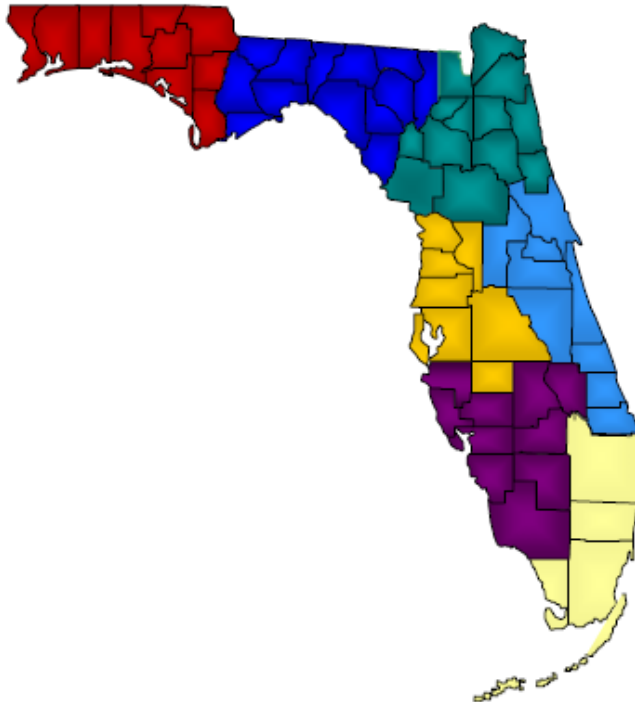


PUBLIC INFORMATION

Joint Information Center (JIC) and Joint Information System (JIS) Guidelines

RDSTF



Approved by
DOMESTIC SECURITY OVERSIGHT
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Florida's Updated JIS/JIC Guidelines

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All Incidents are Local!

- The National Response Framework (NRF) is based upon the principle that “incidents begin and end locally, and most are wholly managed at the local level”

Basic Principles

- It is *your* dirt
- *your* community
- *your* message
- *your* legacy!



Common Questions

- What if it happens in my jurisdiction?
- What is my plan to support public information during a major incident?
- Can I provide relevant PIO capability?
- Where can I get qualified PIO assistance?
- How do I set up a JIC?
- What tools will I need?

Information Age Forces Changes!

- News “gathering” cycle has changed
- Direct access to WWW causes new paradigm
- IC/PIOs must exploit social media
 - Rumor Control – “Damage Control”
 - Suspect/Witness Identification – NYC Bomber
 - Forensic Investigation

History of the RDSTF JIC Protocol

- Created in June 2006
- Had not been updated
- Need to address changes in media landscape
- Need to address lessons learned from deployments
- Incorporate additional tools and resources

Statewide Workshops

- Jan-Mar 2009
- Conducted workshops in
 - Fire Rescue East
 - Tallahassee, Orlando, Ft. Lauderdale
- Discussion prompted through tabletop exercise
- Intent
 - Evaluate PIO knowledge of and input to the Protocol
 - Obtain information about local PIO capabilities and needs
- Received input from more than 150 PIOs

What We Learned

- Varying knowledge about the Protocol
 - Well informed, applies it regularly
 - Some not aware
- Varying levels of connectivity
 - Peer PIO organizations
 - RDSTF
 - State Response Process
- Varying levels of expertise about joint operations
 - Well trained and versed in ICS, NIMS, etc.
 - Well?

Recommended Changes

- Change from *protocol* to *guidelines* – *Model Policy*
- Streamline guidelines for agency adoption and field use
- Create a more functional response plan
- Align with SERT (ESF 14), CEMPs, SERP, NIMS
- Include scalable JIC models
 - Provides guidance for local incidents
 - Identifies trigger points for escalation
 - Works through catastrophic event
 - Includes demobilization

Flexible Applications

- Resource document for new PIO
- Reference tool for experienced PIO
- Field guide applicable during any incident

information efficiently.

The Role of the Public Information Officer (PIO)

Public Information Officers provide critical information to the public during events and incidents. Beyond the typical daily networking of Public Information Officers (PIOs), the National Incident Management System (NIMS) is the formal organization model by which Public Information Officers coordinate pre- and post-event/incident emergency communications. Public information in the NIMS is based on these principles:

- The PIO supports and reports to the Incident Commander.
- Public information functions must be coordinated and integrated across all jurisdictions and functional agencies.
- Organizations participating in incident management retain their independence.
- The Incident Commander approves all media releases, written or verbal.

In all responses, there should be a designated Lead PIO (or co-lead PIOs). This person is a member of the command staff within the Incident Command System (ICS) and reports directly to the Incident Commander. The Lead PIO is the "official" spokesperson.

BASIC PUBLIC INFORMATION RESPONSIBILITIES

The basic functions of a public information operation are, as follows:

- Respond to inquiries from the news media and the public
- Monitor the news media to detect and correct misinformation and identify emerging communication trends or issues
- Advise the Incident Commander on public information issues and advocate for the community to ensure public information needs are met
- Manage the release of emergency public information and warnings
- Coordinate, clear with appropriate authorities, and disseminate accurate and timely information related to the incident
- Ensure equipment and personnel are sufficient to meet the public information need
- Constantly inform and apprise elected officials, agency heads and other leaders as to the status of the incident

Depending on the size of the incident, these functions may be accomplished by one PIO or a team of PIOs within a Joint Information Center (JIC).

Definition of Joint Information System and Joint Information Centers

The National Incident Management System (NIMS) defines a Joint Information Center (JIC) as *"the physical location where public information staff involved in incident*

The JIC Toolbox

■ Details available resources

- Regional Mobile JICs
- Tac Paks
- Deployment Team

Mobile JICs (Mobile Joint Information Center)

Through funding to the Regional Domestic Security Task Forces, all seven regions of the state now have a functioning Mobile Joint Information Center (MJIC). The MJIC is designed to be a resource of public information officers deployed in the field or to an area with no established workspace. Although each of the seven MJIC are configured differently, they provide the same basic capabilities, including air conditioned work space, multiple TVs, and other support equipment (printers, fax machines, and other equipment).

The request to deploy a Mobile JIC may be made in multiple ways, depending on the reason for the request and the length of deployment:

- A. If the MJIC is needed for a training drill, display, or short-term emergency event, it may be requested through the local agency responsible for the unit. This would be for a one-two day event.
- B. If the MJIC is needed for a long-term emergency event, meaning a deployment of up to a week or longer, the request should be made through the county emergency manager to the State EOC, in order for the request to be logged in EM Constellation; the SEOC's tracking software. After the request is received at the SEOC, it will be filled by the closest MJIC available and the requesting person will be notified.

TAC PAK (Tactical Communications Package)

The RDSTF has secured several TacPaks for each region. Like the Mobile JICs, TacPaks are issued to individual agencies for safekeeping and maintenance.

The TacPak serves as an office in a box. It contains all the essential items a PIO needs to set up a temporary field operation in a remote or satellite location.

TacPaks are available, upon request, through the agency they are assigned. A Tasking Number is not necessary to request a TacPak.

□ Pre-scripted messaging templates

- All hazards
- Modifiable

Template for Pre-scripted, Immediate Response to Media Inquiries

Use this template if the media is “at your door” and you need time to assemble the facts for the initial press release statement. Getting the facts is a priority. It is important that your organization not give in to pressure to confirm or release information before you have confirmation from your scientists, emergency operations center, etc. The following are responses which give you the necessary time to collect the facts. Use the Template for Press Statement for providing an initial press release statement after the facts are gathered.

NOTE: Be sure you are first authorized to give out the following information.

Date: Time:

Approved by:

Pre-scripted Responses

If on Phone to Media:

- We've just learned about the situation and are trying to get more complete information now. How can I reach you when I have more information?
- All our efforts are directed at bringing the situation under control, so I'm not going to speculate about the cause of the incident. How can I reach you when I have more information?
- I'm not the authority on this subject. Let me have (name) call you right back.
- We're preparing a statement on that now. Can I fax it to you when it's ready?
- You may check our Web site for background information, and I will fax/e-mail you with the time of our next update.

If in person at incident site or in front of press meeting:

- This is an evolving emergency and I know that, just like we do, you want as much information as possible right now. While we work to get your questions answered as quickly as possible, I want to tell you what we can confirm right now:
 - At approximately (time), a (brief description of what happened).
 - At this point, we do not know the number of (persons ill, persons exposed, injuries, deaths, etc.).
 - We have a (system, plan, procedure, operation) in place for just such an emergency and we are being assisted by (police, FBI, DHS) as part of that plan.
 - The situation is (under) (not yet under) control and we are working with (local, State, Federal) authorities to (contain this situation, determine how this happened, determine what actions may be needed by individuals and the community to prevent this from happening again).
 - We will continue to gather information and release it to you as soon as possible. I will be back to you within (amount of time, 2 hours or less) to give you an update. As soon as we have more confirmed information, it will be provided.
 - We ask for your patience as we respond to this emergency.

PIO Typing

PIO Position Typing

To assist with determining the type of public information officers needed to assist, the following "typing" of PIOs is based upon guidelines established by the State of Florida Working Group, as follows:

Type I:

The Type I PIO will be qualified to serve as Lead PIO.

Type II:

Type II PIOs can serve in any capacity deemed necessary by the Lead PIO, however, should not serve as Lead PIO. Also, when and where practical, the Type II PIO should not be deployed alone, on an event.

Type III:

A Type III PIO may or may not meet the above requirements and is not eligible for deployment, however, may provide support services to a JIC during a local event.

| PIO Type | Training | Experience | Can Serve |
|----------|--------------------------------|-----------------------------|-----------------------|
| Type I | Basic & Adv. PIO or equivalent | Five years + One Deployment | Lead PIO, Team Leader |
| Type II | Basic PIO | Two Years | Team Member |
| Type III | N/A | N/A | Local JIC Only |

- Identifies qualification levels
- Defines typing language
- Offers framework for newer PIOs

JIC Model

- Reviews JIC procedures and objectives
- Defines roles and responsibilities
- Offers mission critical guidance

Model JIC/JIS Plan

Accurate, timely, relevant and concise public information is essential for successful response to a widespread community threat, such as hurricanes, wildfires, tornadoes, freezes, toxic spills and criminal activities. The skill and professionalism with which emergency managers communicate vital information to the public – through the news media and other communication channels – can be the difference between a successful response and a tragedy. A good emergency public information plan is an essential element of an emergency response. In a disaster, citizens need to know where to go, what to do and what not to do. Effective public information efforts reassure and bolster the public's confidence. People need to know that amid scenes of apparent chaos, there is a steady hand of leadership in command of the incident. There must be a professionally staffed public information structure to coordinate and disseminate



A Work in Progress.....

- Expand Resource section
 - Responsibility of asset holder
 - Mechanisms for deployment
 - Expectations
- Address social media and new media landscape
- Expand templates
- Create accessible repository for templates
- Create useable field guide



Training

- Requires annual preparedness funding
 - Provide Regional/State-wide training
 - Tied to all exercises
- Exercise Guidelines annually
- Provide local interface training



Document Progress

- Approved by SWG - January
- Approved by DSOC - March
- Submitted to SERP – April
- Present at GHC - May

Finished Concept

- Functional, comprehensive document
 - Hard Copy or HSIN Florida
- Accessible Toolbox
 - Via web or network
 - USB drives
 - Laptop deployable
- Pocket (field) guide (pending funding)
- Quarterly training (Regional)
- Annual Training (Statewide)

