

PUBLIC INFORMATION OFFICER AND ANNEX G

EMERGENCY SUPPORT FUNCTION 15 - EXTERNAL AFFAIRS OPERATIONS

The purpose of Annex G is to provide guidance and procedures to carry out Emergency Support Function 15 in the operation of the Washington Emergency Operations Center. For Joint Information Center Operations, see paragraph D.

A. GENERAL INFORMATION

Emergency Support Function (ESF) 15 is established to address Public Information; Intra and Interstate Affairs; Media and Community Relations; Congressional Business, Tribal and International Affairs; and Inter and Intra State Affairs.

B. CONCEPT OF OPERATIONS

When the Washington Emergency Operations Center is activated, the organization and scope of Emergency Support Function 15 operations will be established in accordance with the needs and requirements of the response operation. In addition, the organization the ESF 15 operations will reflect National Incident Management System (NIMS) Incident Command System (ICS) principles for Public Information Systems especially the principle that the public information officer supports the Incident Command and “represents and advises the Incident Command on all public information matters relating to the management of the incident.”

C. PROCEDURES

1. The Emergency Management Division Public Information Section will begin ESF 15 functions at the start of an EOC activation in coordination with the Governor’s Communications Office.
2. As inquiries and requests occur for specific ESF 15 functions, such as congressional or legislative contact, local government liaison, business liaison, tribal liaison, community and private sector contacts, the public information section will coordinate with the EOC Supervisor and Disaster Manager to establish specific ESF 15 liaison assignments.
3. When three or more ESF 15 liaison assignments have been established, the EOC Supervisor and Disaster Manager will appoint an ESF 15 Liaison to coordinate information among the specific ESF 15 liaisons. The Liaison position will facilitate communication between the public, governmental, private, tribal communication operations and the Governor’s Communications Office. The Liaison position does not act as a gatekeeper to prevent liaison leads from directing and discussing key issues with the Incident Command.

D. ACTIVATION OF JOINT INFORMATION CENTER (JIC)

Purpose of the JIC is to provide guidance and procedures to carry out the public information function in support of Emergency Operations. This annex defines the process and responsibilities for the implementation of a Joint Information Center.

1. Concept of Operations

Washington State government may be called upon to establish a Joint Information Center (JIC) during an emergency or disaster. The JIC is a physical location where Public Affairs Officers (PAO's) from the involved response and recovery agencies

come together to ensure coordination of information to be released to the media and the public. This center becomes the central point for media access to the latest developments and emergency information. All information released is coordinated among the departments and agencies involved to assure its consistency and accuracy. Each PAO will continue to speak for their respective agency during response and recovery operations. No reference is ever made to a program of another agency without prior coordination of that information. (Although all agencies can still use their own mechanisms for their own area specific releases, and there is no editorial or policy control exercised by the coordinating public information officer over any of them). A JIC may be necessary in one or more of the following circumstances:

- a. Multiple local, state and federal agencies are involved in the information dissemination about the incident.
- b. The volume of media inquirers overwhelms the capabilities within the EOC.
- c. A large-scale public phone team effort must be mounted that is over an extended period of time.

2. Organization

Primary Agency: Military Department, Emergency Management Division

Support Agencies:

Department of Agriculture	Department of Health
Office of Attorney General	Governor's Office of Indian Affairs
Department of Corrections	State Insurance Commissioner
Department of Ecology	Department of Labor and Insurance
Department of Employment Security	Department of Licensing
Department of Fish and Wildlife	Liquor Control Board
Department of General Administration	Military Department, National Guard
Board of Community and Technical Colleges	Department of Community, Trade and Economic Development
Department of Natural Resources	Parks and Recreation Commission
Superintendent of Public Instruction	Secretary of State
State Patrol	Department of Transportation
Utilities and Transportation Commission	Department of Veterans' Affairs
Department of Social and Health Services	Office of the Governor's

3. Response Actions

- a. Decision to Activate a Joint Information Center: The External Affairs Officer Supervisor along with the Disaster Manager and the Governor's Communication Director determine if a JIC is necessary. If the JIC is necessary, then four major questions must be answered:

- 1) *What general area of the State will the JIC operate from?*

Example: "Up in SEA-TAC area" or "On Camp Murray" or "Over in Benton County".

- 2) *What is the expected staffing size of the JIC?*

Example: "10 Staffers with 20 phone bank personnel per shift".

- 3) *How long will the JIC be operational?*

- 4) *Is beneficial for General Administration to lease a separate facility or to co-locate with another local, state or federal agencies' facility.*

- b. JIC Planning and Implementing Team: Upon determining the responses to those three questions the Disaster Manager then tasks the EOC Supervisor to designate a Project Manager to assist the designated POC from PIO in forming a JIC Planning and Implementing Team. The team consists of the following, as a minimum:
 - 1) Project Manager (designated from Operations Section or tasked from Ops).
 - 2) External Affairs Officer (designated from External Affairs).
 - 3) Telecommunication Coordinator (designated from EMD Telecom Section).
 - 4) Facilities Coordinator (designated from GA if needed).
 - 5) Logistic Support Coordinator (designated from GA or EMD Logistics).
- c. The Planning and Implementing team: Evaluates the guidance provided by the Governor's Communication Director and Disaster Manager, then utilizing the following guidelines establishes the JIC in the most expedite manner:
 - 1) Facility size considerations:

How many PIO staff members per shift _____ x 150 square feet

How many phone bank members per shift _____ x 70 square feet

Media briefing area (open space) 2000-4000 square feet

Dining or break area =TBD

Storage for supplies and equipment (min of 2000 sq ft)

Will FEMA collocate in the facility? If so, how much staffing will be involved?
 - 2) Other considerations
4. Joint Information Center Staffing: The number of staff assigned to a JIC is dependent upon the size, nature and/or complexity of the event. Likewise, the organization of the center must remain flexible to reflect the different nature of emergencies and agencies involved.
 - a. Responsibilities::
 - 1) Primary Agency: Military Department, Emergency Management Division
 - (a) EMD PIO will be responsible for providing, directing and coordinating all JIC activities under the direction of the Governor's Communication Director.
 - (b) EMD PIO will designate "Lead PIO" and "Deputy PIO" for each staffing shift from available Supporting State Agencies' PIO staff.

- (c) EMD PIO will determine staffing levels as necessary and coordinate with Supporting State Agencies for staff members as outlined in the Washington State Comprehensive Emergency Management Plan (CEMP).
- (d) EMD PIO will provide periodic updates of JIC staffing and operational status to the Disaster Manager and Governor's Communication Director.

2) Support Agencies:

The following agencies provide public information officer support to the Office of the Governor, the state EOC or the lead state agency during response and recovery activities.

Department of Agriculture	Department of Veterans' Affairs
Department of Community, Trade and Economic Development	Parks and Recreation Commission
Department of Corrections	State Patrol
Department of Employment Security	Utilities and Transportation Commission

The following agencies provide:

During response and recovery activities, the following agencies Public Information Officer provides support to the Office of the Governor, the state EOC or the lead state agency.

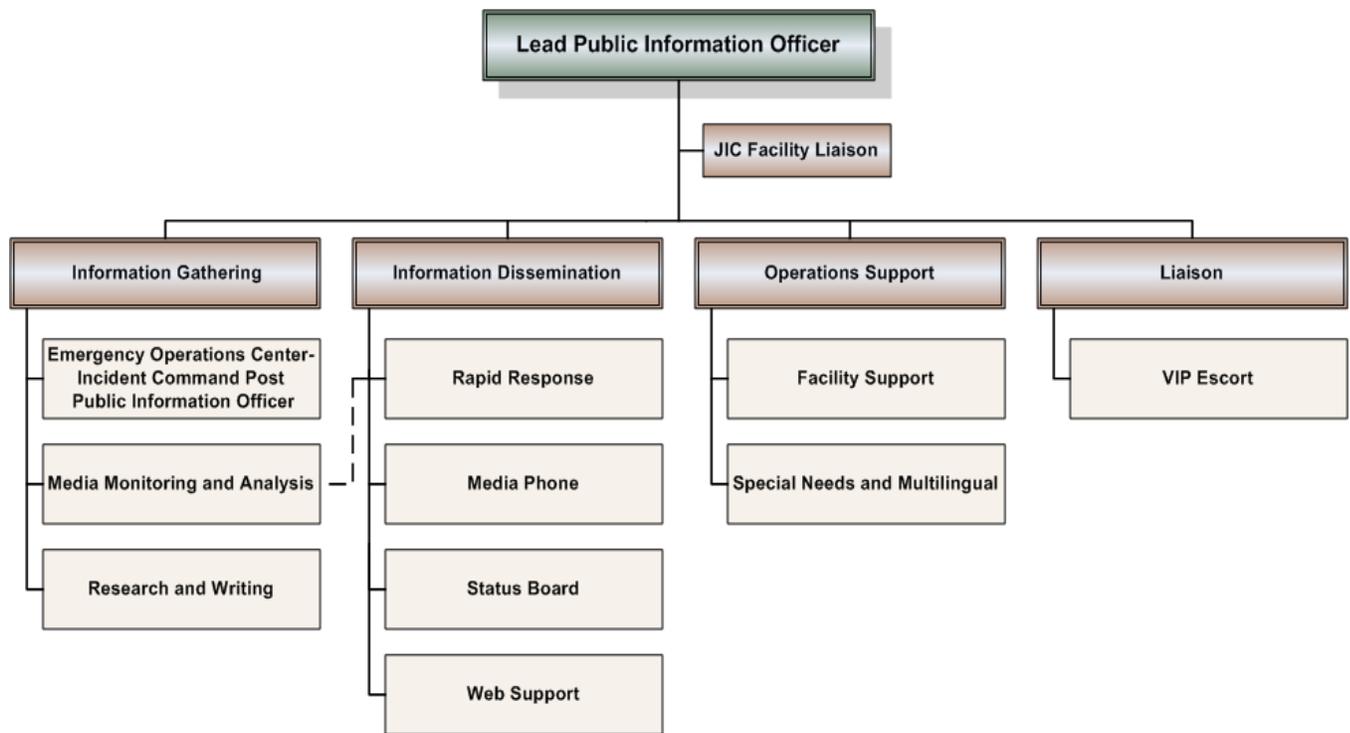
During response and recovery activities, the following agencies Graphics and Editorial personnel provide support to the Office of the Governor, the state EOC or the lead state agency.

Board of Community and Technical Colleges	Department of Transportation
Department of Ecology	Governor's Office of Indian Affairs
Department of Fish and Wildlife	Liquor Control Board
Department of General Administration	Military Department, National Guard
Department of Health	Office of Attorney General
Department of Labor and Industry	Secretary of State
Department of Licensing	State Insurance Commissioner
Department of Natural Resources	Superintendent of Public Instruction
Department of Social and Health Services	

b. Joint Information Center Functions

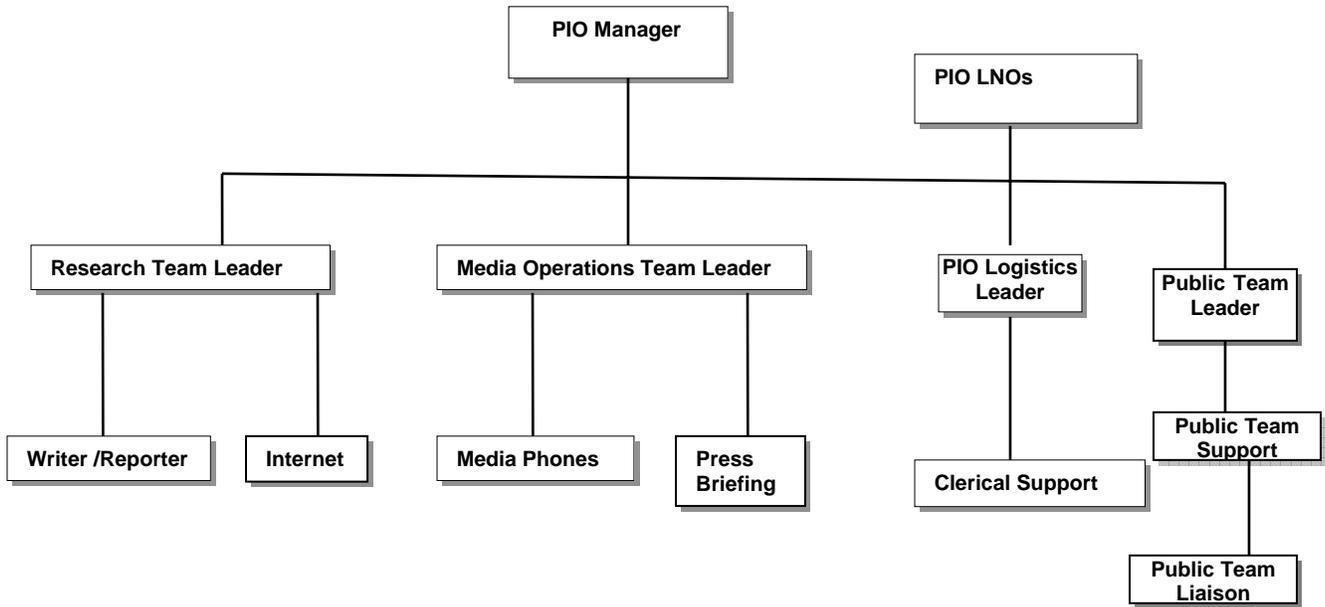
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|---|---|
| Broadcast Operations | News Desk/News Briefing |
| Demo graph and Media List Development | Newsletter/Recovery Times (if FEMA is involved) |
| Field Coordination with Community Relations | Operations and Office Support |
| Graph/Production/Internet Coordination | PAO Liaison Operations |
| Interagency Coordination | Photo Documentation |
| JIC Coordination | Program Schedulers |
| Media Response/Media Monitoring | Research and Writing |
| Multilingual Operations | Special Projects |

**JOINT INFORMATION CENTER
NIMS GENERAL - MEDIUM**



Joint Information Center (Example)

The above wire diagram is an example of what a JIC organization would look like for a medium-sized incident. The organization is scalable and flexible; certain functions may not be needed for every type of incident or event. Each box represents a function to be performed. One person may do many functions, or one function may be staffed by many people, depending upon the scope of the incident.



**Washington State EOC
Basic Public Information Officer Organization**