

Executive Playbook Customization & Presentation Instructions

Puget Sound Regional Catastrophic Preparedness Grant Program

1 Cover page

The cover page is intended provide similar structure for all jurisdictions, yet be customized. The title of the document will stay the same, *Executive Playbook*. There are three sections of the title page that need to be changed by the jurisdiction:

- City/County name
- The cover picture
- The logo

✓ Update City/County name

The cover page template states **City/County Name**. You want to highlight **City/County Name**, and start typing in the proper name for your jurisdiction. If the name of your jurisdiction does not fit in the text box, **decrease the font size**.

✓ Update Cover Picture

Each cover should have a specific picture that represents your jurisdiction. The cover page provides an easy application for inserting a new picture.

Step 1: Right click the words **Insert Picture**.

Step 2: Click **Change Picture**.

Step 3: Select an already saved picture.

Step 4: Adjust picture as necessary.

Note: Some pictures may be too big to fit into the dedicated photo box. There may be a need to try a few pictures before one fits.

✓ Update Logo

Each cover should have the jurisdiction's logo. The logo is located in the upper right hand corner of the cover page.

Step 1: Right click the words **Insert Logo**.

Step 2: Click **Change Picture**.

Step 3: Select an already saved picture.

Step 4: Adjust picture as necessary.

2 Table of Contents

The table of contents allows for a quick reference for finding where specific instructions are throughout the *Executive Playbook*. The table of contents is separated into four main sections:

- Responsibilities
- Conference Calls
- Policy Issues
- Reference Materials

Note: The page numbers listed next to the table of contents are the location for the section. The page numbers start after the table of contents.

✓ Adding new content

Within each section, there is the ability to add additional information.

To add, **click behind the last bullet** of the section you are adding too and press **enter**. This should provide you with a new bullet where new content can be entered.

✓ Changing page numbers

If additional information is being added to the table of contents, there is a chance the **pages numbers may change**. To change the page numbers on the table of contents, highlight the page number and enter the new number that reflects the correct page.

3 Edit Content

Throughout the *Executive Playbook* there is a need to customize information that is reflective of the jurisdiction, for example phone numbers. **All information that is NOT generic and needs to be changed are in RED**. This provides a quick way to skim over the content and make sure that it is filled in.

Note: By adding content, pages may expand. This will cause a need for page numbers to be changed in the table of contents.

The *Executive Playbook* also has a page that separates information into sections. On each **section divider** there is a list of information to follow. Make sure new pages that are added are reflected into the section dividers.

For example, if you add a jurisdiction specific conference call, make that conference call is added to the Table of Contents **AND** the Conference Calls section divider (page 5).

✓ Adding a new page for information

The content in the *Executive Playbook*, is information that is generic to all jurisdictions in the Puget Sound Region. However, a jurisdiction may have additional information that is important for their Executive to know. This document is in a Word format, to allow for easy additional information to be added.

Each piece of information is given its own page, with a title and a spot for a picture. To add a new page follow the steps below.

Step 1: Click directly behind the last text on the **page before where you want your content added**. For example, if you want your page added behind page 3, you would click behind the last text on page 3.

Step 2: Click on **Insert** on the toolbar.

Step 3: Click **Blank Page** (usually to the far left of the ribbon)

Step 4: A blank page will be added.

Step 5: To add the photo and title, **select a picture from the top of one of the existing sections** . Hold down the Ctrl button and select the title and the **thick line underneath the title**.

Step 6: With those three sections highlighted, **right click and select Copy**.

Step 7: Click on the new page that was inserted, **right click and select Paste**.

Step 8: To replace the photo, right click on the picture and select change picture.

Step 9: Make sure to change the title to reflect the new information that will be added.

Step 10: If page numbers change, remember to make the needed changes to the table of contents.

✓ Adding to existing sections

There may be times that not all the needed information is presented in the existing document. If a jurisdiction would like to add more information, feel free to do so. Because it is a Word document, adding anything is as easy as editing a paper.

✓ Changing pictures

There are many places for jurisdictions to add pictures of their jurisdiction. To change the existing ones to better represent the owner of this playbook, follow the directions below.

Step 1: Right click on the picture that is to be changed.

Step 2: Click **Change Picture**.

Step 3: Select an already saved picture.


Step 4: Adjust picture as necessary.

4 Finding Information

The necessary information to make this book custom can be found within **jurisdictions policies, codes, and address books**. If a section does not apply to the jurisdiction, it can easily be deleted.

Go through the *Executive Playbook* first and **determine what is appropriate to be kept**. This will help narrow down where to look for the information.

<p>✓ Jurisdictional Codes</p>	<p>City and County Code will have information relating to what Emergency Powers the jurisdiction’s Executive has. The Code may also provide you with finding Emergency Proclamation protocols.</p>
<p>✓ Jurisdictional Departments</p>	<p>The Executive’s Communication Team and the jurisdiction’s Public Information Officer should be able to provide Key messages in addition to the ones already given in the <i>Executive Playbook</i>.</p> <p>The City Attorney or County Prosecuting Attorney’s office will also be able to provide information on Emergency Powers, proclamation protocols, and an example of a proclamation.</p> <p>The Emergency Management Office should be able to provide Emergency Operation Center or Coordination Center numbers, and ways to get in contact with the Incident Manager.</p>
<p>✓ Other Jurisdictions</p>	<p>Contacting other jurisdictions in the Puget Sound Regional Catastrophic Preparedness Grant Program can help answer questions on how they displayed certain information.</p>
<div data-bbox="58 656 856 831" style="background-color: #4a7ebb; color: white; border-radius: 15px; padding: 20px; text-align: center;"> <h1 style="margin: 0;">5 Presenting it to the Executive</h1> </div>	<div data-bbox="976 646 1018 815" style="font-size: 4em; color: #4a7ebb; margin-left: 10px;">}</div> <p>The most effective way of presenting the <i>Executive Playbook</i>, is for the Emergency Manager to go over it with the jurisdictions Executive one on one. This will provide an opportunity for the Executive to ask questions about procedures and protocols.</p> <p>This also provides an opportunity for the Emergency Manager and Executive to further their professional relationship – something that is very important in times of crisis.</p>
<p>✓ Explaining the <i>Executive Playbook</i></p>	<p>The <i>Executive Playbook</i> is intended to help jurisdictional Executives become more familiar with their roles and responsibilities during an emergency. The <i>Executive Playbook</i> provides jurisdictional Executives information that others in a similar role will also have access to. All jurisdictional Executives will have baseline knowledge.</p> <p>When going over this guide with the jurisdictional Executive, it is important to point out that each of these informational pages requires something of them, despite how informational they may seem.</p> <p>There is no specific order to walk through the <i>Executive Playbook</i> with the Executive, however some items play upon each other, so going through from start to finish is the most beneficial.</p>
<p>✓ Opportunities for Practice</p>	<p>The best way to keep the <i>Executive Playbook</i> relevant to is refer to it during exercises and trainings.</p> <p>Below is a list of exercise topics that would be benefited by having the <i>Executive Playbook</i> in hand:</p> <ul style="list-style-type: none"> • Process for proclaiming an emergency • Making a policy decision (for only the specific jurisdiction or involving multiple jurisdictions) • Aligning messaging between jurisdictions during a disaster <p>*Contact the creator (information below) for example exercises that can be customized for the specific</p>

	jurisdiction.
 Ask the creator	The <i>Executive Playbook</i> was created by the Puget Sound Regional Catastrophic Preparedness Grant Program in partnership with the King County Office of Emergency Management. For more information on how to use the <i>Executive Playbook</i> , format support, and example exercises please contact, Michelle.Chatterton@kingcounty.gov or by phone at 206-205-6545 .