to develop, coordinate, and deliver information and instructions to the public related to:
 - Federal assistance to the incident-affected area.
 - Federal departmental/agency response.
 - National preparations.
 - Protective measures.
 - Impact on non-affected areas.
 - Federal law enforcement activities.

Comprehensive Emergency Management Plan
Emergency Support Function # 15
Emergency Public Information

Primary Agency: Butte-Silver Bow Homeland Security and
Emergency Management Agency

Primary Coordinator: Butte-Silver Bow Emergency Management Director

Support Organizations: Butte-Silver Bow Public Schools
Butte Amateur Radio (RACES/ARES)
Butte Public Library
Management Information Systems
Developmental Disabilities
Community Based Organizations
All Other City and County of Butte-Silver Bow
agencies, departments, and offices

I. INTRODUCTION.

A. PURPOSE.

1. To establish a system that gathers and disseminates emergency-related information through the media and directly to the general public. This does not include the Alert and Warning information covered in the Alert and Warning ESF # 14.
2. Ensure that sufficient City-County assets are deployed to provide accurate, coordinated, and timely information to the public, the media, and local, state and federal governmental partners.
2. Establish uniform policies for the effective development, coordination, and dissemination of information to the public in a potential, imminent, or declared emergencies or disasters.

B. SCOPE.

This annex discusses the policies, responsibilities, and concept of operations for the ESF #15 elements in a potential, imminent, or declared disaster. The mission of ESF #15 is to contribute to the well being of the community following an emergency by disseminating accurate, consistent, timely, and easy-to-understand information. Specific objectives are to:

- Assess and quickly convey the nature of the emergency to the public in a form that is accessible, factually accurate, and easily understood;
- Provide critical information to the media and general public about the City-County's response to the emergency;
- Provide critical information about support assistance during the emergency, including shelter information, recovery assistance, and Local and federal assistance availability; and
- Provide accurate authoritative information to minimize rumors and false information.

This emergency support function will use media communications to support the overall strategy for managing the incident. Coordinate with all agencies involved with the incident so that one message is used for public information to avoid any conflicts of released information. This ESF may be organized into the following functional Emergency Public Information (EPI) components:

- **Public Communications:** includes providing incident-related information through the media and other sources to individuals, families, businesses, and industries directly or indirectly affected by the incident.
- **Community Relations:** include identifying and communicating with community leaders (e.g., grassroots, political, religious, business, labor, ethnic) and nongovernmental organizations/community based organizations to ensure a rapid dissemination of information, identify unmet needs, and establish and information exchange.
- **Governmental Affairs:** includes establishing contact with the members of local, state, and federal legislative offices to provide information and the status of response and recovery activities.

C. SITUATION.

1. During an emergency, the public requires instructions and information about government response and recovery operations. It is important to provide timely and accurate information to the public and to the media outlets.
2. Depending on the nature, scope, and magnitude of the incident, different levels of public information will be required. Emergency Public Information (EPI) may in fact be a primary function during an emergency.
3. In the aftermath of a disaster, information is usually vague, erroneous, difficult to

confirm, and contradictory.

4. A significant disaster, emergency condition, or other incident may be of such magnitude that the means of dispersing public information in the disaster area may be severely affected or cease to function. Outside the disaster area, the demand for information will be extensive.
5. Emergency information will be disseminated by appropriate means based on the incident. The primary methods will be the use of the the Emergency Alert System, television, radio, cable-outlets, local government web site, newspapers, and social media networks.
6. The news coverage must be monitored to ensure that accurate information is being disseminated.
7. Major events create significant media interest that will bring out-of-state reporters, photographers and camera crews to an incident. This will create a heavy demand on the local Emergency Public Information (EPI) structure.

D. POLICIES.

1. ESF #15 is responsible for coordinating an assessment and documentation of the social, political, and cultural aspects of a disaster area that might affect the emergency response and recovery effort.
2. ESF #15 is designed to ensure that affected citizens are aware of available local, State, or Federal disaster assistance programs and how to access them.
3. ESF # 15 will assist staffing the Joint Information Center (JIC), as needed. Public Information Officers must be pre-identified to be utilized during EOC operations.
4. Local agencies will utilize departmental public information officers to respond to media inquiries at the incident scene until the incident requires a more coordinated approach.
5. Once the initial warning is accomplished, the Emergency Public Information ESF has the task of keeping the public informed.
6. The Access and Functional needs population will be considered on the ability of people to receive, act upon, or understand EPI messages.
7. The Butte – Silver Bow EOC Manager or HSEMA Director will coordinate emergency information releases with state and federal agencies when the EOC is activated, an emergency or disaster is declared, or when an Incident of Critical Significance is imminent or has occurred.
8. The City-County Public Information Officer (PIO) through the Chief Executive's Office and/or EOC Manager manages all aspects of emergency public

information when the EOC is activated, an emergency or disaster is declared, or when an Incident of Critical Significance is imminent or has occurred.

II. CONCEPT OF OPERATIONS.

A. GENERAL.

1. Emergency public information efforts will focus on specific event-related information. Implementation of the NIMS Joint Information System (JIS) plans, protocols and structures will establish a mechanism to ensure delivery of understandable, timely, accurate and consistent information through coordination within the City-County and with neighboring jurisdictions, state and federal agencies. This information will generally be of an instructional nature focusing on such things as warning, evacuation, and shelter. It is also important to keep the public informed of the general progress of events.

A special effort will be made to report accurate information regarding emergency response to reassure the community that the situation is under control. Rumor control will be a major aspect of the JIS along with monitoring public feedback as a measure of the program's effectiveness. Information dissemination efforts will rely heavily on the cooperation of media organizations.

2. The initial response will normally be managed by operating the public information function through the Incident Command System of the the incident command structure. Incident Command Public Information Officers will supervise distribution of public information until a request by the Incident Commander for assistance, designation of an Incident of Critical Significance, and/or the activation of the EOC and designation of an Emergency Public Information Officer.
3. ESF #15 personnel may deploy simultaneously with other initial disaster response element as warranted by the situation.
4. After the Director of HSEMA or the EOC Manager designates an Emergency Public Information Officer all Emergency Public Information (EPI) actions will be accomplished in a coordinated manner with the EOC.
5. During activation of the EOC or Joint Information Center, qualified City-County public information officers will no longer be available for their regular work assignments and will need to be available to staff at the EOC. Request by individual departments for public information support will be prioritized through the EOC.
6. Public Information Officers must be pre-identified to be utilized during EOC operations.
7. In general, the responsibilities of the Emergency Public Information (EPI) functional components include:

a. **Public Affairs.**

- Coordinate messages from the various response agencies and establish a Joint Information Center (JIC).
- Gather incident information.
- Provide incident related information through the media and other City-County sources to individuals, families, businesses, and industries directly or indirectly affected by the incident.
- Use a broad range of resources to disseminate information.
- Monitor the news coverage to ensure the accuracy of the information being disseminated.
- Handle appropriate special projects such as news conferences and press operations for incident area tours.
- Oversee the key function of media relations.
- Establish a Public Inquiry Center (citizen hotline, call center) and/or Media Inquiry Center.

b. **Community Relations.**

- Prepare an initial action plan with incident-specific guidance and objectives, at the beginning of an actual or potential incident.
- Identify and coordinate with the community leaders and neighborhood groups to assist in the rapid dissemination of information, identify unmet needs, and to establish an ongoing dialogue and information exchange.
- Encourage the use of the Citizen Hotline (Public Inquiry Center) as a way of gaining community information.

c. **Governmental Affairs.**

- Establish contact with the elected and appointed officials representing affected areas to provide information about the incident.
- Be prepared to arrange an incident site visit for officials and their staffs.
- Respond to legislative and congressional inquiries.

B. TASKS AND RESPONSIBILITIES.

1. **Pre-Emergency Tasks.**

a. **Primary and support departments will coordinate with the Homeland Security and Emergency Management Agency to:**

- Maintain this Emergency Support Function (ESF).
- Conduct hazard awareness programs.
- Develop and deliver public education preparedness programs.
- Prepare emergency information and instructions for release during emergencies.
- Develop and maintain systems to release timely emergency information and instructions.

- Coordinate and maintain a working relationship with the media; particularly those who will disseminate emergency information to the public.
 - List and maintain available media resources (e.g. call letters, names, addresses, and telephone numbers) that will disseminate emergency information to the public.
- Establish a means to monitor and respond to rumors.
- Designate an information center that will be the single, official point of contact for the media during an emergency.
- Develop Rumor Control Procedures.
- Ensure ability to provide emergency information/instructions to hearing impaired and non-English speaking populations.
- Participate in training, drills, and exercises.
- Develop emergency action checklists.

2. **General Emergency Tasks.**

a. Primary and support agencies will:

- When notified, report to the Butte – Silver Bow EOC or incident scene as appropriate or directed.
- Distribute approved information to the public using text messaging, email or other systems.

3. **Specific Emergency Concepts and Responsibilities.**

a. **Homeland Security and Emergency Management Agency is the primary department for ESF # 15 Emergency Public Information:**

- Implement this Public Information ESF by assuming the position of Public Information Officer within the EOC Command Staff.
- Develop coordinated messages to disseminate regarding any emergency in conjunction with City-County agencies and regional partners.
- Implement the NIMS Joint Information System and establish a joint information center.
- Establish a media briefing area.
- Coordinate all press conferences and media interviews.
- Brief elected and appointed officials or staff as appropriate.
- Liaison with elected and appointed officials if necessary.
- Maintain records of cost and expenditures to accomplish this ESF and forward them to the EOC Finance/ Administration Section Chief.

b. **Butte – Silver Bow Public School Districts will:**

- Provide a public information officer to assist with the EOC Public Information Officer duties and Joint Information Center.
- Provide advice on message content to best reach department clients.
- Provide personnel, equipment, supplies and other resources necessary

to assist in the distribution of information including assisting with the public information officer's duties.

- Provide the EOC Public Information Officer with frequent updates as to the status of public information activities.
- Distribute approved information to the public using text messaging, email, the schools web site or other systems.
- Record costs and expenditures and forward them to this ESF's Group Supervisor.

c. **Butte Amateur Radio (RACES/ARES):**

- Assist with primary or alternate emergency radio communications support.
- Record costs and expenditures and forward them to this ESF's Group Supervisor.

d. **Butte-Silver Bow Developmental Disabilities:**

- Provide personnel, equipment, supplies and other resources necessary to assist in the distribution of information including consultation and/or staffing the citizen call center and Joint Information Center.
- Provide advice on message content to best reach access and functional needs populations.
- Provide the EOC Public Information Officer with information and comments received from access and functional needs citizens through the citizen hotline and other communication platforms.
- Provide the EOC Public Information Officer with frequent updates as to the efficacy of public information activities for access and functional needs populations.
- Distribute approved information to the public using the citizen hotline, Cable TV, text messaging, email or other systems appropriate for access and functional needs populations.
- Record costs and expenditures and forward them to this ESF's Group Supervisor.

e. **Community Based Organizations-private, non-profit, and faith based:**

- *Roles and responsibilities are being refined in a collaborative effort with community based organizations and HSEMA.*
- Provide assistance to the EOC Public Information Officer.
- Provide assistance and/or personnel for language interpretation and translation activities.
- Provide advice on message content to best reach department clients.
- Provide advice on content and presentation of information in a culturally sensitive manner.
- Provide personnel, equipment, supplies and other resources necessary to assist in the distribution of information.
- Provide the EOC Public Information Officer with frequent updates as to

- efficacy of public information activities.
 - Distribute approved information to the public using text messaging, email or other systems.
- f. **Management Information Systems:**
- *Roles and responsibilities are being refined in a collaborative effort with HSEMA.*
 - Provide personnel, equipment, supplies and other resources necessary to assist in the distribution of information including managing the City-County website.
 - Assist with the distribution of approved information to the public using text messaging, email, the City-County web site or other systems.
 - Record costs and expenditures and forward them to this ESF's Group Supervisor.
- g. **Butte Public Library:**
- Designate a Public Information Officer and provide the EOC with contact information.
 - Provide a department public information officer to assist with the EOC Public Information Officer duties.
 - Provide staff for Public and Media Inquiry Centers.
 - Provide personnel, equipment, supplies and other resources necessary to assist in the distribution of information.
 - Attend public information related training.
 - Record costs and expenditures and forward them to this ESF's Group Supervisor.
- h. **All City/County of Butte-Silver Bow agencies, departments, and offices:**
- *Roles and responsibilities are being refined in a collaborative effort with Butte-Silver Bow agencies, departments, and offices.*
 - Provide assistance to the EOC Public Information Officer.
 - Designate a Public Information Officer and provide the EOC with contact information.
 - Provide a department public information officer to assist with the EOC Public Information Officer duties.
 - Provide staff for Public and Media Inquiry Centers.
 - Provide advice on message content to best reach department clients.
 - Record costs and expenditures and forward them to this ESF's Group Supervisor.

C. ROLE OF BUTTE–SILVER BOW EOC.

1. During emergency operations, the EOC PIO reports to the EOC Manager. As a member of the EOC Command staff, the EOC PIO works closely with the EOC Manager, EOC General Staff, and public information officers from all concerned agencies and private businesses to collect accurate information.

2. If media interest is intense, an ***Incident of Critical Significance*** may be designated by the HSEMA Director, Incident Commander, or the Chief Executive. When designated, the EOC PIO will be established and coordinate the City-County EPI activities. The EOC PIO will:
 - a. Collect and disseminate emergency information in a timely manner.
 - b. Issue official emergency instructions and information to the public through all available means.
 - c. Prepare press releases and develop measures which allow the media to verify sources of information before publication or broadcast.
 - d. Coordinate with media and attempt to gain as much additional intelligence about damage, casualties and general conditions as media can provide. The media may have communication links, both within and outside the City-County that may be useful in the emergency response.
 - e. Establish a non-emergency information/visitor control section to receive and handle non-emergency calls, arrange for and accompany all visitors to the EOC, and provide escorts to accompany visitors into emergency areas.
 - f. Coordinate with EOC Logistics Section Chief to ensure that the media center is operational and provide language translators as necessary.
3. The primary means to disseminate public information is by direct contact with the media, facsimile, email, and by use of the EAS.
 - a. Prior to the release of EAS message content, the messages should be coordinated with other local governments involved in the local EAS plan, and with State EOC, whenever possible.
 - b. EAS information should also be disseminated to field forces so they know what information and guidance is being released to the public.
4. Public Information ESF # 15 likely tasks are found in the City-County box on the tab page at the front of this section.

D. EXPANDED OPERATIONS-JOINT INFORMATION SYSTEM

1. In the event of a major emergency with intense media interest, a Joint Information Center (JIC) may be established locally by the City-County to include private, non-profit, state and federal agency representation. The JIC:
 - Provides a central location for the news media to obtain information, eliminate conflicting reports and reduce rumors.
 - Facilitates spokespersons from federal, state and local representatives to jointly develop and issue news releases.

- Collects and disseminates information to the public to include rumor control information.
- 2. JIC facilities should be equipped with communications equipment and necessary supplies. A JIC normally contains a room for media briefings, a media work area, a public information work area, and other rooms for inquiry functions.
- 3. If a Rumor Control Unit is activated, it should operate from a room separate from but adjacent to the media briefing room and manages questions from the public and calmly dispenses accurate information to callers.

III. ATTACHMENTS AND REFERENCES.

A. ATTACHMENTS.

1. Public Information (ESF # 15) Checklist.
2. *Attachment A.* Emergency Public Information Activation Contact List
3. *Attachment B.* JIC Organization Staffing And Assignments
4. Appendix 1 to ESF # 15 Emergency Public Information-Public Access

B. REFERENCES.

1. Joint Information Center/System Plan.

C. PROVISIO.

This support annex has been prepared in accordance with the standards of the National Incident Management System and other Federal and State requirements and standards for emergency plans applicable as of the date of the plan's preparation.

The plan provides guidance only; it is intended for use in further development for response capabilities, implementation of training and exercises, and defining the general approach to incident response. The actual response to an incident is dependent on:

1. The specific conditions of the incident, including incident type, geographic extent, severity, timing, and duration;
2. The availability of resources for response at the time of the incident;
3. Decisions of Incident Commanders and political leadership; and
4. Actions taken by neighboring jurisdictions, the State, and the Federal Government.

These and other factors may result in unforeseen circumstances, prevent the implementation of plan components, or require actions that are significantly different from those described in the plan.

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Attachment 1
PUBLIC INFORMATION (ESF # 15) CHECKLIST

<p align="center">Pre–Emergency</p>	<p>Coordinate with the Homeland Security and Emergency Management Agency to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Maintain this Emergency Support Function (ESF). <input type="checkbox"/> Conduct hazard awareness programs. <input type="checkbox"/> Develop and deliver public education preparedness programs. <input type="checkbox"/> Prepare emergency information and instructions for release during emergencies. <input type="checkbox"/> Develop, maintain system to release timely emergency information and instructions. <input type="checkbox"/> Coordinate and maintain a working relationship with the media; particularly those who will disseminate emergency information to the public. <ul style="list-style-type: none"> – List and maintain available media resources (call letters, names, addresses, and telephone numbers) that will disseminate emergency information to the public. <input type="checkbox"/> Establish a means to monitor and respond to rumors. <input type="checkbox"/> Designate an information center that will be the single, official point of contact for the media during an emergency. <input type="checkbox"/> Develop Rumor Control Procedures. <input type="checkbox"/> Ensure ability to provide emergency information/instructions to hearing impaired and also non–English speaking populations. <input type="checkbox"/> Participate in drills, exercises. <input type="checkbox"/> Develop emergency action checklists.
<p align="center">Emergency</p>	<ul style="list-style-type: none"> <input type="checkbox"/> When notified, report to the Butte – Silver Bow EOC.
<p align="center">Emergency Operations Center (EOC)</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Implement this Public Information ESF by assuming the position of Public Information Officer within the EOC Command Staff. <ul style="list-style-type: none"> – Brief EOC management and staff on procedures/rules to release public information. <input type="checkbox"/> Secure a Press Conference Room in the EOC building, but away from the actual EOC activities. <input type="checkbox"/> Assist with the dissemination of warning and emergency instructions. <ul style="list-style-type: none"> – Request activation of the EAS and NOAA Radio systems as required. <input type="checkbox"/> Keep departments and staff informed of developments relating to approaching severe weather systems. <input type="checkbox"/> Prepare official emergency public information: <ul style="list-style-type: none"> – Gather information. – Verify information for accuracy. – Monitor media reports.

	<ul style="list-style-type: none"><input type="checkbox"/> Provide emergency public information, including to the hearing impaired and also non-English speaking populations; Coordinate releases to public:<ul style="list-style-type: none">- Inform the public about damage, restricted areas, actions to protect and care for companion animals, farm animals, and wildlife, and available emergency assistance.- Issue official emergency instructions and information to the public through all available means.- Issue evacuation order(s) to media when directed by EOC Manager.- Release information regarding curfews.- Provide information regarding distribution points for potable water and/or ice; Update the residents as to the quality of the water supply and stress the possible negative effects of drinking contaminated water; Provide information to the media (especially radio stations) and cable and satellite television about the quality of the water supply and the location of distribution points for potable water and/or ice, following an emergency.<input type="checkbox"/> Establish communication links with local media.<ul style="list-style-type: none">- Maintain direct media telephone and facsimile machine (FAX) numbers, to assure a method of communicating with them in the event of a failure in the media FAX network.- Maintain Email addresses to assure a method of communicating with them in the event of a failure in the media FAX network.<input type="checkbox"/> Provide releases of information to the media, throughout the emergency, of City-County government activities to assure residents that City-County is mobilizing to respond to.<input type="checkbox"/> Develop a flyer with information of importance and mass produce them on copier – for distribution to City-County workers in the field (public safety officers, firefighters, debris removal personnel, damage assessment team, etc.)<input type="checkbox"/> Respond to media inquiries.<input type="checkbox"/> Activate the Rumor Control Center.<input type="checkbox"/> Monitor and respond to rumors.<input type="checkbox"/> Schedule news conferences.<input type="checkbox"/> Designate an information center where media representatives can be briefed, compose their news copy, and have telecommunications with their newspaper or station.<input type="checkbox"/> Establish, maintain contact with State EOC through the EOC Manager:<ul style="list-style-type: none">- Coordinate emergency information efforts.- Participate in and coordinate with the State Joint Information Center.<input type="checkbox"/> Maintain documentation: clip articles, log, and maintain list of releases sent.
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	<ul style="list-style-type: none"><input type="checkbox"/> Obtains approval for PIO news releases.<ul style="list-style-type: none">– In the absence of the Chief Executive, news releases can be approved by the EOC Manager.
Recovery Actions	<ul style="list-style-type: none"><input type="checkbox"/> Develop and communicate information regarding public and individual disaster assistance initiatives and programs.<input type="checkbox"/> Provide public information related to mitigation efforts and programs.<input type="checkbox"/> Participate in the after-action reviews and improvement planning process.

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Attachment 3
JIC ORGANIZATION STAFFING AND ASSIGNMENTS

JIC POSITION	NAME OF PERSON ASSIGNED
Lead Public Information Officer	
Subject Matter Expert PIO Assistant(s)	
Joint Information Center Manager	
Research Team Leader (Internal Affairs)	
Data Gathering Unit Leader	
Product Unit Leader	
Media Operations Leader (External Affairs)	
Dissemination Unit Leader	
Preparation Unit Leader	
Community Outreach	
Protocol Support	
Field Ops Coordinator	
Field PIO(s)	
Logistics Team Leader	
Service Unit Leader	
Support Unit Leader	
Training Unit Leader	

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Attachment 4
Emergency Public Information
PUBLIC ACCESS

I. INTRODUCTION.

This plan recognizes and acknowledges the importance of providing the general public and the media with pertinent information as rapidly as possible in case of an emergency/disaster. Every effort will be made to cooperate with the news media in providing information about events and incidents, within the limits of safety and efficient operations, and in recognition of the rights of the news media to perform their duties.

II. PURPOSE.

- A.** The purpose of this appendix is to establish a general policy for providing information to the public through the media and equal access to information for the news media during emergencies/disasters.
- B.** The following information, given resource and incident limitations, concerning major emergencies/disasters will be provided to the media as soon as possible:
 - 1. Nature of disaster;
 - 2. Location of disaster;
 - 3. Time of disaster;
 - 4. Number of people involved;
 - 5. Continuing hazards;
 - 6. Environmental impact;
 - 7. Economic impact;
 - 8. Agencies involved in response;
 - 9. Scope of agency involvement and activity;
 - 10. Extent of estimated public and private damages;
 - 11. Safety instructions;
 - 12. How/where to get assistance for livestock and companion animals;
 - 13. How the public may volunteer and provide assistance; and
 - 14. Telephone numbers for donations and donations policy.

III. COLLECTION AND DISSEMINATION OF INFORMATION

Types of information outlined in paragraph II-B, will be assembled and disseminated as soon as possible utilizing Joint Information System/Joint Information Center staff:

- A.** Individuals assigned to the Joint Information Center, utilizing the Joint Information System, will be responsible for the collection of information from representatives of affected jurisdictions, related sources and other agencies, and for dissemination of authorized information directly to the news media and the private sector.

- B.** The Public Information Officer/Joint Information Center staff will access the news media through the Emergency Alert System, FAX, email, press conferences, etc.

IV. ACCESS FOR NEWS MEDIA REPRESENTATIVES

- A.** In recognition of the media and public's right to know as much as possible about a disaster, local agencies involved in emergency response will cooperate by allowing representatives of the news media access to emergency response information.
- B.** The Homeland Security and Emergency Management Agency (HSEMA) will maintain a policy for media access to the Emergency Operations Center (EOC). News media representatives will be governed by the following guidelines:
 1. Representatives of the news media will have access to the EOC, when authorized by the Director of HSEMA or the EOC Manager.
 2. Audio and video recordings and personnel interviews will be permitted in the EOC when authorized by the Director of HSEMA or the EOC Manager.
 3. The HSEMA/EOC Public Information Officer staff will escort all journalists and schedule and coordinate any authorized interviews in the EOC.