

Ada County

Joint Information

System Plan





Emergency Instructions

To use this plan in an emergency find and follow the appropriate Checklist.

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1. Purpose

- 1.1. To provide basic procedures to establish and operate an effective Joint Information System (JIS).
- 1.2. To provide basic procedures to establish and operate an effective Joint Information Center (JIC).
- 1.3. To generate and distribute timely, accurate, and coordinated public information to keep stakeholders informed; and to protect people, property, and the environment before, during and after a disaster or emergency.

2. Authorities

- 2.1. This JIS Plan follows the principles of the Incident Command System and is compliant with the National Incident Management System (NIMS), per Homeland Security Presidential Directive (HSPD) # 5.
- 2.2. This plan is also designed to mesh effectively with the National Response Framework (NRF) as it addresses emergency public information and protective action guidance, and media and community relations.

3. Situation and Assumptions

3.1. *Situation*

- 3.1.1. Ada County is approximately 1055 square miles in size, with a population of just over 400,000 people. There are six incorporated communities: Boise, Eagle, Garden City, Kuna, Meridian, and Star.
- 3.1.2. Numerous natural and man-caused hazards may necessitate activating the JIS.
- 3.1.3. Large emergencies or disasters may attract regional or national media representatives. A JIS/JIC will facilitate working with these organizations.
- 3.1.4. The amount of time available to determine the scope and magnitude of an incident may impact the public information given.

3.2. *Assumptions*

- 3.2.1. During large emergencies or disasters the general public and the media will demand information about the event, as well as instructions on personal protection.
- 3.2.2. Electronic media, such as television, radio, and social media will perform an essential role in notifying the public about emergency instructions and current incident information.
- 3.2.3. Numerous agencies at the local, State and Federal level may be involved in emergency communications during a disaster.
- 3.2.4. Large local, State and Federal agencies have their own highly trained and skilled public information officers (PIOs).
- 3.2.5. Professional PIOs have developed individual agency plans and procedures, checklists, contact lists, and public information materials.
- 3.2.6. Local PIOs have participated in ongoing training related to emergency management, including Incident Command System courses.
- 3.2.7. PIOs should be able to gather, verify, prepare, coordinate and disseminate information to all audiences, including those with disabilities, special needs, or language requirements.

4. How the Plan Works

4.1. Joint Information System (JIS)

Just as establishing the Incident Command System avoids multiple command posts, establishing a Joint Information System (JIS) avoids multiple information release points. During an incident or planned event, coordinated and timely communication is critical to help the community respond appropriately. Accurate communication can help the public make informed decisions, save lives and property, and help ensure credibility and public trust. The mission of the JIS is to provide a structure and system for developing and delivering reliable and coordinated interagency messages to stakeholders and the public.

Large incidents always involve more than one agency or jurisdiction. A JIS is an information network comprised of all government and non-government organizations involved in the event. The JIS is the means of gathering, verifying, integrating, and coordinating information to ensure that accurate, timely, accessible, and consistent messages are provided to the public and the media.

A Joint Information System includes public information officers, plans, protocols, procedures, and structures needed to provide public information. Federal, State, or local Public Information Officers and established Joint Information Centers (JICs) are critical supporting elements of the JIS.

Joint Information System responsibilities include:

- Recommending, developing, and executing public information plans and strategies.
- Advising the Multiagency Coordination System and Incident Command concerning public affairs issues that could affect a response effort.
- Controlling rumors and inaccurate information that could undermine public confidence in the emergency response effort.

4.2. Joint Information Center (JIC)

The Joint Information Center (JIC) is a central location that facilitates the operation of the JIS. Incident Command and Multi-Agency Coordination Groups (MACS) are responsible for establishing and overseeing JICs. The JIC structure is designed to work well for large or small incidents. Collocating Public Information Officers (PIOs) at the JIC enhances information coordination, reduces misinformation, maximizes resources, and helps build public confidence in response efforts. Agencies participating in the JIC will work under their own guidelines throughout the emergency event.

It is important to remember that the JIC is a tool to support the JIS, and the primary function of the JIS is to keep information flowing. JIC information releases are cleared through Incident Command / Unified Command (IC/UC), or the Emergency Operations Center / Multi-Agency Coordination Group (EOC/MAC) to ensure consistent messages, avoid release of conflicting information, and prevent negative impact on operations. This formal release process helps ensure that sensitive information is protected.

4.3. JIC Facility Location

4.3.1. Ada County JIC

The Ada County Joint Information Center will be located in the Ada County Sheriff's Briefing Room, adjacent to the Ada County Emergency Operations Center in the Vernon L. Bisterfeldt Public Safety Building, 7200 Barrister Drive, Boise. Media/Press conferences will be held in the Sheriff's Training Annex.

Individual cities in Ada County may elect to open a JIC within their own jurisdiction. A single JIC location is preferable, but the system is flexible enough to accommodate multiple locations. If possible the JIC should provide special parking for media vehicles.

4.3.2. Virtual JIC

In some circumstances it is possible that a Virtual JIC may be established when physical collocation is not feasible. If a Virtual JIC is established JIC staff members can perform their assigned functions from work, home or any location via the Internet. Information may also be posted to WebEOC.

4.4. Informing the Public

Informing the public and additional audiences during an incident is an ongoing cycle that involves four steps:

4.4.1. Step 1: Gather Information

Information is collected from the ICS Command and General Staff, which are a source of ongoing, official information on the response effort, and other sources such as:

- Response agencies;
- Media;
- Calls from public and elected officials;
- Technical specialists;
- Other agencies such as utilities and the National Weather Service; and
- Emergency Response Guidebooks.

4.4.2. Step 2: Verify Information

Verify the accuracy of the information collected by:

- Consulting with EOC sources and technical specialists;
- Ensuring that information is consistent and accurate, striving toward accessibility to all affected by the incident; and
- Consulting with other PIOs: compare notes, especially with the Lead PIO and PIOs who are liaisons to the various assistance programs or response/recovery partners, to verify the accuracy of information.

4.4.3. Step 3: Coordinate Information (Internal)

4.4.3.1.Coordination. Coordination includes, but is not limited to:

- Coordination between ICS Command and General Staff;
- Coordination between EOC participants; and
- Obtaining approval from appropriate authorities before information is disseminated.

4.4.3.2.Messaging. Initial information should include:

- Actions the public should take;

- Impact on the incident;
- Actions the response agencies are taking;
- Actions businesses and industries should take;
- A summary of the incident; and
- Overall steps to be taken by the government and by citizens to return to normal after the incident.

4.4.3.3.Information Sharing. In addition to the public and media, information needs to be shared with the Command Staff (via WebEOC, if possible), response community, other Federal, State, local and volunteer agencies, elected officials, other community leaders; and other PIOs. Sharing Information regarding response and recovery actions and objectives is critical to building situational awareness for a JIS.

4.4.4. Step 4: Dissemination of Information (External)

4.4.4.1.Information may be disseminated to:

- Disaster victims;
- Outside general public;
- Affected jurisdictions;
- Community leaders;
- Private sector;
- Media;
- Nongovernmental organizations (e.g., American Red Cross);
- Response and recovery organizations (e.g., urban search and rescue, utilities);
- Volunteer groups (e.g., Community Emergency Response Team – CERT, Voluntary Organizations Active in Disasters – VOAD);
- Other impacted groups.

4.4.4.2.Methods of Dissemination. Information dissemination may be done through multiple media outlets or alternatives, including:

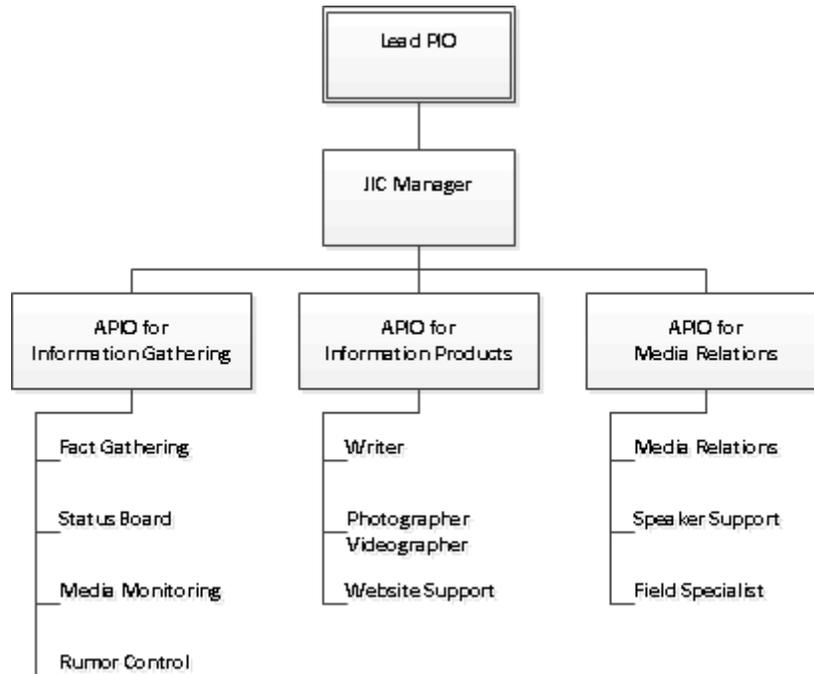
- News releases;
- Blogs;
- Social media (e.g., Twitter, Facebook);
- Mass E-mails and faxes;
- Text messages;
- Website posting;
- WebEOC;
- EAS;
- Public Service Announcements;
- Closed circuit cable;
- Reverse 911;
- 1-800 phone lines;
- Reader boards;
- Phone banks;
- Loud speakers;
- Door-to-door;
- Fliers/factsheets;
- Briefings; and
- Community meetings.

4.5. JIC Staffing and Organization

In the Incident Command System the Public Information Officer (PIO) is a command staff position and reports to the Incident Commander, or whoever is in charge. The PIO is responsible for developing and releasing public information to the media, the public, and to responders. The lead PIO is responsible for establishing and managing JIC operations. The size of a JIC is flexible and can grow or shrink to fit the situation.

4.6. JIC Organization Chart

The following chart is just one example of how a JIC may be organized. Each box represents a person assigned to the JIC. Below each Assistant PIO (APIO) position the functions to be performed are listed. These functions may be assigned to separate individuals (APIOs).



4.7. Joint Information Center Staff

4.7.1. Lead Public Information Officer

Only one PIO will be assigned for each incident, including multi-jurisdictional incidents operating under a UC. The PIO may appoint as many assistants (APIO or JIC Specialists) as necessary, and the assistants may also represent assisting agencies, jurisdictions or other response partners. The Lead Public Information Officer should be from the agency that has the lead in handling the crisis, if possible.

4.7.2. Joint Information Center Manager

The JIC Manager is selected by the Lead PIO and is responsible for the daily operations of the JIC facility. The JIC Manager keeps the JIC running from a logistical standpoint and provides support to the Lead PIO, agency public information staff, and all functional areas of the JIC. Responsibilities include supplies, staffing, and security.

4.7.3. Information Gathering Group

The Information Gathering Group gathers, analyzes, verifies and sorts information. Information is gathered from on-scene Command, on-scene PIO, monitoring the news media, and other relevant sources. This group also maintains JIC status boards.

4.7.4. Information Products Group

The Information Products Group researches and develops all written, print, photographic, audio, video and web-based material for use by the JIC. The group coordinates the information with other JIC PIOs, including establishing key messages and obtaining approval from the IC/UC. Finally, with appropriate approval, messages are disseminated to the public, the media, and additional stakeholders.

4.7.5. Media Relations Group

The Media Relations Group coordinates the release of information to the media. This group conducts news briefings and interviews and prepares speakers prior to interviews. They also credential and escort the media as necessary.

4.8. Considerations for Special Needs Populations

PIOs should be able to gather, verify, prepare, coordinate, and disseminate information to all audiences, including those with disabilities, special needs, or language requirements. It is important to have materials translated into common non-English area languages and to use other formats such as Braille, large print, audio, etc. Contacts should be established to translate emergency information.

4.9. Communications Resources

Communication is critical to effectively help the community through an incident. Methods of communicating with the public may include the use of the Emergency Alert System (EAS), Web sites, hotlines, phone banks, Geocast, social media, and other alerting messaging systems.

4.10. ICS Forms for PIOs

Below is a list of ICS forms that JIC personnel should be familiar with.

Form	Description
ICS 214	Unit Log
ICS 204	Assignment List
ICS 209	Incident Status Summary
ICS 213	General Message

4.11. Demobilization of the JIS/JIC

The Lead PIO, in consultation with the IC/UC will determine when to demobilize the JIS/JIC. This decision will be made when the recovery and mitigation operations are underway or complete and/or there is no longer a need for coordination of public information releases. Demobilization may occur in a step-down fashion as the coordination needs of the incident diminish.

5. Reviewing, Exercising, and Updating the Plan

5.1. *Reviewing the Plan*

This plan should be reviewed by the Local Emergency Planning Committee (established by Federal and State law and responsible for all-hazards planning in Ada County) and area public information officers at least annually or more often as needed.

5.2. *Exercising the Plan*

This plan should be exercised as part of any functional or full-scale Emergency Operations Center exercises.

5.3. *Updating the Plan*

- 5.3.1. This plan should be reviewed every two years or sooner if needed.
- 5.3.2. Recommended updates to the plan should be sent to the Ada City-County Emergency Management Office.
- 5.3.3. Plans will be provided to agencies and individuals on the plan distribution list. It is the responsibility of the copy holder to keep individual plans current.

6. Sources

This Ada County Joint Information System Plan was created from three primary sources:

- The National Incident Management System core document, December 2008.
- The Basic Guidance for Public Information Officers (PIOs), FEMA 517/November 2007.
- The NRT Joint Information Center Model, January 2010.

IP-1.01 Lead Public Information Officer (PIO) Checklist(s)

PIO General Checklist

1. Check in and obtain initial briefing from IC or UC.
2. Support public information needs of the IC (See Daily Checklist, next page).
3. Gather basic facts about the incident – who, what, where, when, why and how.
4. Obtain approval from Command to disseminate public information products.
5. Use gathered facts to answer inquiries.
6. Establish a dedicated phone line for providing information and managing telephone and e-mail inquiries from the media, stakeholders and the general public.
7. Advise Command on public information issues and concerns.
8. Attend all Command Staff briefings and meetings.
9. Establish, staff, and equip a Joint Information Center (JIC), when necessary, and oversee its operations (see IP-1.02).
10. If a JIC will be established other than at the primary location (Sheriff's Briefing Room in the Public Safety Building), consider the following criteria:
 - Enough space for everyone to work based on personnel resource requests.
 - Enough AC outlets and/or power strips, used within fire codes.
 - Access to a photocopier.
 - Access to a computer and/or access to the Internet.
 - Access to phone lines.
 - Access to a fax machine.
 - Located at or near the ICP or EOC.
 - Special parking area for media vehicles with boom antennas, if possible.
11. Activate the following positions or groups as needed:
 - Information Gathering Specialist (see IP-1.03).
 - Information Products Specialist (see IP-1.04).
 - Media Relations Specialist (see IP-1.05).
12. Share information gathered at Command Staff briefings and meetings with JIC Staff.
13. Work closely with the Liaison Officer, Safety Officer and Intelligence Officer.
14. Monitor the media, correct misinformation and identify trends and issues.
15. Analyze public perceptions and develop public information strategies.
16. Demobilize (see IP-2.04).

PIO Daily Checklist

1. Receive briefing from previous shift.
2. Develop and monitor information strategies in support of overall response effort.
3. Monitor Joint Information Center's activities to ensure information strategies are being followed.
4. Ensure public affairs people in field are given assignments.
5. Ensure necessary work space, materials, equipment and personnel are available or requested.
6. Receive approval from Incident Command/Unified Command on all information released from the JIC.
7. Maintain high level of understanding of current situation and response operations by attending Command and General Staff Briefings.
8. Ensure Status Board Specialist works with the Situation Unit to obtain the most current information.
9. Ensure information is being provided to internal and external stakeholders.
10. Monitor any request identified by either the IC/UC as "special." VIPs, special interest, local issues, etc.
11. Provide IC/UC with timely information about external perceptions, concerns and needs regarding the incident response.
12. Ensure the speakers for the media briefings are prepared by the JIC well before conferences.
13. Represent the IC/UC during all public functions where the actual members of the IC/UC are not in attendance.
14. Ensure appropriate and timely communications are maintained by the JIC with government, community and media publics throughout the response.
15. Ensure all work of the JIC is well documented and delivered to the appropriate places.
16. Complete Daily Log (ICS- 214).
17. Brief incoming shift.

IP-1.02 Joint Information Center (JIC) Manager Checklist

1. Receive appointment from Lead PIO.
2. Conduct transition meeting with lead/initial PIO.
3. Assume all responsibilities of the PIO, as needed.
4. Ensure proper organization of the JIC.
5. Appoint qualified personnel to the following positions, as needed.
 - Assistant PIO for Information Gathering (see IP-1.03).
 - Assistant PIO for Information Products (see IP-1.04).
 - Assistant PIO for Media Relations (see IP-1.05).
 - Assign additional JIC staff to appropriate roles, as needed.
6. Supervise all JIC operational and administrative activities.
7. Coordinate internal and external JIC information flow.
8. Set JIC staff work hours and daily operating schedule.
9. Maintain unit log (ICS-214).
10. Advise Lead PIO and IC/UC about recommended public information strategies.
11. Provide training or coaching to JIC staff as needed.
12. Coordinate with Logistics Section Chief (LSC) to obtain equipment, supplies and other resources for the JIC.
13. Use this JIS/JIC plan to ensure that all PIO responsibilities are being performed.
14. Demobilize JIC (see IP-2.04).

IP-1.03 APIO for Information Gathering Checklist(s)

The Assistant Public Information Officer (APIO) for Information Gathering responsibilities include:

1. Gather facts (See ICS-209).
2. Display facts on status boards (see IP-2.02).
3. Monitor the media.
4. Analyze and respond to media and social media reports.
5. Respond to rumors.

On smaller incidents the APIO for Information Gathering may perform all of these duties. On larger incidents, any or all of the additional positions listed below may be appointed to perform these functions.

Fact Gathering Specialist

1. Gather information about the incident from Command, Planning Section's Situation Unit and Agency Representatives from each response partner.
2. Establish contacts and maintain regular times to pick up information from all sections within the ICS structure.
3. Respond rapidly to breaking news and quickly gather information from other specialists in the JIC.

Status Board Specialist

1. Display incident information on status boards in the JIC so that it is easily accessible to personnel answering inquiries and producing written products (see IP-2.02).
2. Provide all members of the JIC with copies of news releases, fact sheets, current command message(s) and talking points.
3. Work with the Planning Section's Display Processor and Situation Unit Leader to maintain information boards in high traffic areas of the ICP and field locations to keep responders informed.

Media Monitoring and Analysis Specialist

1. Determine newspaper, radio, television and Internet outlets to monitor.
2. Monitor blogs and social networking sites.
3. Gather perceptions from the media, public and stakeholders about the progress of the response efforts.

4. Identify potential detrimental rumors and rapidly determine effective ways to deal with them, or pass to Rumor Control, if an individual or group of individuals has been designated to process rumors.
5. Set up a news clip collection (radio, TV, print and appropriate Internet websites). Request Finance Section to contact a broadcast media monitoring and print clipping service, or set up equipment to record radio and television news and/or to print media websites and blogs.

Rumor Control Specialist

1. Identify and report any rumors that may cause issues or problems to the APIO for Information Gathering and APIO for Media Relations (see IP-2.03).
2. Verify the accuracy of the rumor and document results.
3. Report results of each rumor investigation to previously noted APIOs.
4. Maintain a file of JIC Rumor Control issues. ICS-213 can be used to record rumors that are reported to the JIC.

IP-1.04 APIO for Information Products Checklist(s)

The Assistant Public Information Officer (APIO) for Information Products responsibilities include:

1. Produce written news releases, media advisories, public service announcements, fact sheets and other publications.
2. Route to PIO for approval all documents, photos, video and other materials (accurate information is essential in preventing public confusion, loss of credibility and/or adverse publicity).
3. Establish and manage an incident news website.
4. Take and disseminate news photos and video of the incident.
5. Produce and gather graphics and logos for the incident.
6. Produce incident casebook.

On smaller incidents the APIO for Information Products may perform all of these duties. On larger incidents, any or all of the additional positions listed below may be appointed to perform these functions.

Writer

1. Produce written news releases, media advisories, public service announcements, fact sheets, talking points, emergency public information, voice and text messages, blog and social media statements and other direct-to-stakeholder information products.
2. See Writing Guidelines for News Releases and Sample News Release (IP-2.07, IP-2.08).

Photographer / Videographer

1. Shoot and edit photographs of newspaper/magazine quality.
2. Shoot and edit video of broadcast quality.
3. Catalog and manage all photos and videos.
4. Provide all photos and videos to the Administrative Assistant for the casebook and the Website Specialist for the JIC website.

Administrative Assistant

1. Work with Logistics Section to acquire, set up and run audio/visual support for briefings.
2. Provide support for media briefings and town meetings.
3. Produce a casebook available in the JIC and/or stored on the JIC website.

3.1. A casebook is a compilation of all public information about the incident that can be used for post-incident information requests and evaluations. It provides a case history that can be used as a reference for future events. A printed or electronic copy of the casebook should be made available to each of the JIC's response partners.

3.2. The casebook should contain:

- All news releases, fact sheets, talking points and key messages generated by the JIC.
- Copies of all news clips.
- Copies of all JIC-produced videos, photographs, maps and other visuals.

NOTE: the casebook should not include IAPs.

4. Provide all JIC files and products to the Documentation Unit.
5. Produce briefing packets.
6. Coordinate security needs with the Security Manager of the Facilities Unit in the Logistics Section.
7. Catalog, file and copy all JIC materials.
8. Maintain media credentialing files.

Website Specialist

1. Maintain and update incident website and incident social media accounts.
2. Maintain JIC blog, if applicable.
3. Route e-mail inquiries to Media Relations Specialist.
4. Ensure approval of all items prior to e-mailing or posting on the incident website.
5. Ensure all items posted to the incident website are Section 508 compliant, if possible.
6. Establish a virtual JIC, as needed.
7. Coordinate with web support personnel for all agencies represented in organization to ensure site meets individual agency requirements.
8. Coordinate media and community distribution lists.

IP-1.05 APIO for Media Relations Checklist(s)

The Assistant Public Information Officer (APIO) for Media Relations responsibilities include:

1. Respond to media inquiries.
2. Select and prepare speakers prior to interviews.
3. Provide escorts to the media.
4. Credential media.
5. Maintain multi-lingual capabilities, if necessary.
6. Maintain and update media lists.
7. Identify misinformation or rumors.

On smaller incidents the APIO for Media Relations may perform all of these duties. On larger incidents, any or all of the additional positions listed below may be appointed to perform these functions.

Media Relations Specialist

1. Determine primary media outlets.
2. Produce detailed accounts of calls, including name and organization, phone number, nature of inquiry and result.
3. Maintain a comprehensive and current media list containing points of contact, phone, pager, cellular and fax numbers and e-mail and postal addresses.
4. Disseminate approved written material to the media (see IP2.10, IP-2.11).
5. Staff the phones with people able to answer calls, possibly in more than one language, from local, state, national and international media.
6. Respond to routine inquiries using talking points, speaker preparation, news releases and fact sheets.
7. Promote story and feature ideas to target media.
8. Establish a daily drive-time call-out schedule that meets local radio and television deadlines. This will vary with each incident.
9. Document the time and details of the response: track inquiries to ensure response and closure within a timely manner (ideally, less than one hour).

Speaker Support Specialist

1. Identify schedule and prepare appropriate personnel and subject matter experts for news briefings and media interviews (see IP-2.09).
2. Advise the PIO and APIO/JIC Manager on times for news briefings.
3. Coordinate with the Administrative Assistant about set-up and audiovisual needs for news briefings and media interviews.
4. Schedule and coordinate editorial board.

Field Specialist

1. Coordinate with the Safety Officer to ensure it is safe to escort others to the incident scene.
2. Ensure media are properly equipped and informed.
3. Escort media to incident scene or other field locations.
4. Field Specialist may also be required to:
 - Take photos and videos of incident scene.
 - Gather facts from incident scene.
 - Disseminate approved incident information to members of the media or public.

IP-2.01 Developing the Operating Schedule

1. Conduct transition briefing between shifts. Consider a one hour overlap between shifts to allow for briefing and transition.
2. Most incidents may be handled with one or two shifts. Only incidents that draw national or international attention may require round-the-clock staffing. In the event of a 24-hour schedule an APIO should be assigned to perform the PIO's responsibilities, with full authority of the PIO.
3. Assign JIC staff members to appropriate roles and work hours.
4. Coordinate with Planning Section Chief regarding daily meeting schedule (ICS form 204) of Command Staff briefings and meetings.
5. Coordinate with APIO for Information Products to set deadlines for writing, approval and dissemination of all information products.
6. Coordinate with the APIO for Media Relations to set the schedule of media briefings, community meetings, media/VIP tours and other JIC events, including deadlines for speaker preparation.
7. Gather Command Message(s) for the APIO for Information Products from the PIO and UC.
8. Coordinate with PIO and JIC staff on messages and strategies for meeting target audiences.
9. Deliver media analysis to PIO.
10. Ensure preparation for news briefings.

IP-2.02 Producing the Status Board

1. Contact Planning Section Chief or Situation Unit Leader to obtain latest ICS Form 209 Status Summary.
2. Meet with key response positions and post obtained information in the JIC.
3. Display current news releases, fact sheets and incident news clips in physical JIC on status board or data projectors and/or in Virtual JIC website for Command and JIC staff to view.
4. Display non-incident/morale boosters – other news, sports, comics, local restaurant menus, etc.
5. Coordinate with Planning Section’s Display Process to identify high-traffic locations for status boards in the ICP (break rooms, main hallways, etc.) visible to other responders.
6. Update boards as needed, including after each Operations Briefing.

IP-2.03 Validating Rumors

1. The Rumor Control Specialist (RCS) (or APIO for Information Gathering) receives rumor from someone in other response position (e.g., media or community relations).

NOTE: rumors can be received by anyone from many different means – by field workers through interaction with the public, by other JIC members who work with the media, etc.

Intake of rumors to the JIC may be via telephone, face-to-face interaction, social media, General Message, or other means.

2. The RCS documents received rumor and all amplifying information.
3. The RCS seeks out appropriate response organization subject matter expert to validate/invalidate received rumor (e.g., Situation Unit Leader for collected incident data or Liaison Officer for list of assisting agencies).
4. The RCS validates, records validated fact.
5. The RCS provides copies of completed form to the following JIC personnel:
 - APIO for Information Gathering (for posting).
 - APIO for Information Products (to correct any previously released or draft release).
 - APIO for Media Relations (for dissemination to the public).

IP-2.04 Demobilizing a JIC

1. Receive Demobilization Plan from Planning Section Chief or Demobilization Unit Leader.
2. Brief personnel regarding demobilization.
3. Debrief appropriate personnel prior to departing incident:
 - Incident Commander
 - Planning Section Chief
 - Logistics Section Chief
 - Agency Representatives
4. Supervise demobilization of unit, including inventory, return and storage of equipment and supplies.
5. Supervisors to complete Incident Personnel Performance Rating (ICS-225); all individuals complete Check-out sheet.
6. Notify media and other stakeholders when JIC will demobilize, whether Virtual JIC website will continue to be updated and which agency or organization PIOs to contact for any future inquires or updates.

IP-2.05 Daily Brief Worksheet

1. Incident Name:	2. Operational Period:
3. PIO:	4. Prepared by:
5. Joint Information Center Personnel Assigned	
APIO – JIC Manager:	APIO – JIC Manager (satellite JIC)
APIO – Information Gathering:	APIO – Media Relations:
APIO – Information Products:	
6. Joint Information Center Daily Activities	
6a. Information Gathering	
Media monitoring & analysis highlights:	Rumor control highlights:
Social media monitoring & analysis highlights:	
6b. Information Products	
Written news releases:	Fact sheets:

Video:	
PSAs:	Website:
Incident Social Media Websites:	
6c. Media Relations	
Media inquiry highlights:	Media interviews scheduled:
Media briefings scheduled:	Media speaker preparation scheduled/required personnel:
Field activities scheduled:	
6d. Community Relations	
Community inquiry highlights:	Community meetings scheduled:
Community speaker preparation scheduled/required personnel:	

IP-2.06 Query Record

Person Calling:
Date/Time of Call:
Organization:
Phone/Fax Number:
E-mail Address:
Physical or Mailing Address:
Inquiry:
Deadline:
Person Taking Call:
Report Made by:
Date/Time:
Reply:

IP-2.07 Writing Guidelines for News Releases

1. Assemble the facts into two or three sentences that answer: who, what, when, where, why and how.
2. List the remaining facts in descending order of importance (i.e., the inverted Pyramid Journalism style) in narrative or, if necessary, bullet form (e.g., what agencies are responding, type and amount of equipment).
NOTE: The release should be only one page in length. If there is a need for additional information about specific topics, then a separate fact sheet should be created. Follow steps 3 – 5 for fact sheets and news releases.
3. Spell check and edit the release and give it to the APIO for Information Products and the PIO for review and approval by the IC/UC. (Review by subject matter specialists, technical experts and/or legal counsel may be helpful prior to approval by the IC/UC.)
4. Give copies of approved release to all JIC staff members or posting on Status Boards, inclusion in JIC Case Book and to respond to media and community inquires.
5. E-mail, fax, or disseminate to media and other internal/external stakeholders.

IP-2.08 Sample News Release

(Unified Command logos/names here)

News Release

Date: (date)

Contact: Joint Information Center

(###) ###-####

UNIFIED COMMAND RESPONDS TO (INCIDENT)

(City, State -) Write one sentence for the LEAD paragraph being as brief as possible. Include the most important information in this first sentence such as what happened, where, to whom and when.

The BRIDGE paragraph is next and covers more detailed information than the lead. The release should be written in inverted pyramid style. *Inverted pyramid means that you start with the most important information at the beginning of the release and the least important goes at the end.* Why and how are mentioned here (if available) as well as secondary facts and identification (Lead paragraphs do not contain names of individuals.).

The BODY section covers the remaining relevant information. Stick to the facts. Use active, not passive, voice. (e.g., *Rather than writing “entered into a partnership” use “partnered” instead.*) Use only enough words to tell your story. Beware of jargon. Avoid the hype. (*The exclamation point (!) is your enemy.*) Always have someone proof read your release and be prepared for changes.

###

(this signifies the end of the release)

IP-2.09 Speaker Preparation Worksheet

1. Statement
2. Key Message(s)
3 – 4. Key Message(s) with Supporting Facts
5. Repeat Key Message(s)
6. Future Action(s)

IP-2.10 Media Briefing Worksheet

General Guidelines:

As the moderator it is your responsibility to set the tone for the media briefing.

Have a predetermined message for each media briefing. If you do not have a message, you do not need a media briefing.

Provide correct spelling for any of the names with peculiar spellings. Ensure you state the person's position in the Unified Command.

Determine proper local pronunciations. (For example, Biloxi is pronounced Beh-lux-ee not Beh-lox-ee.)

Set a time with your speakers prior to starting the media briefing. Stick to that time. Do not let any one person dominate the time during the media briefing. Take charge and use time as your authority.

Make yourself available at the end of the media briefing. This will build relationships and your trust and credibility with the members of the media attending your media briefing.

Moderator Script:

Welcome. Ladies and Gentleman to today's (this morning's, tonight's) MEDIA BRIEFING.

With us today is _____ .

We will begin today with some brief statements from the representatives of the Unified

Command. Then we will open the floor to your questions. Because of on-going operations we will be available for _____ minutes today. Please allow time for everyone here to ask

questions. Following the media briefing, the Joint Information Center Staff and myself will be available to help you with any further needs.

IP-2.11 Sample Media Advisory (JIC Established)

(Unified Command logos/names here)

Media Advisory

Date: (date)

Contact: Joint Information Center

(###) ###-####

(INCIDENT) JOINT INFORMATION CENTER ESTABLISHED

(City, State -) A Joint Information Center has been established at (location) to disseminate response information for the (incident).

The media is requested to use the phone numbers listed below for incident response inquiries and interviews.

(###) ###-####

(###) ###-####

(###) ###-####

(If incident response information is posted to the web list the website here. e.g., A website with incident response information can be found at the following URL:)

###

(this signifies the end of the release)