

Emergency Information Systems

Goal:

To understand the the purpose and function of the Joint Information System / Center in a unified response and how information flows so that the right people can make the right decisions

Joint Information Center (JIC)

- ◆ Where you are located

- At the scene
- In a vehicle
- In a building



- ◆ Equipment that supports your efforts

- Telephones, fax, computer, AV equipment

Joint Information System (JIS)

- ◆ Personnel involved
- ◆ How information is collected, verified & distributed
- ◆ What information is collected & by whom
- ◆ Methods of distribution
- ◆ Rumor control
- ◆ Coordination of information among PIOs



Joint Information Systems (continued)

- ◆ Policies that guide the group
- ◆ How internal and external rumors are managed
- ◆ EOC relationship with JIC
- ◆ How critical issues are discovered
- ◆ How critical information is given
- ◆ Group dynamics, internal and external
 - Stress assistance (helping one another)
 - Strength vs. weakness



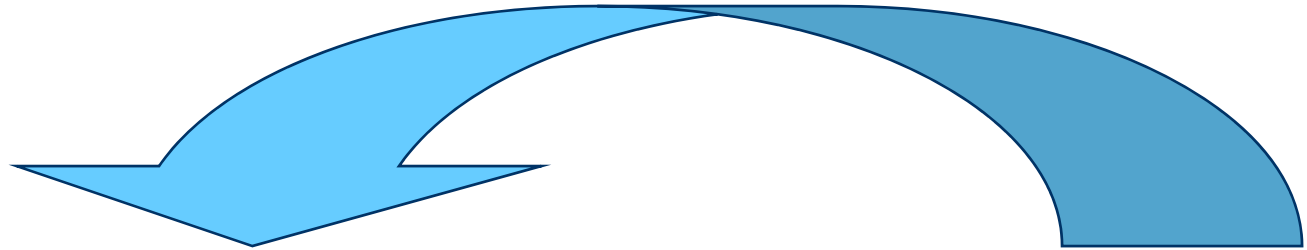
Unified Response

- ◆ Integrated control structure among responding agencies to a multi-agency emergency to:
 - Coordinate response and recovery
 - Account for personnel safety
 - Manage goals and tactics
 - Reduce danger
 - Return community to sense of normalcy

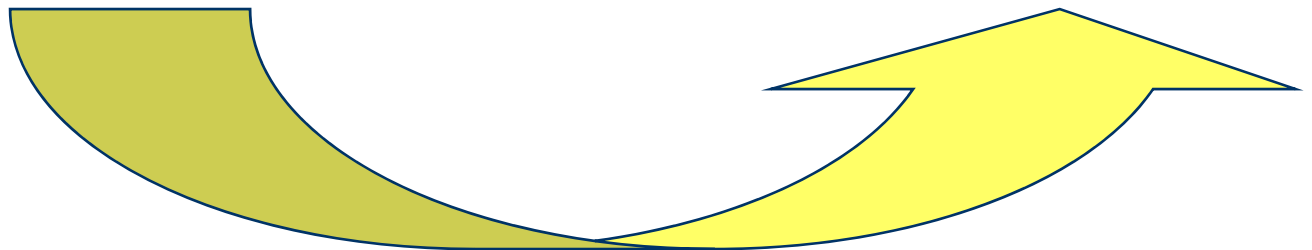
Joint Information System / Center

- ◆ JIS – a system in which PIOs and representatives of agencies involved in emergency response gather, verify, coordinate, and disseminate public information
- ◆ JIC – the physical location where PIOs meet to execute Joint Information Systems procedures

JIC / JIS and EOC Relationship



The **JIC** is a **mirror** of the **EOC**



Characteristics of Successful JIC



- ◆ Agency spokespersons are autonomous
- ◆ Other agencies have no authority over another
- ◆ JIC team members work together and support one another

JIC / JIS Advantages

- ◆ Supports environment to provide information that is:
 - Accurate, timely, concise and understandable
- ◆ Links all PIOs involved in emergency
- ◆ Works at all public- and private sector levels
- ◆ Provides for one point of contact

JIC / JIS Advantages (continued)

- ◆ Answers media calls and inquiries
- ◆ Coordinates media opportunities
- ◆ Frees officials for other duties
- ◆ Coordinates press conferences
- ◆ Enhances environment for interviews



GREATER SENSE OF CONTROL

JIC Agency & Public Benefit

- ◆ Source of official emergency information
- ◆ Accommodates media at a central location
- ◆ Maximizes multi-task functions of PIOs
- ◆ Presents public media with accurate detail
- ◆ Provides media with coordinated info through:
 - Official facts, written documentation, spokesperson interviews, news briefings
 - Official emergency web site (text, stills, video)

JIC / JIS Areas of Responsibility

- ◆ Interagency coordination
- ◆ Information production (functional)
- ◆ Information Dissemination (functional)
- ◆ Information analysis (functional)
 - (Gather, Verify, Coordinate, Disseminate)

Joint Information Center Roles

- ◆ Lead PIO
- ◆ Deputy Lead PIO
- ◆ JIC Coordinator
- ◆ Rumor Control
- ◆ Media Relations
- ◆ News Analysis / Media Monitoring
- ◆ Rapid Response
- ◆ Production
- ◆ Special Projects
- ◆ Media Contact Development

Lead PIO

- ◆ Primary spokesperson



Deputy Lead PIO

- ◆ Support of lead PIO
- ◆ Acts as lead PIO when lead is away



JIC Coordinator

- ◆ JIC daily operations supervisor
- ◆ Main JIC logistics chief
- ◆ Operations decision-maker
- ◆ Liaison to “SitRep” at EOC

Media Relations

- ◆ News desk
 - First contact with media
 - Receives initial media calls
 - Calls media with latest information
- ◆ Program schedulers
 - Schedules media interviews
 - Ensures media inquiries are processed



Field Coordinator

- ◆ Responsible for field PIOs at remote venues
- ◆ Coordinates media on-site with:
 - Incident Commanders
 - Joint Information Centers
- ◆ Coordinates PIOs working on-scene
- ◆ Documents media questions from the field

Media Monitoring / Analysis

- ◆ Monitoring media for accurate reporting of information
 - Listen for rumor or misinformation
 - Monitor radio, TV, print and web
 - Suggest corrective information strategies

Rapid Response Teams

- ◆ RRTs take immediate action to correct misinformation / stop rumors
- ◆ Work closely with:
 - EOC
 - Lead PIO
 - Media Monitoring / Analysis
 - JIC Coordinator

Production

- ◆ Writes releases, fact sheets, backgrounders and talking points
- ◆ Sends broadcast faxes to media, field PIOs
- ◆ Handles audio / video shooting and recording, and editing
- ◆ Coordinates reports and event documentation

Special Projects

- ◆ Handles Internet operations, web access
- ◆ Coordinates special events
- ◆ Escorts VIP during on-scene visits and briefings

Field Operations

- ◆ Provides primary field logistics support for PIOs with:
 - Laptops
 - Printers
 - Cell phones



JIC Facilities List

- ◆ Lotsa' Phones
- ◆ PC at each desk
- ◆ Internet access
- ◆ Fax Machines
- ◆ Receive only Fax
- ◆ One TV per station
- ◆ AM/FM Radios
- ◆ Wall space for posting
- ◆ Office supplies
- ◆ Reliable cell phones
- ◆ Media Center Room
- ◆ Media Parking
- ◆ Southern Exposure
- ◆ Break out rooms
- ◆ Mult Box
- ◆ Podium/Logo

Bottom Line for a Successful Information System

Getting the **RIGHT** information
To all of the **RIGHT** people
At exactly the **RIGHT** time



SO THEY CAN MAKE THE **RIGHT**
DECISIONS

Summary

- ◆ PIOs must recognize the importance of coordinated information and release to media during and after an emergency or disaster
- ◆ Specific roles are interrelated and interdependent
- ◆ PIOs need to understand their role in JIC/JIS operations