

Joint Information System Protocol



Created by the Campbell County Office of Emergency Management
William R. Turner, Director

Mission

To contribute to the well-being of the community following a disaster by ensuring the dissemination of information that:

- Is timely, accurate, consistent and easy to understand;
- Explains what citizens can expect from Campbell County;
- Demonstrates clearly that CCOEM and other city, township and village agencies are working together to provide the services needed to rebuild communities and restore lives.

Disaster Overview

Types of Disasters

The size of the disaster determines the level of response and the extent of operations initiated by the PIO. Disaster can be divided into three broad categories:

Catastrophic: There is widespread destruction and devastation of homes and business and/or infrastructure and public property. Based on initial observation, it is evident that the response is beyond the capabilities of the city, township or village governments. The Campbell County Commissioners are likely to request a disaster declaration prior to any preliminary damage assessment. A governor's disaster declaration is likely to be signed within hours. The event dominates local news.

Severe: There is widespread destruction of homes and business and/or infrastructure and public property. Initial observations indicate that response and recovery is likely beyond the capability of city, township or village governments. The Campbell County Commissioners may request a disaster declaration before preliminary damage assessments are completed. The request may be expedited so that the governor within a matter of hours or a few days can sign a major disaster declaration. The event is the subject of ongoing local media attention.

Localized: Usually characterized by destruction of homes and business and/or infrastructure and public property. Occasionally, localized disasters or emergencies may be declared when the impact of a specific event causes undue hardship on an area or population. A preliminary damage assessment is completed and findings indicate the response is beyond the capability of a city, township or village government. CCOEM and the Campbell County Commissioners review the request. Having a disaster declaration signed may take anywhere from several hours to a few days or weeks, depending on the nature of the request and the information provide by the jurisdiction. The event may receive some short time local media coverage.

Working with Public Information Officers from other Agencies

Cooperation and understanding among PIO staff from all jurisdictions is essential. PIO's from other city's, townships or villages often work together in the Joint Information

Center as their jurisdictions on-site spokesperson, generating news releases, responding to media inquiries and working as part of the Joint Information Center team. The one rule to remember in working with PIO's from other jurisdictions is to always have them review release that refer to there are of responsibility and send requests for information to the appropriate spokesperson.

Standard Operating Procedures for Joint Information Center Functions:

Introduction

This document provides comprehensive standard operating procedures (SOP's), based on public information requirements, identified in the Campbell County Emergency Operations Plan. In times of disaster, information can be as important as food, water and shelter. Providing a uniform, coordinated, consistent message to the public is critical.

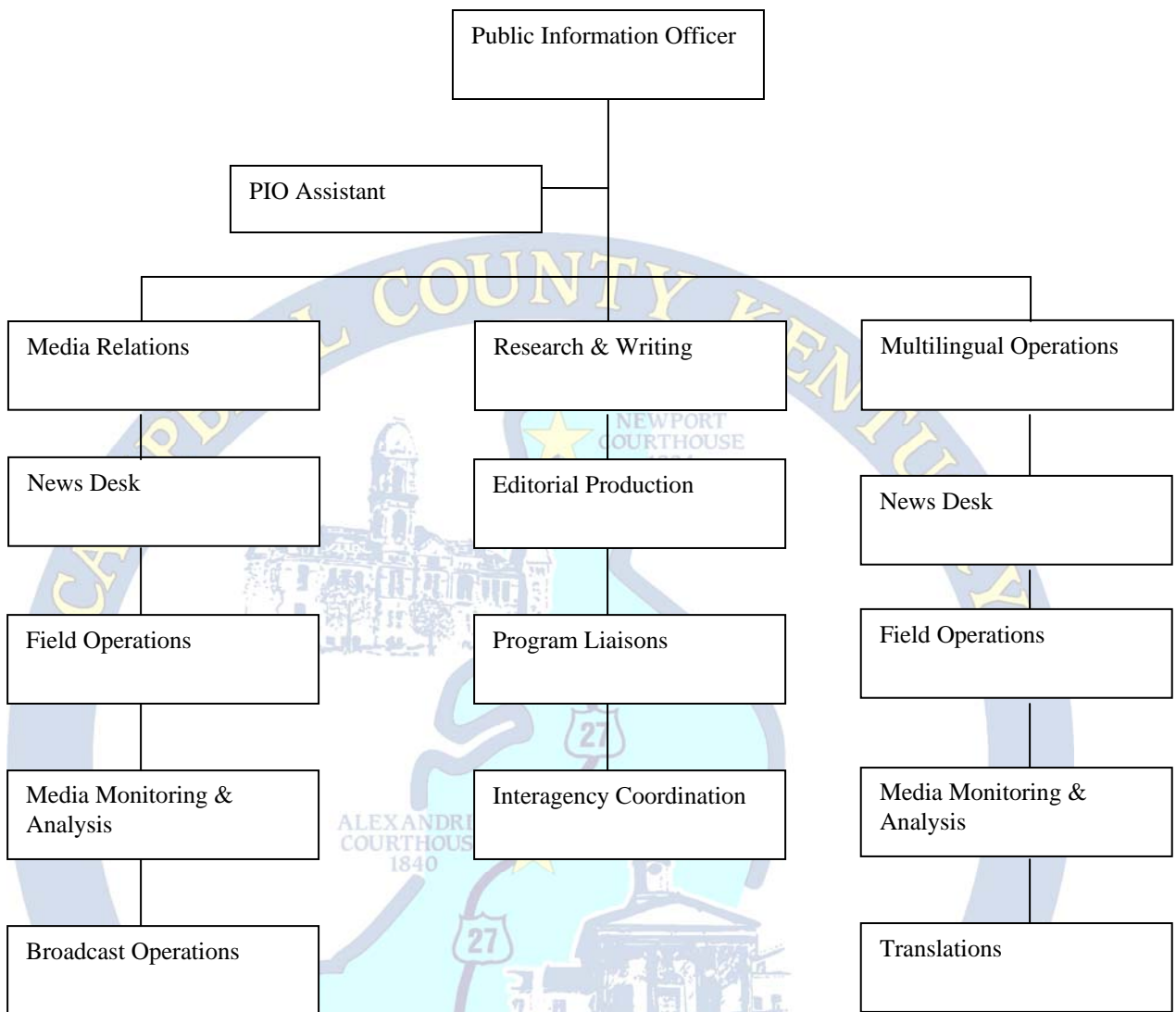
The joint information system mission starts as soon as an event begins that could develop into a major disaster. Because of the critical nature of providing emergency information to disaster victims, time spent getting organized rather than responding at the time of an event can lead to confusion and a loss of public confidence.

Objectives

Public Information staff must develop and implement strategies to:

- Instill confidence in the community that all levels of government are working in partnership to restore essential services and help individuals begin to put their lives back together;
- Work with the media to promote a positive understanding of county and jurisdictional response, recovery and mitigation programs;
- Provide all media outlets with equal access to timely and accurate information about disaster response, recovery and mitigation programs;
- Manage expectations so that disaster victims have a clear understanding of all disaster response, recovery and mitigation services available to them; and
- Support agency efforts to reach disaster victims with specific program information.

Joint Information Center



Note: If asked when assistance will begin, it may be appropriate to say that assistance has already begun via the American Red Cross and other voluntary agencies. If CCOEM has received a request for a disaster declaration it is appropriate to say that the request is “in process” until a determination is by the Campbell County Commissioners. It is not appropriate to say where in the process it is. This process can take a matter of hours in a major disaster situation, or longer depending on the nature of the request. If no declaration has been received, explain the declaration process and provide fact sheets.

The following is a sample Disaster Declaration:

SAMPLE LOCAL DECLARATION OF A STATE OF EMERGENCY

**DECLARATION OF A LOCAL STATE OF EMERGENCY
CAMPBELL COUNTY, KENTUCKY
JULY 18, 2001
EMERGENCY PROCLAMATION**

AUTHORITY

WHEREAS, CAMPBELL COUNTY, KENTUCKY HAS BEEN OR IS IMMEDIATELY THREATENED BY A NATURAL DISASTER, AND;

WHEREAS, DURING THE DAY OF JULY 17th and 18th, 2001, CAMPBELL COUNTY RECEIVED LARGE AMOUNTS OF RAINFALL, CAUSING FLASH FLOODING, WHICH RESULTED IN THE DAMAGE TO NUMEROUS HOMES, BUSINESSES AND ROADWAYS THROUGHOUT CAMPBELL COUNTY AND;

NOW THEREFORE, WE, THE CAMPBELL COUNTY BOARD OF COMMISSIONERS, DECLARE THAT A STATE OF EMERGENCY EXISTS IN THE COUNTY AND THAT WE HEREBY INVOKE AND DECLARE THOSE PORTIONS OF THE KENTUCKY REVISED STATUESWHICH ARE APPLICABLE TO THE CONDITIONS AND HAVE CAUSED THE ISSUANCE OF THIS PROCLAMATION, TO BE IN FULL FORCE AND EFFECT IN THE COUNTY FOR THE EXERCISE OF ALL NECESSARY EMERGENCY AUTHORITY FOR PROTECTION OF LIVES AND PROPERTY OF THE PEOPLE OF CAMPBELL COUNTY AND THE RESTORATION OF LOCAL GOVERNMENT WITH A MINIMUM OF INTERRUPTION.

REFERENCE IS HEREBY MADE TO ALL APPROPRIATE LAWS, STATUTES, ORDINANCES, AND RESOLUTIONS AND PARTICULARLY TO CHAPER 39 OF KENTUCKY REVISES STATUES.

ALL PUBLIC OFFICES AND EMPLOYEES OF CAMPBELL COUNTY ARE HEREBY DIRECTED TO EXERCISE THE UTMOST DILIGENCE IN THE DISCHARGE OF DUTIES REQUIRED OF THEM FOR THE DURATION OF THE EMERGENCY AND IN THE EXECUTION OF EMERGENCY LAWS, REGULATIONS, AND DIRECTIVES--STATE AND LOCAL.

ALL CITIZENS ARE CALLED UPON AND DIRECTED TO COMPLY WITH NECESSARY EMERGENCY MEASURES, TO COOPERATE WITH PUBLIC OFFICIALS AND EMERGENCY MANAGEMENT FORCES IN EXECUTING EMERGENCY OPERATIONS PLANS, AND TO OBEY AND COMPLY WITH THE LAWFUL DIRECTIONS OF PROPERLY IDENTIFIED OFFICERS.

IN WITNESS, WHEREOF, WE HAVE HEREUNTO SET OUR HAND THIS 18TH DAY OF JULY, 2001 A.D.

CAMPBELL COUNTY JUDGE EXECUTIVE

Interagency Coordination

Other agency PIO's co-located in the Joint Information Center, carry out the public affairs activities of their agencies and support the overall mission of the Joint Information Center. PIO representatives from city, township, village and county agencies work side by side to ensure coordination of information for release to the media and the public.

Objectives

- To serve as part of the public information team demonstrating that city, township, village and county government agencies are working together in partnership providing critical services designed to help individuals and communities respond to and recover from the disaster.
- To ensure that accurate and timely information about specific programs is disseminated and coordinated with that of other agencies.
- To develop and implement coordinated public information strategies designed to provide disaster victims with a clear understanding of the scope of available services and realistic expectations about when and how those services will be delivered.

Standard Operating Procedures

- County, city, township and village agency representatives assigned to the Joint Information Center will participate in and contribute to the various functions and activities as needed. These can include, but are not limited to:
 - News desk
 - Research and writing
 - Photo and video documentation
 - Special projects
 - Multilingual information dissemination
- Serve as key spokesperson for agency or program
- Respond to media inquiries regarding specific program area
- Prepare news releases
- Edit and review copy for accuracy and consistency
- Provide briefing and spokespersons for press releases
- Attend meetings, including daily "hot wash" with other governmental agencies as required
- Represent agency at community meetings

Media Relations

Media relations include news desk, rapid response, media monitoring and analysis. PIO staff responds to all incoming media calls, providing information on the latest developments, answering inquiries and providing routine response, recovery and mitigation information. The PIO staff also contacts targeted media to provide daily actualities regarding disaster response, recovery and mitigation programs, provide media with current data and the most recently released information, encourage coverage of activities, and schedule media interviews. Consideration of demographics of all segments

of the populations should include multilingual information dissemination to ensure all segments of the population affected by the disaster are reached.

Objectives

- To provide the media with accurate and timely information about response, recovery and mitigation operations.
- To build relationships with members of the media and encourage ongoing positive and constructive news coverage.
- To serve as the primary resource for the media for information regarding all disaster response, recovery and mitigation programs provided by CCOEM and other federal, state and local agencies.
- To gather information about the progress of the response, recovery and mitigation operations and public/media perceptions concerning the response, recovery and mitigation effort. Identify potential issues, problems and rumors and report the information immediately to the appropriate members of the Public Information staff including rapid response.

Standard Operating Procedures for Media Operations:

- Handle incoming calls from media, providing routine response, recovery and mitigation information.
- Refer inquiries about CCOEM policies and critical issues to an authorized individual.
- Refer inquiries from media about CCOEM policies and critical issues to an authorized individual.
- Refer reporters seeking in-depth interviews about CCOEM programs, policies and procedures to the Director of CCOEM or authorized spokesperson.
- Respond to routine inquiries using prepared talking points or information in news releases.
- Keep detailed accounts of contacts including name, media outlet, phone numbers, nature of inquiry and results.
- Notify CCOEM Director and Campbell County Judge Executive immediately of any potential problems identified during the interview. This can include inaccurate information expressed by a reporter, a confrontational or argumentative attitude, or reports of rumors, problems, or misinformation in the community.
- Stress the “message of the day” when responding to a reporter’s questions.

Rapid Response to Misinformation or Incorrect Information:

It is essential that misinformation or incorrect information is responded to quickly and completely. Action should be taken immediately to correct misunderstandings, misinformation and incorrect information that appears in the media or that could be disseminated by the news media. Identify and take action to correct problems that could result in the spread of information that could cause the public to lose confidence in the

disaster response, recovery and mitigation process. This function includes troubleshooting and crisis intervention.

Rapid response anticipates, prevents and resolves issues using this model:

- Clarify the problem
- Identify the parties involved
- Identify the perceptions created by the situation
- Set communications objectives for a response or line of action
- Develop a strategy to meet communication objectives
- Implement the strategy and follow through to make sure the situation is resolved

Objectives:

- To ensure that all information that all information regarding disaster response, recovery and mitigation programs provided by CCOEM is presented by the media in a fair and accurate manner.
- To instill confidence that CCOEM is working diligently and effectively to provide needed disaster response, recovery and mitigation services by taking immediate action to facilitate the correction of problems and any inaccurate or misleading information published or broadcast by the media.
- To provide rumor control and crisis intervention to prevent the spread of information that could cause the public to lose confidence in the disaster response, recovery and mitigation process, or cause them to take unsafe or inappropriate actions.

Media List Development:

Develops demographic profiles of all populations affected by the disaster including multilingual, multicultural and special populations (e.g. the disabled and the elderly) for use in targeting messages and utilizing appropriate media and information outlets to reach all disaster victims. Develops and maintains comprehensive and current media lists to ensure all populations affected by the disaster are reached.

Objectives:

- To ensure that all disaster victims receive important disaster response, recovery and mitigation information by researching and developing comprehensive demographic information that identifies all populations.
- To ensure efficient delivery of disaster response, recovery and mitigation information to all disaster victims by developing and maintaining current and accurate media lists.
- To ensure all equal opportunity standards are met in the dissemination of information to disaster victims.

Multilingual Operations:

Keeps diverse communities informed of response, recovery and mitigation programs.
Provides language support for communications.

Objectives:

- Ensure that all populations affected by the disaster receive accurate and timely information about disaster response, recovery and mitigation programs through appropriate media, and in specific languages according to demographic information.
- Ensure all Equal Opportunity standards are met in the dissemination of information to disaster victims.

Standard Operating Procedures for Multilingual Operations:

- Identify language needs and key media to reach those audiences.
- When necessary, arrange to deploy translators to the disaster site.
- Develop and maintain a comprehensive and current multilingual media list based on demographics.
- Coordinate to reach communities with special language needs such as Braille and Sign Language.
- Maintain a multilingual media monitoring system.
- Respond to request for multilingual interviews.

Standard Operating Procedure for Public Information Officer:

Part 1: Concepts

I. Purpose

This Standard Operating Procedure (SOP) was prepared to establish responsibilities and to specify operational procedures for the Public Information Officer (PIO) in the event of an emergency in Campbell County.

II. Concept of Operations

Pre-Emergency Responsibilities

- A. The Campbell County Office of Emergency Management is responsible for maintenance of this SOP, including the annual review, revision and distribution. In support of the annual review of this SOP, the Public Information Officer (PIO) is responsible for reviewing, providing

information updates and recommended revisions to the Campbell County Office of Emergency Management.

- B. The Campbell County Office of Emergency Management, with the assistance of the PIO will coordinate the development, distribution and annual review of emergency public information materials to the general public.
- C. The Campbell County Office of Emergency Management will ensure that public information of disaster awareness, contacts for additional information, special needs information and emergency information such as escape routes, care centers and sheltering.
- D. The Campbell County Office of Emergency Management will ensure that public information materials will be available to residents via the following means: news releases and information brochures.

Emergency Operations

- A. The PIO may be notified of an event, alert or general emergency and at each protective action recommended by the Campbell County Office of Emergency Management and the Emergency Operations Center. When requested, the PIO will report to the Emergency Operations Center.
- B. The PIO will represent Campbell County at the Joint Public Information Center (JPIC) located at 8774 Constable Drive, Alexandria, KY. The PIO will be dispatched to the JPIC at the request of the Campbell County Commissioners.

Note: The JPIC may be located at an alternate location.

- C. The PIO will coordinate “Campbell County specific” news releases with the Campbell County Office of Emergency Management Director and the Campbell County Judge Executive. The PIO will correct or edit misinformation, with the assistance of the Campbell County Office of Emergency Management Director and the Campbell County Commissioners. The PIO will release the information only with the approval of the Campbell County Judge Executive.
- D. The PIO will receive clerical, fax and communications support at the EOC.
- E. The PIO is responsible for providing answers to questions and concerns of the public.
- F. The PIO at the EOC will serve to advise the Campbell County OEM Director.

Part 2: Response Actions

Public Information Officer (PIO)

A. Unusual Event

1. Record notification of the unusual event.
2. If a news release is requested, contact the Campbell County Commissioners, the Campbell County OEM Director and the Incident Commander for information.
3. Issue the news release only after approval is received from the Campbell County Commissioners, the Campbell County OEM Director and the Incident Commander.
4. Notify the Campbell County Commissioners, the Campbell County OEM Director and the Incident Commander when a news release is issued and to which media outlet.

B. Alert

1. Complete all actions listed under Unusual Event.
2. If requested report to the Campbell County EOC.
 - a. Sign in on EOC roster board.
 - b. Notify the EOC Command Officer of your arrival.
 - c. Confer with OEM Director on status of emergency.
 - d. Review and act upon messages received.
3. Request updated information from the Incident Commander.
4. Maintain and record messages.
5. If a County news release should be needed from the EOC, coordinate with the Campbell County Commissioners, the Campbell County OEM Director and the Incident Commander.
6. Advise all media representatives that all press briefing will be conducted at the Public Information Center (PIC), after it is activated.

