Fort Bend County Joint Information Center Plan

A Guide to Collaborative Communications
for the
Fort Bend County PIO Network

Developed by

Media Consultants

Phone: 281-980-1400
E-mail: MediaCon@aol.com

TABLE OF CONTENTS

I. SCOPE OF FBC JIC PLAN

This is a starting point… to develop a process for collaborative communications.

The Scope of the Fort Bend County Joint Information Center Plan (FBC JIC Plan) is to provide the Fort Bend County Public Information Officers Network (FBC PIO Network) and its Member Organizations with an all-hazards, user-friendly plan to activate, organize, and operate a Joint Information Center (JIC) utilizing both physical and virtual JIC locations.

For more information about the FBC PIO Network and its Member Organizations, visit:
http://www.fbcjic.org/go/doctype/1528/30031/

Under authority of the Fort Bend County Judge's Office, the Fort Bend County Office of Emergency Management (FBC OEM) will administer and update this FBC JIC Plan, facilitate PIO/JIC and related training, and conduct exercises for members of the FBC PIO Network and other Response Partners in adjacent counties.

The FBC JIC Plan is compatible with the National Incident Management System (NIMS) and its Incident Command System (ICS) including multi-agency operations under Unified or Area Command. For more information about NIMS, visit: http://www.fema.gov/emergency/nims

For more information about Public Information under NIMS, visit:
http://www.fema.gov/emergency/nims/PublicInformation.shtm

The FBC JIC Plan incorporates "best practices" from FEMA Publication #517 entitled "Basic Guidance for Public Information Officers" published in 2007 and the "NRT Joint Information Center Model" published in 2009 by the sixteen federal agencies that comprise the National Response Team.

For an Adobe Acrobat version of "Basic Guidance for Public Information Officers", visit:
http://www.fema.gov/library/viewRecord.do?id=3095

For an Adobe Acrobat version of the "NRT Joint Information Model", visit: http://www.nrt.org/

The FBC JIC Plan has been modified to accomplish the Scope of this plan, expand/contract as needed to fit the type of incident, incorporate virtual JIC capabilities of the PIER System, and coordinate with city, county, state, federal, school, hospital, private sector, and non-governmental organizations within Fort Bend County that may participate as Response Partners under the NIMS Joint Information System.

Over time, the FBC JIC Plan will change because of "lessons learned" during training, exercises, and actual incidents. Members of the FBC PIO Network and their Response Partners will continue to improve how they coordinate, collaborate, and communicate accurate, consistent, and timely information to the media and public.

II. AGREEMENT BY FBC PIO NETWORK MEMBERS

Members of the FBC PIO Network adopt the FBC JIC Plan in order to comply with NIMS requirements to "institutionalize Public Information (including the Joint Information System and the Joint Information Center) within the framework of the Incident Command System" and to "establish procedures and processes to gather, verify, coordinate, and disseminate Public Information." Specifically, Members agree to:

1.   Attend position-specific training in the FBC JIC Plan, NIMS, PIER System, Social Media, WebEOC and other public information systems and tools,

2.   Participate in FBC JIC notification tests, tabletop, functional and full-scale exercises to validate training and evaluate the FBC JIC Plan,

3.   Respond 24/7 to FBC JIC activation requests and report whether or not you are available to participate in a physical or virtual JIC, provide mutual aid assistance, JIC staffing and resources to other FBC PIO Network members, under the direction of the Public Information Officer appointed by Incident/Unified Command for the incident,

4.   Share incident information, media and public inquiries, media and other stakeholder contact data, media monitoring and public rumors, and other information using common platforms such as the PIER System and WebEOC,

5.   Develop, vet, and communicate joint news releases, media briefings, and other joint activities produced collaboratively by the FBC JIC, while retaining authority and independence to speak for one's own organization.

Each organization participating in the FBC JIC contributes to the overall unified message through joint news releases and briefings, but organizations do <u>not</u> lose their individual identities or responsibility over their own policies and programs. For example, any organization can issue its own news release or conduct its own briefing speaking only for itself, but as a professional courtesy, the organization should copy other Response Partners participating in the FBC JIC.

III.   NIMS TRAINING

All city, county, state and federal government agencies, private sector and non-governmental organizations that participate in emergency preparedness, response or recovery operations are required to be NIMS-compliant or risk losing federal funding including FEMA reimbursement for local disaster response and recovery costs. NIMS Implementation and Compliance Objectives are posted for each Fiscal Year at: http://www.fema.gov/emergency/nims

Under the NIMS Five-Year Training Plan, NIMS requires all persons who have emergency response or emergency management roles (including Public Information Officers and other JIC staff members) to complete specific NIMS training courses to become NIMS-certified for the roles they may fill during drills, exercises, and actual emergency response incidents.

The FBC PIO Network recommends that appropriate public information staff at its Member Organizations complete the following NIMS training for appropriate roles that they intend to fill during any emergency response incident that may impact their organization or jurisdiction:

NIMS ROLE:	NIMS TRAINING: *(To be completed in the order listed)*
County Judge, Mayor, City Manager, Agency Director, and Department Heads that may serve as a Senior Official or Spokesperson during a media briefing	Required: None Recommended: G-402
PIO, Deputy PIO, Assistant PIO/JIC Manager, and other Command Staff	Required: IS-700.a, IS-100.a, IS-200.a, ICS-300, ICS-400 Recommended: IS-702, IS-250, IS-800.b
Other Assistant PIOs, Group/Division Supervisors, or Unit Leaders	Required: IS-700.a, IS-100.a, IS-200.a, ICS-300 Recommended: IS-702
All other JIC support staff (such as JIC Specialists)	Required: IS-700.a, IS-100.a Recommended: IS-702
Spontaneous Volunteers assigned to the JIC (such as Citizen Support Team members on the Phone Bank or community volunteers)	Required: On-the-job training provided by Communications Director, Volunteer Coordinator, or APIO/JIC Manager

Customized versions of IS-100.a and IS-200.a may be available for Healthcare/Hospitals, Higher Education, Law Enforcement, Public Works, Schools, and other disciplines, but these customized versions are also NIMS-compliant. ICS-300 and ICS-400 are only available as classroom courses taught by NIMS-certified instructors. However, FEMA offers free, on-line training for the other NIMS Training courses. For a current course list, visit: http://training.fema.gov/IS/crslist.asp

NIMS require all roles to be filled by the best-qualified individuals based on their experience, skills, and NIMS training, not based on their rank or job title. Individuals must be able to provide certification that they have completed the required NIMS training courses in order to be qualified for the PIO/JIC roles listed in Appendix A.

IV. JIC ACTIVATION

The Fort Bend County Joint Information Center (FBC JIC) can be activated:

1. As requested by the Fort Bend County Office of Emergency Management whenever the FBC EOC is activated, **or**

2. As requested by the Emergency Management Coordinator of any City or School District within Fort Bend County, **or**

3. As requested by any other Member Organization of the FBC PIO Network

The request for FBC JIC activation should identify <u>which</u> agency/organization has established Incident/Unified Command, <u>where</u> the Incident Command Post or Emergency Operations Center is located, and <u>who</u> (if anyone) is presently serving as the Initial PIO for the incident.

The request for FBC JIC activation should be made to the FBC Emergency Management Coordinator at 281-342-6185 during regular business hours. After hours, contact FBC Sheriff's Dispatch at 281-341-4665 and ask the Dispatcher to contact the OEM Person On Call.

Since County staff and resources will be used to set up and staff the FBC JIC, the request for FBC JIC activation must be approved by the Fort Bend County Judge who serves as Emergency Management Director for Fort Bend County.

Upon the Judge's approval, the County Judge's PIO (Community Relations Manager) or Deputy PIO (Administrative and Budget Manager) will use the PIER System to send an e-mail to all FBC PIO Network members explaining who, why, where, and when the JIC is being activated:

> The Fort Bend County Joint Information Center is being activated at the request of (<u>Member Organization</u>) due to (<u>Incident Description</u>). The FBC JIC is located at (<u>Building Name</u>) at (<u>Street Address</u>) in (<u>City</u>) and should be operational by (<u>Time</u>). Please reply to: JIC@co.fort-bend.tx.us whether or not you are available to help set up and staff the FBC JIC.

In addition, the following message (limited to 140 characters) should be sent using PIER's text-to-voice phone notification and/or SMS/text message to all FBC PIO Network members:

> The Fort Bend County Joint Information Center is being activated. Check e-mail for details. Call 281-342-6185 to respond.

PIER System charges for text-to-voice phone notification and SMS/text messaging, and your cellular phone carrier may charge usage rates depending on your plan.

The FBC OEM Receptionist will maintain a log of telephone responses from FBC PIO Network members, and provide a copy of the log to the PIO once the FBC JIC is operational.

V. JIC EQUIPMENT AND RESOURCES

Each member of the FBC PIO Network is encouraged to maintain their own equipment and supplies (as available) in a "Go Kit" that they can bring with them to work in a physical JIC:

- Laptop computer with charger, Microsoft Word, Adobe Acrobat Reader, and wireless Internet (Wi-Fi)
- USB removable drive or memory stick
- Cell phone with charger
- Clipboard, legal pad, and pens
- Copy of the FBC JIC Plan and your organization's Public Information Plan

FBC OEM will maintain the following equipment and supplies that can be transported to the physical JIC location and installed by FBC IT or JIC personnel as needed:

- JIC Staff, Media, and Visitor badges with clips
- Portable, wireless-network printer with AC adapter
- Four 6-outlet power strips with 10-foot grounded (3-prong) extension cords
- Portable audio recorder/player with microphone to record media briefings and interviews
- Digital still camera with six mega-pixel (or higher) resolution
- Digital video camera with 640x480 (or higher) resolution in MPEG-2 or MPEG-4 format
- AM-FM-TV band recorder/player to record broadcast media coverage of the incident
- Office supplies (pens, paper, stapler, tape, 3-hole punch, four 3-ring binders)

Ideally, the JIC room should be laid out and equipped as follows:

- Up to six (6) six-foot tables set up U-shaped with two tables per side
- Up to eighteen (18) chairs arranged with three chairs per table
- Up to four (4) telephones installed on four tables for use by the four Assistant PIOs
- Up to four (4) additional telephones for the Phone Bank (may be in a nearby room)
- Up to four (4) TV sets with cable or satellite access and DVR's for media monitoring
- Computer, projector, and screen to display WebEOC in the JIC
- One flip chart on easel stand with colored markers
- Access to high-speed wireless Internet (Wi-Fi) network with SSID name & passcodes
- Access to a nearby photocopier and extra paper
- Access to a nearby fax machine and extra paper
- Access to a nearby Media Briefing Room with podium, flip chart, head table, and classroom or theater-style seating for up to 50 reporters
- Access to nearby parking for up to 18 JIC Staff members and up to 50 reporters

Members of the FBC PIO Network should identify potential JIC and Media Briefing Room facilities that meet all or most of the above criteria, so these locations can be added to Section VI of the FBC JIC Plan.

VI. PHYSICAL JIC FACILITIES

The following County-owned buildings are available to host a Physical JIC facility:

Primary JIC: Media/Training Room on 1st floor of FBC EOC at 307 Fort Street in Richmond
PIO Phone: 281-238-3462   JIC Phones: 281-238-3407, 281-238-3408, 281-238-3432
JIC Fax: 281-238-3459   Phone Bank: 281-238-1021 and 1022 and 1023 and 1024

This JIC facility is located in the same hurricane-resistant building as the FBC EOC. The entire building is equipped with generators and Wi-Fi. The PIO could work in the 2nd-floor Command Room which is equipped with computer access to a printer, PIER, WebEOC, video conferencing, 2 TV screens for media monitoring, computer projector and a SmartBoard screen. Up to four Phone Bank members can log media and community inquiries in the 2nd-floor Message Center. The Assistant PIOs and other JIC staff can work in the 1st-floor Media/Training Room that has two telephones and one speakerphone available. The same room could be used for media briefings but space would be limited. (See room layout in Section VII.) Access to a photocopier and fax machine is available down the hallway. Media parking is available on the streets surrounding the EOC building and the county parking lot on the northeast corner.

Secondary JIC: Room 200 of Precinct 1 Constable's office at 1517 Ransom Road in Richmond
JIC Phones: 281-341-4532, 4533, 4534, 4536, 4537, and 4538   JIC Fax: 281-341-4545

This JIC facility is located near the Sheriff's Office less than 1 mile from the FBC EOC. If county courts close prior to a hurricane, constables would be assigned law enforcement duties, so their office space would be available for a JIC equipped with 7 computers, laser printer, fax, photocopier, 6-10 phone lines, and Wi-Fi. The office space includes a break room with conference table and 8 chairs. The Chief Deputy's office could be used as the PIO's office. Across the hall, the J.P. courtroom could be used as a Media Briefing Room to seat up to 200 people in wooden pews. The building's generators would power the Constable's offices but do not provide emergency power or air conditioning for the J.P. courtroom.

Tertiary JIC: HHS Classroom of Rosenberg Annex at 4520 Reading Road in Rosenberg
JIC Phones: (To be determined by HHS)

This JIC facility is located 2.5 miles from the FBC EOC in the Health & Human Services building, so HHS may use this classroom as an EOC for a public health emergency. The classroom can be divided into two sections seating up to 75 people classroom-style. The west section is equipped with Wi-Fi, two cable TV sets for media monitoring, a computer to monitor WebEOC, and a computer projector. The room is pre-wired for 20 phone lines using HHS-assigned phone numbers from around the rest of the building. A small conference room can seat 12 people around a rectangular conference table. A staff lounge is equipped with a microwave and refrigerator, and can seat 12 people around six small tables. Three public restrooms are available nearby. The building's generators provide emergency lighting only but not air conditioning. The classroom could be used as a JIC or Media Briefing Room if not being utilized by HHS.

In addition, the following locations may be available for use as a Media Briefing Room:
- Grand Hall of the Sheriff's Office located at 1410 Ransom Road in Richmond
- Meeting Rooms at the George Memorial Library at 1001 Golfview Drive in Richmond
- Training Room in the Public Safety Building at 3845 Cartwright Road in Missouri City

VII. ROOM LAYOUT OF PRIMARY JIC

The following Room Layout of the Primary JIC, seating assignments, and telephone assignments is subject to modification by the PIO or Assistant PIO/JIC Manager based on available staffing, equipment, and the needs of the incident.

The telephone (281-238-3407) in the Closet should be moved to the JIC table for Incoming calls. The telephone (281-238-3408) on the wall near by hallway door should be used for Outgoing calls. The speakerphone (281-238-3432) should be used for JIC Staff briefings by the PIO.

The portable white board can be used as a JIC Status Board. If WebEOC is displayed live on the projector screen, then the portable white board could be moved to another wall.
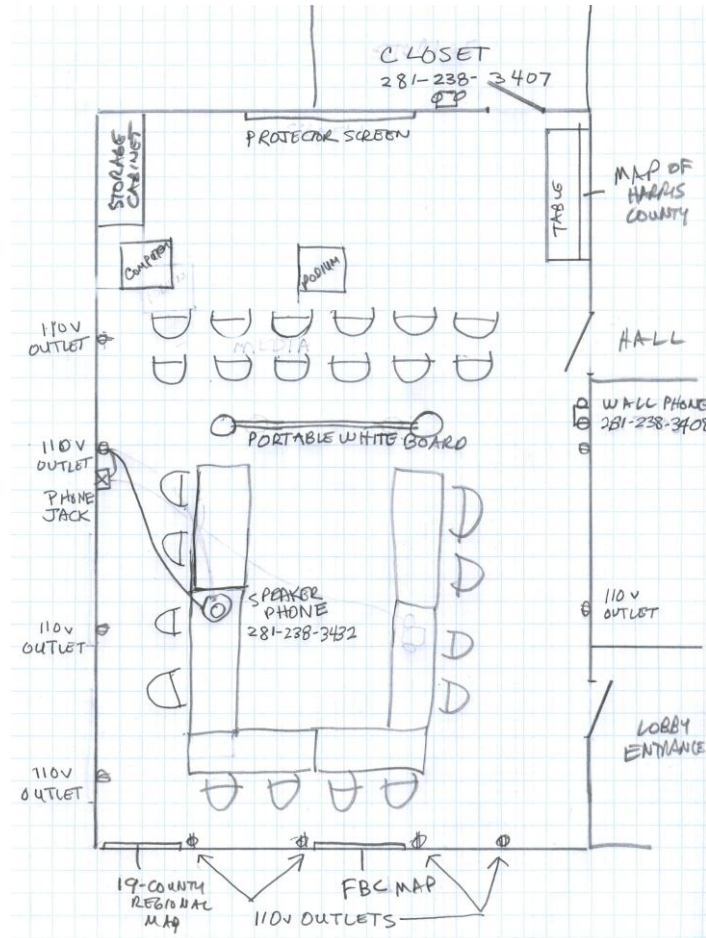
VIII. VIRTUAL JIC FACILITIES

FBC OEM has created a "Fort Bend County Joint Information Center" website (www.fbcjic.org) through the PIER System that will be used as the common Virtual JIC platform. All members of the FBC PIO Network (whether or not their organization has their own PIER site) will be added as PIER Users able to log in to the FBC JIC site:

To log in, visit:	http://www.piersystem.com/logon
User Name:	(Same as your work e-mail address before the @ symbol)
Password:	(Selected by the User)

Your PIER password must be a minimum of six characters including at least one capital letter, at least one lower-case letter, and at least one numeral.

If you are not presently a PIER System User, contact the FBC OEM's Regional Public Information System Administrator at 281-342-6185 to request a User Name and obtain PIER System training. See Appendix B for PIER System Job Aids.

WebEOC will be used as the common Status Board. All members of the FBC PIO Network will be added as WebEOC Users able to log in to the Regional and FBC WebEOC site:

To log in, visit:	http://aireoc.com/houston
User Name:	(Lastname Firstname Last4digitsSSN, e.g. joesmith9876)
Password:	(Selected by the User)

Your WebEOC password must be a minimum of six characters including at least one capital letter, at least one lower-case letter, and at least one numeral.

If you are not presently a WebEOC User, contact the FBC OEM's Senior Planner at 281-342-6185 to request a User Name and obtain WebEOC training. See Appendix C for WebEOC Job Aids.

The PIO or Assistant PIO/JIC Manager will assign members of the FBC PIO Network who are unable to staff the Physical JIC to appropriate JIC Specialist roles that they can perform through the Virtual JIC using PIER and WebEOC from their office, home, or other work location during their scheduled shift.

It's critical that you remain logged in and available during your entire work shift to input or reply to new inquiries routed to you, write or vet new documents, monitor media coverage or public rumors, interact in the web-based PIER Conference Room, and reply promptly to messages sent to you by other Physical or Virtual JIC participants.

Inquiries entered into PIER by the Phone Bank or JIC Staff members can be transferred to appropriate FBC PIO Network members for response.

All approved documents posted on the FBC JIC website can be automatically posted using RSS feeds in the "Recent Updates" section of each PIER site owned by a FBC PIO Network member. Members who do not have their own PIER site can manually post any FBC JIC documents on their own organization's website.

IX. COMMAND APPOINTMENT OF PIO

Before the FBC JIC is activated, Incident/Unified Command should determine who the best-qualified and most-experienced person is to appoint as PIO for the incident.

The PIO or Assistant PIO/JIC Manager will assign members of the FBC PIO Network to appropriate roles in either the Physical or Virtual JIC based on the information provided by members in their Assessment Survey, including their availability, job preference, previous experience, and NIMS training.

See Appendix A for a list of FBC PIO Network members who have completed the training necessary to serve as the PIO, Assistant PIO/JIC Manager, other Assistant PIO roles, and various JIC Specialists.

X.   NIMS INCIDENT TYPES

NIMS classifies all incidents by Type based on the estimated duration of the incident and the size of response required. The following criteria should be used to categorize the incident by NIMS Incident Type and determine what PIO or JIC response is required.

Type 5: (No JIC)

- Incident response and local media coverage is confined within the first Operational Period and often within a few hours after resources arrive on-scene
- No written Incident Action Plan (IAP) is required under Incident Command
- Response personnel are limited to 1 or 2 single resources from one organization
- PIO for a response organization or jurisdiction is able to handle the volume of media and community inquiries internally without establishing a JIC
- Examples include a vehicle fire, robbery, school closing, or brief power outage

Type 4: (City or County JIC)

- Incident response and local media coverage is usually limited to one Operational Period of 12 hours or less; ICS, EOC, or JIC staffing will require only one work shift
- No written Incident Action Plan (IAP) is required under Incident Command
- Response personnel are from one organization or within one city or county jurisdiction
- PIO for a response organization or jurisdiction needs up to four Assistants to work up to 12 hours to handle the volume of media and community inquiries
- Examples include a large building fire, hazmat release, school bus accident, or tornado

Type 3: (County or Regional JIC)

- Incident response and local media coverage may extend into multiple Operational Periods of 12 hours or longer; ICS, EOC, or JIC staffing will require multiple work shifts
- A written Incident Action Plan (IAP) may be required under Unified Command
- Response personnel come from multiple organizations and/or affect multiple jurisdictions
- Assistant PIOs each need one or more Specialists on multiple work shifts to manage a Public Information program for several days
- Examples include a plant explosion, train derailment, school shooting, or flooding

Type 2: (Regional or State JIC)

- Incident response and state/regional media coverage may last multiple days or weeks; ICS, EOC and JIC staffing will require multiple work shifts and staff replacements
- A written Incident Action Plan (IAP) will be required under Unified or Area Command
- Response personnel from other counties, regions, state or national organizations arrive to supplement local city/county resources
- PIOs from multiple Response Partners form several physical and virtual JICs in the area
- Examples include a multi-county hurricane, flood or wildfire

Type 1: (National JIC)

- Incident response and national media coverage will last multiple weeks or months
- ICS, EOC and JIC staffing will require multiple work shifts and staff replacements
- Emergency Support Functions are activated under the National Response Framework
- PIOs from multiple Response Partners form multiple local, state, and/or national JICs
- Examples include a major terrorist attack, Katrina-type hurricane, or national pandemic

XI. FBC JIC ORGANIZATION CHARTS

NIMS encourages the JIC organization structure to be flexible and scalable to fit the size, type, and complexity of the incident as well as the resources (personnel, equipment, and facility workspace) available to respond.

The Public Information Officer (PIO) is a Command Staff position that reports directly to Command – either the Incident Commander (IC) or Unified Command (UC) – that operates from a Command Post or Emergency Operations Center. The PIO (or Assistant PIO/JIC Manager on each work shift) can expand, contract, or modify the JIC Organization Chart to add, delete, or merge Assistant PIOs, JIC Specialists, and other positions as needed. The PIO may also appoint a Deputy PIO on each work shift who has the same authority and qualifications as the PIO.

Detailed Position Descriptions, Position Qualifications, Responsibilities, Job Aids, and Information Exchange Matrices for each PIO, Assistant PIO, and JIC Specialist position are available in Section III, Appendix A, and Appendix B of the NRT JIC Model.

The JIC is organized around three functions that usually occur in this chronological order:
1.   **Information Gathering** of facts from Command, WebEOC, and reports from Response Partners, media, public, and other stakeholders
2.   **Information Production** of accurate information approved by Command and disseminated to the media and public using virtual JIC website, e-mail, and other tools
3.   **Information Communication** to conduct briefings and respond to inquiries from the media, public, and other stakeholders received by phone, e-mail, website, or in-person

Type 5 Incident (No JIC):

Before a JIC is formed, the Initial PIO may perform all three functions alone, or if staffing permits, the Initial PIO may assign up to three Assistants to perform assigned functions:

FBC JIC Organization Chart: Initial PIO

Public Information Officer (PIO)

Gather incident information (Information Gathering)

Write news releases (Information Production)

Answer media/public calls (Information Communication)
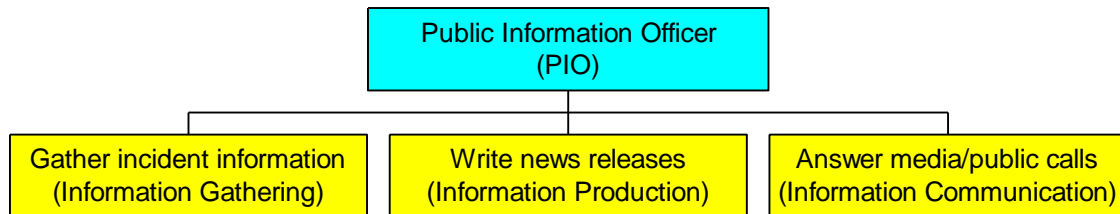
Type 4 JIC:

The PIO will probably spend most of his/her time <u>outside</u> of the JIC: meeting with Command or EOC officials, developing an overall Public Information strategy, and conducting media briefings or interviews, so the Assistant PIO/JIC Manager remains <u>inside</u> the JIC to manage its operations as directed by the PIO. The other three Assistant PIOs perform their assigned functions.

FBC JIC Organization Chart: Type 4 JIC
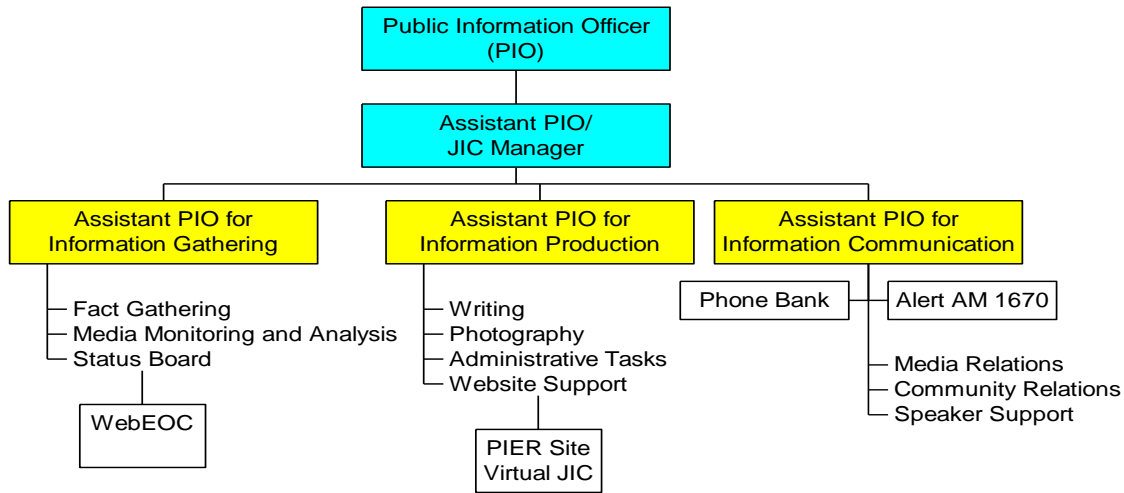
WebEOC serves as the FBC EOC's Status Board administered by the FBC EOC's Planning Section Chief or EOC Manager. The FBC JIC's PIER Site will serve as a Virtual JIC managed by the FBC OEM's Regional Public Information System Administrator. The FBC EOC's Phone Bank is managed by the FBC EOC's Communications Director and staffed by Citizen Support Team members and other volunteers trained to log all inquiries from the media, community, and other stakeholders. The FBC OEM's Alert AM 1670 radio station is managed by the FBC OEM's Planning Director and is recorded and programmed by Media Consultants.

A Type 4 JIC is designed to operate for one Operational Period of up to 12 hours. However, if the incident or resulting media coverage is expected to last longer than 12 hours, then the PIO or Assistant PIO/JIC Manager should recruit more FBC PIO Network members and Response Partners to work either two 12.5-hour shifts or three 9-hour work shifts, such as:

Day Shift:	6:30 a.m. to 7:00 p.m.
Night Shift:	6:30 p.m. to 7:00 a.m.
A Shift:	6:00 a.m. to 3:00 p.m.
B Shift:	2:00 p.m. to 11:00 p.m.
C Shift:	10:00 p.m. to 7:00 a.m. (if needed)

These schedules provide a 30-minute or 1-hour overlap for the <u>outgoing</u> work shift to brief the <u>incoming</u> work shift and provide for a smooth transition.

Type 3 JIC:

If any Assistant PIO is unable to perform all of their assigned functions in a timely manner, then the PIO or Assistant PIO/JIC Manager may recruit additional FBC PIO Network members to work as Specialists (or other appropriate job titles) assigned to perform a specific function.

FBC JIC Organization Chart: Type 3 JIC

```
                        Public Information Officer
                                  (PIO)
                                    |
                           Assistant PIO /
                            JIC Manager
     ┌──────────────────────────┼──────────────────────────┐
Assistant PIO            Assistant PIO               Assistant PIO for
Information Gathering    Information Production       Information Communication

 Fact Gathering              Writer              Phone Bank        Alert AM 1670
 Specialist

 Media Monitoring and    Photo/Videographer                        Media Relations
 Analysis Specialist                                               Specialist

 Rumor Control           Administrative                            Community Relations
 Specialist              Assistant                                 Specialist

 Status Board            Website                                   Speaker Support
 Specialist              Specialist                                Specialist

 WebEOC                  PIER Site                                 Field
                         Virtual JIC                               Specialist
```

Response positions below the Assistant PIO level may be staffed by more than one person based on the needs of the incident. For example, the PIO or Assistant PIO/JIC Manager may assign 2-3 Writers to produce various news releases, fact sheets, or briefing statements, or may assign 2-3 Fact Gathering Specialists to gather incident information from multiple Response Partners, especially early in the incident.

If staffing is limited, functions not specifically assigned to a Specialist would be performed by the appropriate Assistant PIO, or related functions (such as Media Monitoring and Rumor Control) could be merged.
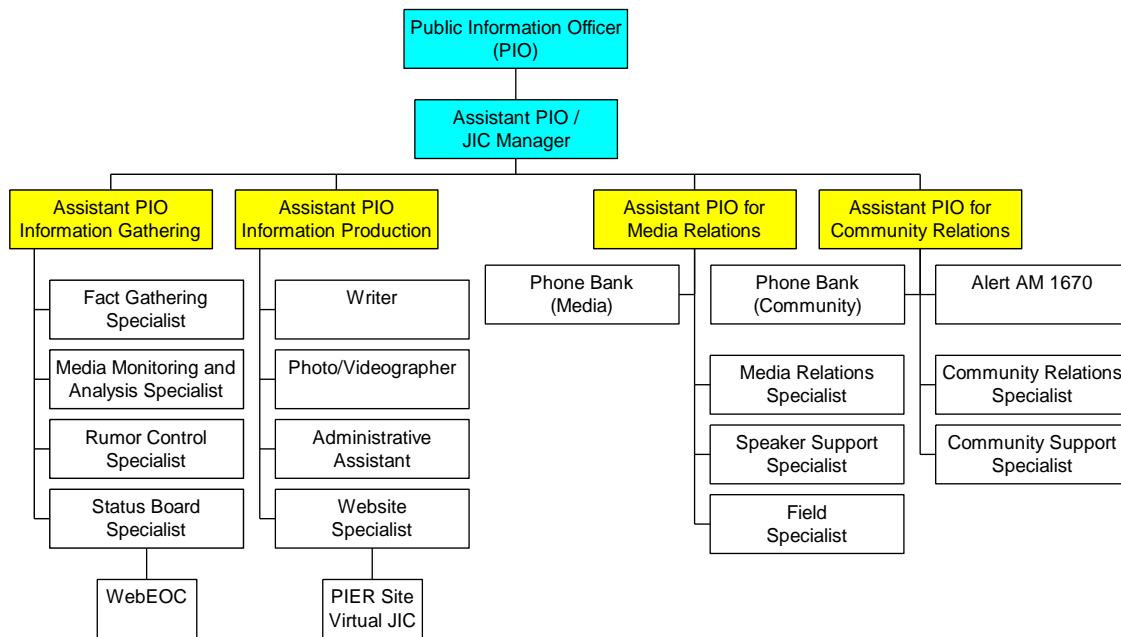
Because a Type 3 JIC will require staffing on multiple work shifts for several days, the PIO or Assistant PIO/JIC Manager will need to recruit additional Specialists from the FBC PIO Network, other Response Partners, or the Houston/Galveston Regional PIO Network to cover all JIC work shifts.

Type 2 JIC:

Type 2 incidents impact more community residents and draw more state, regional, and national media coverage that may require formation of a Regional or State JIC. The PIO or Assistant PIO/JIC Manager may find it helpful to split the Assistant PIO for Information Communications functions into separate Media Relations and Community Relations functions. The Phone Bank will log and route inquiries to Assistant PIO for Media Relations or Community Relations as appropriate. The Community Support Specialist will plan community meetings and outreach programs to inform local residents and community leaders.

FBC JIC Organization Chart: Type 2 JIC

```
                        Public Information Officer
                                 (PIO)
                                   |
                           Assistant PIO /
                            JIC Manager
      _____|_____
      |                 |                        |                    |
 Assistant PIO    Assistant PIO           Assistant PIO for    Assistant PIO for
 Information      Information             Media Relations      Community Relations
 Gathering        Production

 Fact Gathering   Writer           Phone Bank      Phone Bank        Alert AM 1670
 Specialist                        (Media)         (Community)

 Media Monitoring Photo/Videographer                Media Relations  Community Relations
 and Analysis                                       Specialist       Specialist
 Specialist

 Rumor Control    Administrative                    Speaker Support  Community Support
 Specialist       Assistant                         Specialist       Specialist

 Status Board     Website                           Field
 Specialist       Specialist                        Specialist

 WebEOC           PIER Site
                  Virtual JIC
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If the incident results in multiple field locations (e.g., damage locations, shelter locations, point of distribution locations), then multiple Field Specialists may be required to escort and brief the media in the field.

Because a Type 2 JIC will require staffing on multiple work shifts for several days or weeks, the PIO or Assistant PIO/JIC Manager will need to recruit Specialists from the FBC PIO Network or the Houston/Galveston Regional PIO Network to cover all JIC work shifts.

The PIO or Assistant PIO/JIC Manager will need to coordinate with other JICs in the area, such as the Harris County JIC at Houston TranStar or the State of Texas JIC in Austin.

Type 1 JIC:

A Type 1 incident is the most complex, requiring national resources to safely and effectively manage and operate, so response and recovery operations are coordinated under NIMS National Response Framework.

Under the National Response Framework, DHS/FEMA is responsible for Emergency Support Function #15 or External Affairs, but DHS/FEMA uses an internal FEMA organization chart that unfortunately is not NIMS-compliant.

ESF #15 integrates and coordinates the functions of six External Affairs divisions: State/Local/Tribal Affairs, Congressional Affairs, Community Relations, Planning & Products, Private Sector Affairs, and the ESF #15 Joint Information Center (which is only responsible for Media Relations). Writing, website, and strategy/message development functions are managed by the Planning & Products division that operates outside of the ESF #15 JIC.

All six External Affairs divisions will usually co-locate with the Joint Field Office (JFO), although the ESF #15 JIC could co-locate with a state-operated JIC if it is not part of the JFO.

ESF #15 External Affairs Organization Chart
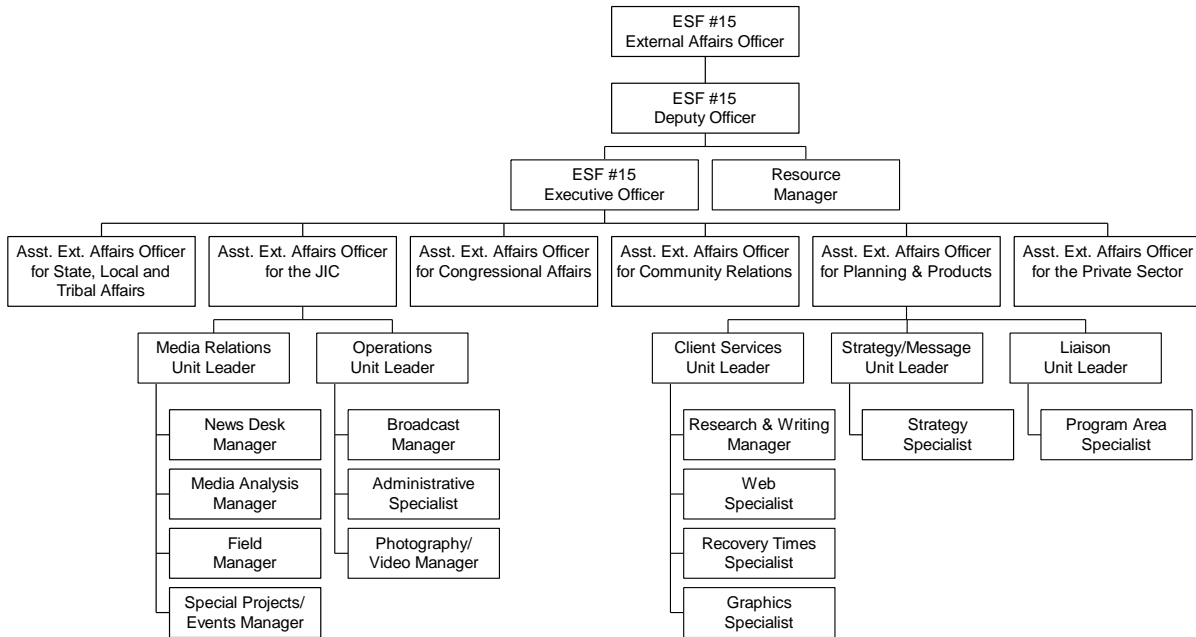
Local and State PIOs and Assistant PIO/JIC Managers who may have to integrate their local/state JIC with an ESF #15 JIC for a Type 1 incident should complete NIMS IS-800.b (Introduction to the National Response Framework) and NIMS IS-250 (ESF #15 External Affairs) training.

XII. JIC ROLES AND RESPONSIBILITIES

Each JIC role is assigned the following responsibilities and tasks to perform:

Public Information Officer (or Deputy PIO on other work shifts):
- Responsible for overall management of the JIC
- Coordinates with PIOs at other JICs (such as Area, Support, or National JIC)
- Develops strategies for collaborative communications with all Response Partners
- Attends Command Staff meetings conducted by IC/UC
- Briefs IC/UC on public information activities and concerns
- Briefs JIC staff on a regular basis about IC/UC activities
- Obtains IC/UC approval prior to distribution of JIC products
- Provides policy and direction to the JIC Manager and Assistant PIOs
- Serves as lead Spokesperson or Moderator for briefings or special events

Assistant PIO/JIC Manager:
- Manages daily operations of the JIC as directed by the PIO or Deputy PIO
- Plans JIC work schedules, assignments, and logistics needs
- Requests personnel, equipment and supplies needed for JIC operations
- Provides advice/consulting to PIO and coaching/training to JIC staff as needed
- Prepares ICS-214 (Unit Log) from each JIC staff member's ICS-214A (Individual Log)

Assistant PIO for Information Gathering:

Fact Gathering Specialist:
- Identifies and coordinates with the lead representatives from each Response Partner including local, state, federal, private sector, and non-governmental organizations participating in the JIC (physical or virtual)
- Obtains information from Response Partners regarding incident impact, response, and key messages to share with media and other stakeholders
- Provides information from Response Partners to Status Board Specialist and to APIO for Information Production for development of JIC news products
- Routes inquiries or interview requests to appropriate Response Partner(s)

Status Board Specialist:
- Displays incident information from WebEOC's Significant Event Boards in JIC
- Enters major FBC JIC information into WebEOC's Public Information Board
- Posts copies of approved news releases, incident maps, and other confirmed information on the Status Board in the JIC

Media Monitoring and Analysis Specialist:
- Monitors radio, TV, print and Internet website/blog media coverage
- Notifies Assistant PIO of any media errors, rumors, or new information
- Assistant PIO contacts media outlets or other sources to correct errors or rumors
- Notifies Assistant PIO for Information Production about any error or rumor

Rumor Control Specialist:
- Identifies and reports any rumors that may cause issues or problems to the Assistant PIO for Information Gathering
- Verifies the accuracy of the rumor and document results
- Reports results of each rumor investigation to the Assistant PIO for Information Gathering for correction
- Maintains a file of each rumor investigation

Assistant PIO for Information Production:

Writer:
- Reviews information provided by Information Gathering
- Uses templates to draft media advisories, news releases, and other products
- Obtains approval from Assistant PIO, PIO, and IC/UC before distribution
- Routes approved documents to Website Specialist and Information Communication

Photographer/Videographer:
- Shoots and edits photographs of newspaper/magazine quality
- Shoots and edits video of broadcast or Internet quality
- Catalogs and manages all photos and videos
- Provides all photos and videos to the Administrative Assistant for the casebook and to the Website Specialist for posting on the JIC website

Administrative Assistant:
- Works with Logistics Section to acquire, set up and run audio/visual support for briefings
- Provides support for media briefings and community meetings
- Produces a casebook available in the JIC or stored on the JIC website
- Provides all JIC files and products to the Planning Section's Documentation Unit
- Photocopies, assembles, and distributes briefing packets
- Photocopies, files, and catalogs all JIC materials
- Maintains media credentialing records

Website Specialist:
- Adds JIC staff as PIER System Users; sets up messaging and conference calls
- Inputs inquiries received by phone; manage inquiries received by e-mail
- Posts approved documents, photos and video on JIC website
- Maintains contact lists; e-mails documents to appropriate stakeholders
- Provides reports on JIC activities, performance, and website hits

Assistant PIO for Information Communication:

Phone Bank:
- Answers JIC phones; logs inquiries into PIER or on 3-part JIC Inquiry form
- Routes inquiries about specific Response Partners to their lead representative in JIC
- Routes inquiries requiring follow-up to Assistant PIO and Website Specialist

Alert AM 1670 Specialist:
- Writes and records Emergency or General Information messages for Alert AM 1670
- Schedules messages into the WaveCart computer for broadcast on Alert AM 1670

Media Relations Specialist:
- Responds to all Media inquiries as quickly as possible prior to media deadlines
- Conducts media interviews providing approved information
- Schedules on-location interviews with PIO or Field Specialist
- Works with Writer to develop news releases, fact sheets, talking points, etc.

Speaker Support Specialist:
- Identifies, schedules, and prepares Executive/Senior Officials, Command, and Subject Matter Experts for news briefings and media interviews
- Obtains scheduled times for media briefings from PIO or Assistant PIO/JIC Manager
- Coordinates with Administrative Assistant on setup and audiovisual needs for media briefings
- Schedules speakers for any local newspapers' editorial board meetings

Field Specialist:
- Coordinates with Safety Officer on safety rules for escorting media to incident locations
- Escorts media to incident scene or other field locations
- Takes photos and video of the incident scene or other field locations
- Gathers facts from Response Partners at the incident scene
- Disseminates approved information to media or public at the incident scene

Community Relations Specialist:

- Identifies communities affected by the incident; identify community leaders
- Responds to all community inquiries as quickly as possible (within one hour if possible)
- Provides approved information to community leaders and residents; determine their concerns and need for information and assistance
- Works with Writer to address community concerns and need for information

Community Support Specialist:

- Identifies and schedules appropriate spokesperson(s) such as the PIO, Executive/Senior Officials, Command, and Subject Matter Experts and prepare support materials for them to use at community meetings and community-leader briefings
- Coordinates with the Administrative Assistant about setup and audiovisual needs for community meetings and community-leader briefings
- Participates in meetings hosted by the community

Detailed Position Descriptions, Position Qualifications, Responsibilities, Job Aids, and Information Exchange Matrices for each PIO, Assistant PIO, and JIC Specialist position are available in Section III, Appendix A, and Appendix B of the NRT JIC Model.

XIII. JIC CHECKLIST

The Public Information Officer (PIO) or Assistant PIO (APIO) that supervises the appropriate JIC Staff function (listed in parentheses) should confirm that the following major tasks are performed on each JIC work shift. Each person should review this JIC Checklist and Section XII for additional responsibilities under their assigned JIC role(s).

Fill in the TIME and/or INITIALS of the person who completed each task:

_____ 1.   **Everyone:**
            Complete a ICS-214A Log of each individual's major events/activities performed

_____ 2.   **PIO**:
            Notify JIC staff and Response Partners when JIC will be activated or demobilized

_____ 3.   **APIO/JIC Manager**:
            Set up JIC; assess staff; assign JIC roles; request any additional resources

_____ 4.   **APIO/Communications (Field Specialist):**
            Go to incident scene to gather facts, escort media, and/or take photos on-scene

_____ 5.   **PIO**:
            Obtain incident briefing from Command or EOC Manager; brief JIC staff

_____ 6.   **APIO/Gathering** (**Fact Gathering**):
            Obtain latest incident facts or news release info from each Response Partner

_____ 7.   **APIO/Gathering** (**Status Board**):
            Display WebEOC in JIC; enter Public Information into WebEOC

_____ 8.   **APIO/Gathering** (**Media Monitoring**):
            Monitor media coverage for errors, rumors or new info

_____ 9.   **APIO/Gathering** (**Rumor Control**):
            Investigate, verify, and correct rumors from media coverage or inquiries

_____ 10.   **APIO/Communications** (**Phone Bank**):
            Log and review inquiries from media, community & other stakeholders

_____ 11.   **APIO/Communications (Media and Community Relations):**
            Follow-up on outstanding inquiries from media, community & other stakeholders

_____ 12.   **PIO**:
            Develop strategy of messages; set news release deadlines and briefing schedule

_____ 13. **APIO/Production** (**Writer**):
Review WebEOC and Status Boards; use templates to draft JIC document(s)

_____ 14. **APIO/Production** (**Photographer/Videographer**):
Shoot, edit and catalog photos or video of incident and response actions

_____ 15. **PIO**:
Obtain approval from Command of each JIC document; distribute to JIC Staff

_____ 16. **APIO/Production** (**Website**):
Post approved documents on website; e-mail to stakeholders

_____ 17. **APIO/Communications (Alert AM 1670):**
Record and schedule any new or revised messages on Alert AM 1670 radio

_____ 18. **APIO/Production** (**Admin Assistant**):
Maintain casebook of all approved JIC documents issued

_____ 19. **APIO/Communications** (**Media Relations**):
Reply to media inquiries; schedule and conduct interviews

_____ 20. **APIO/Communications** (**Community Relations**):
Reply to community inquiries; identify needs & concerns

_____ 21. **PIO**:
Review inquiries and media monitoring reports for issues and trends

_____ 22. **APIO/Production** (**Admin Assistant**):
Plan for media briefings, community meetings or tours; set up room facilities

_____ 23. **APIO/Communications** (**Speaker Support**):
Prepare spokesperson(s) for media briefings

_____ 24. **APIO/Communications** (**Community Support**):
Prepare spokesperson(s) for community meetings

_____ 25. **APIO/JIC Manager**:
Provide advice/consulting and coaching/training as needed

_____ 26. **Everyone**:
Submit ICS-214A Log to APIO/JIC Manager at end of work shift

_____ 27. **PIO**:
Appoint Deputy PIO and APIO/JIC Manager for next work shift

_____ 28. (Repeat steps #1 through #27 until incident is over)

XIV.   JIC POLICIES AND PROCEDURES

1.   The PIO, Assistant PIOs, and JIC staff members represent the <u>entire</u> Incident/Unified Command organization, not just his or her own individual organization. You're part of a team!

2.   Under NIMS, each person reports to only one supervisor ("Unity of Command"), and each supervisor only manages 3-7 staff ("Span Of Control"), so find out to whom you report. Each Assistant PIO can re-assign or combine their personnel as needed to meet changes in workload, match a staff member's skills and training to the tasks required, and accomplish the responsibilities assigned to that function.

3.   Whether you're working in the Physical or Virtual JIC, you can coordinate and communicate with everyone simultaneously using the web-based chat board in the PIER Conference Room. Display it on your computer at all times. You can send private messages to individual JIC Staff (whether or not they're currently on duty) using the PIER Message Center.

4.   Pre-written forms and templates can help speed up the documentation and production process, but they're just "starting points". Forms and templates can be modified to fit the size, scope, and unique characteristics of every incident and issue that may surface.

5.   You are authorized to share any facts or information contained in any statement, news release and other document that has been approved by the PIO and Command. Response Partners can help draft and vet documents, but no other approvals are required. Rumors that are not yet confirmed, incident information still being gathered, or documents pending approval should <u>not</u> be shared outside the JIC or Command.

6.   Inquiries about a specific Response Partner (not addressed in an approved News Release) should be routed to the lead representative for that Response Partner. The PIO or Assistant PIO/JIC Manager can identify who the lead representative is for each Response Partner. The lead representative determines which of its own organization's JIC staff members are authorized to speak for their organization to the media and other stakeholders.

7.   Each Response Partner retains its own authority and identity, so any Response Partner can issue its own News Release or Statement speaking on its own behalf, but they should coordinate with the PIO or Assistant PIO/JIC Manager to make sure the information is accurate and consistent with what the JIC has released. As a professional courtesy, copies of all individual and joint news releases should be distributed to all Response Partners.

8.   Treat everyone fairly, politely, and professionally. Don't play favorites; treat all media outlets and stakeholders equally. Don't promise what you can't deliver. Don't lose your cool or composure, even if an aggressive reporter or angry community resident may "push your buttons". Stay calm and focused on what you need to do.

9.   Don't be afraid to ask for help. If you're overwhelmed or behind schedule to complete a task, let your supervisor know. If you have a question or don't understand a task or template, contact the PIO or Assistant PIO/JIC Manager who will be glad to help you!

XV.   JIC FORMS AND TEMPLATES

The following forms and templates are stored as separate Word files in the PIER System as templates available for use by JIC staff:

FORM/TEMPLATE	FILE NAME	COMPLETED BY
Assessment Survey	FBCJIC-Assess.doc	Everyone
ICS-214A Log	FBCJIC-ICS214A.doc	Everyone
Media Monitoring	FBCJIC-Monitoring.doc	Media Monitoring
Inquiry Form	FBCJIC-Inquiry.doc	Phone Bank
Interview Request	FBCJIC-Interview.doc	Media Outlets
Media Advisory	FBCJIC-Advisory.doc	Writer
News Release	FBCJIC-NewsRel.doc	Writer
News Conference	FBCJIC-NewsConf.doc	Writer

The Inquiry Form should be available as 3-part carbonless forms (white, yellow and pink copies) that can be filled out by Phone Bank staff. See instructions in Section XIX.

Alternatively, all FBC PIO Network members and Phone Bank staff could be trained how to use PIER's Inquiry management system, so they can enter all inquiries directly into PIER.

XVI.   ASSESSMENT SURVEY

Each FBC PIO Network member, Response Partner, or Spontaneous Volunteer willing to work in the physical or virtual JIC fills out the Assessment Survey to indicate their availability, training, experience, and preference for the JIC position they'd like to fill.

The Assistant PIO/JIC Manager will visit with each individual, review their Assessment Survey, and then assign them to an appropriate position within the JIC, subject to the needs of the incident.

FBC JIC ASSESSMENT SURVEY

Welcome to the JIC! Please complete this survey, so our PIO and JIC Manager can match your availability, experience, training, and preferences to the JIC Staff positions presently available.

First and Last Name: _____
Rank and/or Job Title: _____
Agency/Organization: _____
Work Phone: (   ) _____ Cell Phone: (   ) _____
E-mail address: _____
If you are staying at a hotel, list Hotel name: _____ Room #: _____

AVAILABILITY
Please list any dates/times or shifts that you are <u>NOT</u> available to work in the JIC:

RESOURCES
Please check any equipment/supplies or other JIC resources that you brought with you:
☐ Laptop   ☐ Printer   ☐ Camera/videocam   ☐ Tape recorder   ☐ Office supplies
☐ Other: _____

EXPERIENCE
How many years of public affairs experience do you have? _____
How many times have you previously worked in a JIC? _____
Describe what JIC roles or duties you have previously performed:

TRAINING
Please check which NIMS courses that you have completed:
☐ None   ☐ IS-700   ☐ IS-702   ☐ IS-250   ☐ ICS-100   ☐ ICS-200   ☐ ICS-300   ☐ ICS-400

Have you completed any other PIO or JIC training?   ☐ No   ☐ Yes _____
Have you completed any media spokesperson training?   ☐ No   ☐ Yes _____

SKILLS
Please check your "Top 3" best skills:
☐ Supervising others   ☐ Developing strategies   ☐ Conducting media briefings and interviews
☐ Gathering info   ☐ Writing copy   ☐ Taking photos/video   ☐ Web support
☐ Answering inquiries   ☐ Investigating rumors   ☐ Computer skills   ☐ Admin support
☐ Other: _____
☐ Fluent in any foreign language(s)? _____

PREFERENCES
Please indicate which JIC role(s) or duties that you would like to be assigned to:
☐ Preferred role(s): _____
☐ No preference; I'll work any role or duties as needed

XVII. ICS-214A LOG

Each individual involved in a NIMS Incident Command System or Unified Command response is responsible for maintaining their own Individual Log (ICS-214A form) of <u>major</u> events and activities that they performed during their work shift.

For example, the individual may log the time they started and ended work, learned about a major incident event, completed assigned tasks, received approval to distribute a specific document, or conducted a major interview or news conference. Minor tasks do not need to be logged.

Enter your contact information at the top of the form. Enter the Time in the first column, then describe the event or activity. Use as many lines as needed. If you need additional pages, number each page (Page ___ of ___) at the top of the form.

At the end of each work shift, each individual submits their completed ICS-214A Log to the Assistant PIO/JIC Manager for inclusion into the JIC's ICS-214 Unit Log. The PIO submits the JIC's ICS-214 Unit Log to the Planning Section's Documentation Unit at the end of each Operational Period.

FBC JIC INDIVIDUAL ACTIVITY LOG

Name: _____ JIC Role: _____

Organization: _____ Telephone: _____

Incident Name: _____ Page _____ of _____

Date:_____ Work Shift or Operational Period: _____ AM/PM to _____ AM/PM

Time	Major Events And Activities Performed

This form complies with NIMS ICS 214A (Individual Activity Log)

XVIII. MEDIA MONITORING REPORT

The Media Monitoring and Analysis Specialist is responsible for completing the Media Monitoring Report and/or quickly sharing Media Monitoring results in the PIER Conference Room. The Specialist can monitor and/or record on-air radio and television broadcasts (e.g., using equipment in the 2nd-floor EOC) or search media websites for stories that mention the incident and/or Response Partner organizations in Fort Bend County.

Websites for major media outlets in Fort Bend County:

Fort Bend Herald (Daily)	http://www.fbherald.com
Fort Bend Independent (Weekly)	http://www.fbindependent.com/
Fort Bend Star (Weekly)	http://www.fortbendstar.com
Fort Bend Now (Web-based)	http://www.fortbendnow.com
Fulshear Times (Weekly)	http://www.fulsheartimes.com
Katy Sun (Weekly)	http://www.hcnonline.com/katy_sun/front/
Katy Times (Weekly)	http://www.katytimes.com
Katy News (Bimonthly)	http://www.thekatynews.com
Instant News Katy (Web-based)	http://www.instantnewskaty.com
Voice of Asia (Weekly)	http://www.voiceofasia.us

Websites for major media outlets in Houston include:

Houston Chronicle/Fort Bend	http://www.chron.com/neighborhoods/fortbend/
KPRC-TV Channel 2	http://www.click2houston.com
KHOU-TV Channel 11	http://www.khou.com
KTRK-TV Channel 13	http://www.abc13.com
KRIV-TV Channel 26	http://www.fox26.com
KTRH-AM NewsRadio 740	http://www.ktrh.com
KUHF-FM 88.7 (NPR)	http://www.kuhf.com

If a Spanish-speaking JIC staff person is available, the Assistant PIO/JIC Manager could assign them to monitor Spanish media outlets in addition to other tasks requiring Spanish fluency.

> KLAT-AM 1010 (La Tremenda News/Talk)
> http://radiotime.com/station/s_33660/Radio_La_Tremenda_1010.aspx
>
> KXLN-TV Channel 45 (Univision)   http://www.univision.com
>
> KTMD-TV Channel 47 (Telemundo) http://www.telemundohouston.com
>
> Latin Breaking News (Web-based) http://www.latinbreakingnews.com

The Media Monitoring and Analysis Specialist should determine whether the news story:

- Mentions any unresolved issues or public concerns
- Is accurate or contains factual errors
- Contains any rumors or new information not yet confirmed by the JIC

The Assistant PIO for Information Gathering should verify whether or not any rumor is true. If so, the new information could be added to the next scheduled news release or media briefing. If not, the rumor should be corrected as quickly as possible by having the Assistant PIO notify the media outlet(s) and seek a correction. Media outlets' phone numbers and e-mail addresses are stored in the "Contact" section of the FBC JIC's PIER site.

FBC JIC MEDIA MONITORING REPORT

Date: _____ Time: _____ Monitored by: _____

Media outlet:_____ Location: _____

Type: ☐ Radio   ☐ Television   ☐ Newspaper   ☐ Website   ☐ Social Media

☐ Attach any audio or videotape of broadcast, newspaper clipping or Internet printout

1. Summarize content of report; any unresolved issues or concerns?

2. List any suspected factual errors:

3. List any new information (not in latest News Release):

Route to Assistant PIO for Information Gathering for investigation and follow-up:

   ☐ Information confirmed and to be included in next News Release

   ☐ Information corrected and reported to Media Outlet at Time: _____

   Media Contact: _____ Phone:_____

XIX.   INQUIRY FORM

The Phone Bank is responsible for completing the FBC JIC Inquiry form. Please use a black pen and print firmly, because this carbonless form makes three copies (white, yellow, and pink). The Phone Bank uses this form to log and track inquiries both underline externally from the Community (general public), Elected Officials, and Media, and internally from other Response Partners and EOC/OEM Staff.

When documenting the Caller's information, try to obtain a primary and secondary phone number (such as work and cell) and a work or home e-mail address. Ask if the Caller would like to be added to the JIC's Mailing List and receive future news releases automatically by e-mail. The Phone Bank Supervisor or Website Specialist can add those Callers to the appropriate Contact List in the PIER System.

Document what questions or information the Caller is requesting and what information you provided (e.g., "Read News Release #1"). List what time they need a response, especially if the Caller is a media reporter on deadline.

Most inquiries can be handled by reading the latest News Release, Situation Report, or confirmed information on the Status Board. If the Caller asks questions that cannot be answered, or if a reporter needs an On-Camera Interview or Tour, details about the request should be noted.

If follow-up is needed, the Inquiry Form should be routed to the Assistant PIO for Information Communication who will research the questions and follow-up by phone with the Caller. The Assistant PIO may assign the inquiry to a Media Relations or Community Relations Specialist if JIC staffing is available. The goal should be call them back within one hour.

After completing the carbonless 3-part JIC Inquiry form, the Phone Bank should post the bottom pink copy on the Phone Bank wall if the inquiry needs follow-up. The top white copy and middle yellow copy should be routed to the Assistant PIO for Information Communication for any follow-up. Once the follow-up is completed and documented at the bottom of the Inquiry Form, the Assistant PIO removes the pink copy from the wall and forwards the completed top white copy to Website Support so the follow-up information can be input into the PIER System.

In summary, the JIC Inquiry form is routed as follows:
- Bottom pink copy: posted on the Phone Bank wall (until follow-up is completed); the Phone Bank keeps the bottom pink copy.
- Top white and middle yellow copies: routed to the Assistant PIO for Communications for follow-up; the Assistant PIO keeps the middle yellow copy.
- Top white copy: routed to Website Specialist for input into the PIER System after the Assistant PIO for Communications has completed any follow-up and removed the pink copy from the wall; the Website Specialist keeps the top white copy.

Alternatively, all Phone Bank staff or the Phone Bank Supervisor on each shift could be trained how to use PIER's Inquiry management system, so they can enter all inquiries directly into PIER.

FBC JIC INQUIRY

Date: _____ Time: _____ Received by: _____

TYPE OF INQUIRY:

☐ Community   ☐ Elected Official   ☐ Media   ☐ Response Partner   ☐ EOC/OEM Staff

☐ Other: _____

CONTACT INFORMATION:

First Name:_____ Last Name: _____

Media Outlet or Organization: _____

Title: _____ City: _____ State: _____

Phone1: _____ at: ☐ work / ☐ home / ☐ cell / ☐ pager

Phone2: _____ at: ☐ work / ☐ home / ☐ cell / ☐ pager

Fax: _____ E-mail: _____

Would you like to join our JIC Mailing List?   ☐ No   ☐ Yes   ☐ Input into PIER System

QUESTIONS/COMMENTS OR INTERVIEW REQUEST:

DEADLINE: _____   **RESPOND BY:** ☐ E-mail   ☐ Phone   ☐ _____

RESPONSE REQUIRED?   ☐ No   ☐ Yes   Forward/assign to: _____

RESPONDED at _____ by _____   **STATUS:**   ☐ Pending   ☐ Closed

XX. MEDIA INTERVIEW REQUEST

Media outlets have three ways to submit a request for a media interview with the County Judge or other Senior Official, PIO or Assistant PIO, Media Relations Specialist, Response Partner Spokesperson, or other Subject Matter Expert:

- Call the JIC and submit the interview request to a Phone Bank member
- Submit an Inquiry using the "Contact" link on the www.fbcjic.org website
- Submit an Interview Request using the "Contact" link on the www.fbcjic.org website

The last method is preferred because the Media Interview Request form will capture additional information that's needed to process the request. If the reporter is on the phone, the Phone Bank can fill out and submit the Interview Request form from the website.

The Media Interview Request form is a PIER System Survey form that can be set up by the PIER System Administrator to be automatically e-mailed to selected JIC Staff members, such as the Assistant PIO for Information Communication.

All requests for media interviews should be documented and routed by the Phone Bank or the Website Specialist to the Assistant PIO for Communications who will identify the best available spokesperson for the media interview, schedule a mutually convenient time and location for the interview, and coordinate with the Speaker Support Specialist to prepare any support materials.

FBC JIC MEDIA INTERVIEW REQUEST

Date: _____ Time: _____ Received by: _____

CONTACT INFORMATION:

First Name:_____ Last Name: _____

Media Outlet or Organization: _____

Title: _____ City: _____ State: _____

Phone1: _____ at: ☐ work / ☐ home / ☐ cell / ☐ pager

Phone2: _____ at: ☐ work / ☐ home / ☐ cell / ☐ pager

Fax: _____ E-mail: _____

Would you like to join our JIC Mailing List?   ☐ No   ☐ Yes   ☐ Input into PIER System

1. **WHO** would you like to interview (or obtain B-roll video or a Still Photo of?)

2. **WHAT** topics or questions do you want to cover?

3. **WHEN** is your deadline to conduct this interview? (List a date and preferred timeframe.)

4. **WHERE** would you like to conduct this interview (subject to Spokesperson availability)?

5. **ANY SPECIAL REQUESTS?**
   - Will the interview be broadcast Live?
   - Will the interview be conducted in Spanish?

A JIC Staff member will call you back when your interview has been arranged or if we do not have a qualified Spokesperson available at the time or location requested. Thanks!

XXI. MEDIA ADVISORY

The Writer is responsible for drafting the Media Advisory. This is usually the first document that's drafted, so the media and public will know that the JIC is now "open for business" and ready to accept inquiries by phone or e-mail.

Unlike a News Release, a Media Advisory is <u>not</u> meant for publication or broadcast, but only to provide information to the media for their internal planning and coverage purposes.

The Media Advisory template can be opened as a Word file, modified as needed to include JIC contact and incident-specific information, then saved on your computer or USB jump drive for printing or exporting into the PIER System.

If the PIO has not yet scheduled a News Conference, those paragraphs can be deleted and/or a separate Media Advisory can be drafted later to announce plans for any News Conference, Media Tour, VIP Visit, or other newsworthy event.

All documents drafted by the Writer should be reviewed, modified (as needed), and approved in the following order by:
- Response Partners working in the Physical or Virtual JIC
- Assistant PIO for Information Production
- PIO (or Assistant PIO/JIC Manager on duty)
- Incident/Unified Command or EOC Manager

The goal is to issue the first Media Advisory within 30 minutes of the JIC becoming operational.

MEDIA ADVISORY
Not for broadcast or publication
(Today's Date and Time)

FORT BEND COUNTY OPENS JOINT INFORMATION CENTER

Fort Bend County, in cooperation with (list federal, state, and local agencies), has opened a Joint Information Center (JIC) to better communicate information about the (incident).

The purposes of the Fort Bend County Joint Information Center are:
1.   To compile the latest, most accurate incident information,
2.   To answer questions from the media and the public,
3.   To verify and correct any rumors about the incident,
4.   To schedule media tours, interviews, and joint news conferences.

The FBC JIC is located in the (building) located at (street address) in (city, state). All media and public inquiries about the incident should now be directed to the JIC:
        (List the phone numbers and e-mail address to the JIC)

The FBC JIC will be staffed from (hours) to (hours) until further notice. Parking for media vehicles is available at (parking lot location and directions).

The (room name or number) on the (floor) of the (building) will serve as the Media Briefing Room and may provide limited workspace for the media between briefings.

A news conference has been scheduled at (time) in the FBC JIC's Media Briefing Room. Speakers at the news conference will include:

        (List each speaker's name, title, and organization)

Copies of all previously issued news releases and background information about the incident and Response Partner organizations are available on the FBC JIC website at: www.fbcjic.org

Media outlets can click the "Contact" link on the menu bar to either "Join Mailing List" for future news releases and/or to "Submit Inquiry" or "Submit Interview Request".

-end-

For more information, contact:
Fort Bend County Joint Information Center
Phone: xxx-xxx-xxxx
E-mail: jic@co.fort-bend.tx.us
Website: www.fbcjic.org

XXII. NEWS RELEASE

The Writer is responsible for drafting all News Releases. The News Release template provides suggested formatting and content, but should be modified to fit the incident.

The News Release template can be opened as a Word file, modified as needed to include JIC contact and incident-specific information, then saved on your computer or USB jump drive for printing or exporting into the PIER System.

The initial News Release may contain very basic incident information, but it's critical that the initial News Release be issued as soon as possible in order to establish the FBC JIC as the "first and best" source of official information about the incident. Later News Releases can provide more details about the resources being deployed and response actions by all Response Partners.

The PIO should determine a schedule for News Releases to be issued, such as 5am, 10am, 3pm, and 8pm – or two hours prior to the major morning, mid-day, afternoon, and evening news blocks.

Based on the scheduled time for distribution, the Assistant PIO for Information Production should set earlier deadlines for the Writer to complete the first draft (e.g., 9:15am) and a deadline for the draft to be reviewed, modified and approved (e.g., 9:45am) so the news release can be distributed on schedule (e.g., at 10am).

All documents drafted by the Writer should be reviewed, modified (as needed), and approved in the following order by:
- Response Partners working in the Physical or Virtual JIC
- Assistant PIO for Information Production
- PIO (or Assistant PIO/JIC Manager on duty)
- Incident/Unified Command or EOC Manager

The goal is to issue the initial News Release within the first 60 minutes of the JIC becoming operational.

NEWS RELEASE
For Release at (Time)
(Today's Date)

FORT BEND COUNTY RESPONDS TO (INCIDENT)

(Richmond, TX) --- Fort Bend County has responded to the (incident name and description) which occurred at (time) today. Within _____ minutes, Fort Bend County formed a Unified Command structure to respond to the incident in cooperation with (local, state, federal, and other Response Partners).

Summarize the incident with a chronological progression of confirmed facts, bridging from the impact of the incident (any deaths, injuries, damage, closures, etc.) to the quick response and extensive resources being deployed by Fort Bend County and its Response Partners.

Insert each Response Partners' key messages prioritized by:
1.   Impact, threat, or response to protect public health, patient and employee safety
2.   Impact or damage to facilities, public roads, utilities, and infrastructure
3.   Action steps to respond and bring the incident quickly and safely under control

For more information, please call (JIC area code & phone number) or visit the FBC Joint Information Center website at www.fbcjic.org

-end-

For more information, contact:
Fort Bend County Joint Information Center
Phone: xxx-xxx-xxxx
E-mail: jic@co.fort-bend.tx.us
Website: www.fbcjic.org

XXIII. NEWS CONFERENCE

The PIO should coordinate with the Assistant PIO for Information Communication, and Speaker Support Specialist to plan each News Conference. Appropriate Spokespersons for each Response Partner and Subject Matter Experts should be identified and pre-briefed prior to the News Conference. The PIO should moderate the News Conference using the following template.

1. **Introduce yourself** and other Spokespersons or Subject Matter Experts;
   list everyone's names, job titles, and agency/organization on a flip chart.

   "*Good morning. I'm (name, title, agency/organization). With me are…*"

2. **Define your time-frame and ground rules**:

   "*We only have _____ minutes available for this media briefing.
   We will start with the latest information we have confirmed,
   then we will take questions in the remaining time available.*"

   "*Please hold your questions until after the Opening Statement
   is finished. So everyone can get clean audio and video, we
   ask that you respect the camera throw line that's been set up
   and ask that you turn your cell phones and pagers to silent mode.*

   *Copies of the latest (and any previous) News Releases and
   Media Information Kits will be available after this briefing.*"

3. **If a Spokesperson is interrupted** during the Opening Statement,
   do <u>not</u> answer the reporter's question. Instead say:

   "*Please hold your questions until after the Opening Statement
   is finished. The more you interrupt us, the less time we'll have
   for questions later. Thank you!*"

4. **After the Opening Statement is finished**, explain the guidelines
   for the Question and Answer period:

   "*We only have about _____ minutes left for questions. Please introduce
   yourself and ask one question at a time. I'll start on my far left
   (in the front row) and move to the right. First question?*"

   The Moderator should direct the question to the appropriate Spokesperson
   or Subject Matter Expert.

5. **When time is almost up**, announce "*Two more questions*" then
   "*One last question*".

   "*That's all the time available right now. We need to return to the
   JIC to update the situation. Our next media briefing
   will be conducted at (<u>time</u>) at (<u>location</u>). In the meantime, one of
   our JIC staff members, (<u>name</u>), will remain with you to write down
   any other questions or provide other assistance you may need.
   Thank you!*"

APPENDIX A: TRAINING RECORDS

1.   The following FBC PIO Network members have completed the training necessary to serve as Public Information Officer, Deputy PIO, or Assistant PIO/JIC Manager:

Name	Organization	Work Phone	Work E-mail

2.   The following FBC PIO Network members have completed the training necessary to servc as Assistant PIO:

Name	Organization	Work Phone	Work E-mail

3.   The following FBC PIO Network members have completed the training necessary to serve as a JIC Specialists or Support Staff:

Name	Organization	Work Phone	Work E-mail

APPENDIX B: PIER SYSTEM JOB AIDS

See separate Word file

APPENDIX C: WEBEOC JOB AIDS

See separate Adobe Acrobat file