Emergency Support Function #15

External Affairs

2024

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Approval Signatures

The undersigned have hereby reviewed and approved ESF #15 of the Outagamie County Emergency Response Plan:

_____   _____
County Board Chairperson   Date

_____   _____
Emergency Management Director   Date

Emergency Support Function #15
External Affairs

Purpose

External Affairs ensures that sufficient county assets are available during a potential or actual incident and to provide accurate, coordinated, and timely information to affected audiences. This includes governments, media, the private sector, and the local populace. This ESF provides an overview of public information and interaction of governmental procedures in the event of a disaster.

Scope

ESF #15 coordinates County actions to provide the required external affairs support to Federal, State, local, and Tribal incident management. This ESF details the establishment of support positions to coordinate communications to various audiences. ESF #15 applies to all County Departments and agencies that may require public affairs support or whose public affairs assets may be employed during an incident of any significance.

Concept of Operations

The county assists their departments along with municipal governments with the release of public information regarding their response, recovery and interaction of government to an event of regional or catastrophic significance. A Joint Information Center (JIC) may be activated depending on the severity and/or duration of the incident. A JIC is a central location for involved agencies to coordinate public information activities and a forum for news media representatives to receive information. See Attachment 2 for Outagamie County JIC Operating Plan. The state supports local efforts by coordinating the release of information with state and federal partners as needed.

During the recovery phase, all agencies are expected to support continuing operations with equipment and staff.

Primary and Supporting Agencies

Outagamie County

Primary Agencies

County Emergency Management/Local EM
County Public Information Officers

Supporting Agencies

County Executive
County Sheriff/Local Law Enforcement
Non-Government Agencies

State of Wisconsin

Primary Agency

Wisconsin Emergency Management (WEM)

Supporting Agencies

Department of Health Services
Department of Natural Resources (DNR)
Department of Transportation (DOT)
Department of Military Affairs (DMA)
Department of Agriculture, Trade and Consumer Protection (DATCP)

Likely Support Includes

- Support emergency operations (e.g. warning, evacuation, sheltering and other protective actions)
- Support public information procedures and capabilities such as JIC, to ensure coordinated public information function during emergency operations
- Assess all public affairs implications and support local officials with emergency protective actions
- Obtain accurate information and coordinate with local PIO and JIC for the release of information to the media
- Coordinate between all officials to provide consumer protection

information to the public on a timely basis
- Gather public information messages from state agencies for the local PIO

Federal

Primary Agency

Department of Homeland Security

Likely Support Includes

During a major disaster, FEMA will provide assistance to the JIC and assist in the public information efforts about the disaster response and recovery process.

Responsibilities and Tasks
Primary Agency: County Emergency Management/Local EM

Mitigation and Preparedness Phase

- ☐ Maintain contact lists for response
- ☐ Maintain this ESF
- ☐ Develop and deliver public education and outreach programs
- ☐ Prepare emergency information policies for handling release of information during emergencies
- ☐ Coordinate and maintain a working relationship with the media
- ☐ Designate a public information center/area that will be the point of contact for the media
- ☐ Provide training and exercise opportunities for those involved in public information efforts

Response Phase

- ☐ Activate the County EOC or respond to a local EOC when requested
- ☐ Activate the JIC when necessary
- ☐ Brief staff of policies pertaining to releases
- ☐ Assist PIO with news releases
- ☐ Act as the liaison with municipal, county, regional, and State EOCs
- ☐ Access language/signing services through HHS, Language Line (Outagamie County Communications Center), and 2-1-1 as needed
- ☐ Request activation of EAS/NOAA/IPAWS alerting systems
- ☐ Support public information function efforts as needed

Recovery Phase

- ☐ Coordinate with the County PIOs and appropriate agencies to deactivate the JIC if activated
- ☐ Disseminate information on recovery programs or available disaster assistance programs available
- ☐ Communicate status of recovery activity to affected jurisdictions

Responsibilities and Tasks
Primary Agency: County Public Information Officers

All PIO responsibilities and tasks are addressed in Attachment 1

Responsibilities and Tasks
Supporting Agency: County Executive

Mitigation and Preparedness Phase

☐ Maintain department contact lists for response
☐ Maintain participation in the County PIO Group

Response Phase

☐ Report to EOC
☐ Assist PIO with information dissemination
☐ Participating in JIC if activated
☐ Work with surrounding counties for continued support

Recovery Phase

☐ Participate in the debriefing and After Action Review (AAR)

Responsibilities and Tasks
Supporting Agency: County Sheriff/Local Law Enforcement

Mitigation and Preparedness Phase

☐ Maintain participation in the County PIO Group

Response Phase

☐ Report to EOC when requested
☐ Assist PIO with information dissemination
☐ Control access to the scene and direct media to a staging area
☐ Provide security for EOC and JIC

Responsibilities and Tasks
Supporting Agency: Non-Government Agencies

Mitigation and Preparedness Phase

☐ Maintain contact lists for response

Response Phase

☐ Report to EOC when requested
☐ Participate in JIC if activated

Recovery Phase

☐ Disseminate information on recovery programs or available disaster assistance programs available

Attachment 1 – Outagamie County Public Information Officer Checklist

THREE MAIN STEPS FOR INFORMING THE PUBLIC

1. Gather Information

   Information is gathered from the Incident Commander and general staff, which are a source of ongoing, official information on the response effort, and other sources such as response agencies, technical specialists, utilities, National Weather Service, Hazmat personnel, etc.

2. Verify Information

   Verify the accuracy of the information collected by consulting with EOC sources and technical specialists; ensure all information is accurate prior to releasing it to the media or the public.

3. Coordination of Information

   Coordination includes, but is not limited to coordinating between the ICS staff and general staff and obtaining approval from appropriate authorities prior to releasing information. To reduce the volume of phone calls suggest outside stations contact their local affiliates for information instead of the PIO.

PIO TO-DO LIST

- ☐ Report to EOC when requested
- ☐ Briefing from Incident Command (IC) if there are any limits on information release, i.e. – sensitive information that may jeopardize a criminal investigation if released, etc.
- ☐ Decide if a lead PIO should be assigned and identify assistants
- ☐ Ask if there are other agency PIOs that should be coordinated with
- ☐ Request a laptop from IT if needed
- ☐ Collect and verify information from IC and/or EOC to develop material for use in media briefings
- ☐ Inform the media through news releases (media email distribution list in EM shared contacts.)
- ☐ Forward news releases to the Communication Center and United Way 2-1-1

☐ Identify and set up the location for the media briefings by providing chairs, podium, and directional signs

☐ Conduct regular media briefings. The Official Spokesperson for Outagamie County is the County Executive or designee.

☐ Prepare official statements for the local chief official

☐ Participate in EOC briefing

☐ Maintain an activity log with time entries (addressed in Attachment 1)

☐ Contact IT to post news releases to the web

☐ Share information on social media outlets

☐ Monitor media reports and social media for accuracy

☐ Identify and dispel rumors as needed

☐ Debrief with the Incident Commander if possible prior to demobilization

☐ Utilize WebEOC to collect, track and share public information activities

MESSAGES TO THE PUBLIC

Initial information should include:

☐ A summary of the incident

☐ What actions the public should take

☐ Impact of the incident

☐ Actions responding agencies are taking

☐ Actions businesses and industries should take

Information should be disseminated to:

☐ Disaster victims

☐ General public

☐ Affected jurisdictions

☐ Community leaders

☐ Private sector

☐ Media

☐ Non-Governmental Organizations (NGOs) (i.e. – Red Cross, VOAD, etc.)

☐ United Way 2-1-1

☐ All media partners

☐ Verify that the public and officials are getting accurate and complete information through the media in a timely manner. Inaccuracies and rumors that affect health and safety must be addressed immediately with the media

☐ Continue regular communication about recovery efforts, even though response may not be over, reassures the public that government agencies are working together to resolve the situation and to bring assistance to those who need it

☐ Emphasize, as soon as appropriate, when the danger has passed or the situation has transitioned to recovery

County PIO CONTACT LIST

This portion is blank due to confidential information.

PIO Activity Log			Complete if the Activity is a Phone Call		
Date	Time	Action Taken	Name	Agency	Phone

Attachment 2 – Outagamie County Joint Information Center (JIC) Operating Plan

I.   Purpose

Systems and protocols for communicating timely and accurate information to the public are critical during crisis or emergency situations. This plan describes the principles, system components, and procedures needed to support effective emergency public information operations. It allows for the establishment of multiple Joint Information Centers (JIC) in a Joint Information System (JIS), outlines the responsibilities of various emergency management/public information staff, and provides a framework for effective interaction with mutual aid response forces, assisting emergency management agencies, the media, and the general public.

The purpose of Outagamie County's Joint Information System is to support and assist participating entities in releasing timely and factual public information. Each entity will retain autonomy and be responsible for the information released by their designee. However, the Outagamie County JIC is established as a coordinating entity to ensure that conflicting information is not released and that a cohesive message is presented by all facets of the emergency response. The JIC and PIOs serve as resources to supplement, if necessary, the emergency public information capabilities of entities participating in the joint information system.

II.   Situation and Assumptions

   A.   Situation

      1.   Many hazards may necessitate the activation of the county's Joint Information System (JIS), including civil disturbances, hazardous materials events, large-scale loss or shortage of essential public services, floods, tornado/windstorms and snow storms.

      2.   Several agencies in Outagamie County, such as the Outagamie County Emergency Management, Sheriff, County/City Public Health, along with local police, fire and hospitals may have established public information programs, personnel and/or protocols.

      3.   Large emergencies or disasters may attract regional and national media representatives. These outside media representatives will have little or no knowledge of local media working relationships. As

such, a clearly identified Joint Information System (JIS) and Joint Information Center (JIC) are necessary.

4. A JIC is a physical location where public affairs professionals from organizations involved in the incident management activities can come together to perform critical emergency information, crisis communications, and public affairs functions. It is important for the JIC to have the most current and accurate information regarding incident management activities at all times. The JIC provides the organizational structure for coordinating and disseminating official information. JICs may be established at each level of incident management, as required.

    a. The JIC must include representatives of each jurisdiction, agency, private-sector, and non-governmental organizations involved in incident management activities.

    b. A single JIC location is preferable, but the system should be flexible and adaptable enough to accommodate multiple JIC locations when the circumstances of an incident require it. Multiple JICs may be needed for a complex incident spanning a wide geographic area or multiple jurisdictions.

    c. Each JIC must have procedures and protocols to communicate and coordinate effectively with other JICs, as well as with other appropriate components of the Incident Command System (ICS) organization.

B. Assumptions

1. During emergency situations, the general public and media will demand information about the emergency situation and instruction on proper self-protection actions.

2. The local media, particularly television and radio, will perform an essential role in providing emergency instructions and the most current information to the public. Depending on the severity of the emergency (or the media's perception of the severity of the emergency) regional and national media may also cover the story and require information and comment from local officials.

3. Depending on the severity of the incident, telephone

communications may be sporadic, interrupted or impossible. Local and regional radio and television stations without emergency power may also be off the air. The JIS must be flexible enough to continue providing effective information during these situations.

4.   A JIC operation may result in the pooling of assets so that each individual agency will have far greater resources than if it were functioning alone.

5.   An activated JIC will disseminate information to the public faster, more accurately, more thoroughly, and with less risk of conflict.

6.   Any PIO assigned to represent their organization/agency is assumed to have the authority to provide approval to release information in joint news releases.

III.   Activations

The JIC can be activated the following ways:

County Emergency Management based on the incident
Local Jurisdiction based on their plans or incident
Local school, hospital, or business requesting PIO coordination

IV.   Notifications

A.   Public Information Officers

1.   County Emergency Management will be notified by the local jurisdiction or organization of JIC activation by the Emergency Management on-call schedule at the Communications Center.

2.   County PIOs will be notified of a JIC activation and their assistance needed through AtHoc.

3.   Other notification of PIO resources should be done according to the jurisdiction or organizations internal procedures.

B.   Public Safety and Other Responders

The lead PIO will send a message to the Communications Center to

broadcast to field units that the JIC is operational. The on-scene PIO may also assist in transmitting this message to responding units. Businesses and non-profits involved with the JIC should use their organizations normal methods of notification regarding the JIC activation.

C.   Media

The Media will be notified of the JIC activation by either the local jurisdiction/organization or by Emergency Management by either fax or email.

V.   JIC Setup

A.   General Description

1.   Just as the establishment of the ICS avoids multiple command posts, the establishment of a JIC will avoid multiple (information) releasing points.

2.   The overriding concept of a JIC is that it recognizes that each of the individuals represented at the JIC may continue to represent his/her own agency, while at the same time receive the benefits of a coordinated public information approach.

3.   Participants in Outagamie County's Joint Information System will work under their own guidelines throughout an incident. As such, communications plans for each of these agencies are integrated into this plan. The Outagamie County PIOs and other local personnel coordinate efficient cooperation between the public information components of agencies participating in a response.

4.   The goal of the JIC is to create "one voice among many" through joint news releases and news conferences.

B.   JIC Facilities

1.   The primary JIC is a restricted space wherein JIC staff will work.

2.   The primary JIC should contain a fully-equipped media work area, providing access to the Internet, telephones, etc.

3.   The primary JIC requires adequate space for news conferences and

media briefings.

4. A phone line will be established for incoming public inquiries, rumor control, coordination between the JIC and EOC, coordination with media providers, etc.

5. Outagamie County's primary JIC will be located at the County EOC.

C. Personnel Staffing

1. County PIOs are staffed from several departments throughout the county with the lead taken by Emergency Management. These PIOs are to assist at the county and local level to fulfill needs at the EOC, JIC, and on-scene.

2. Local agencies and/or jurisdictions also have assigned PIOs. Also community partners such as hospitals and businesses have PIO or public affair personnel.

3. Generally during large scale emergencies the Outagamie County PIO function is handled by the Outagamie County Emergency Management (OCEM) unless otherwise designated. If the Sheriff Department is the lead agency then their PIO will be the lead and if a public health threat then Public Health will be the lead.

4. The on-scene PIO will be established based upon the jurisdiction and type of incident and will coordinate with the County PIO.

VI. JIC Operations

A. Activation Levels of the JIC

Depending on the size and scope of the event, the JIC may not need to be fully activated. The following thresholds have been developed for partial JIC activation.

1. Limited Activation

Situations which can be managed by the local PIO and County PIO personnel.

2.   Partial Activation

Situation in which additional JIC staff and resources are required (such as hazmat incident, structure fires, widespread flooding).

3.   Full Activation

Situations warranting a total mobilization of all JIC staff and other logistical support (such as an aircraft crash, large scale tornado, mass casualty situation, etc.)

B.   Type of Events

1.   Pre-warned Events

a.   This is Emergency Public Information (EPI) in anticipation of a pre-warned event with more than one (1) days' notice, such as some flood events, pandemic flu or other public health threats.

b.   Forecasted events involving public health threats will follow the protocols of the Public Health Departments and health care systems involved.

c.   EPI actions by county Emergency Management, in anticipation of non-public health events, include the following:

- Close coordination among the appropriate emergency management officials to define the status and timing of response actions.
- Establish and maintain close contact with all media and provide preparedness or response information and instructions to the public.
- Monitor media reports to ensure accuracy and to control any rumors and misinformation.

2.   Limited Warning Events

a.   EPI messages immediately before or during events that develop rapidly giving limited time for public information. EPI messages should be:

- An accurate description of the hazard as is possible and the risk to people and property during an immediate/developing event.
- The estimated time, duration and area of the hazard's impact.
- Any appropriate instruction for taking protective actions which may address specific groups, such as parents with children in the impacted area, as well as the general public.
- Reference to any useful information which may be readily available or at-hand.
- Detail emergency management response activities that are underway and/or that are planned, as well as the time and frequency of EPI updates during the emergency.

b. EPI actions in limited warning events include the following:

- Close coordination among the appropriate emergency management officials to collect the status and timing of response actions for news release.
- Establish and maintain close contact with all media to report and update the initial warning and provide EPI contact information.
- All EPI activities will be conducted in close coordination with the Emergency Management and the Communication Center to ensure that the appropriate warning system(s) [e.g. IPAWS messages, door-to-door canvassing, Emergency Alert Notification (EAN) alerts, mobile public addressing, text alerts etc.] are activated.
- Ensure that accurate and timely EPI is being disseminated.
- Monitor media reports to ensure accuracy and to control any rumors and misinformation.

3. Post Event Messages

a. Post event messages will include the following to assist those affected by the event transition back to normal:

- A clear and accurate (to the extent possible) assessment of the situation's status.

- Instructions on recovering from the disaster (as necessary)
- How/where to get aid (if applicable)
- Continuing health and welfare hazards
- How/where to get help for domestic and farm animals
- Current emergency management activities and the timing and frequency of EPI updates
- How/where to inquire about survivors
- Proper procedures for offering donations or other forms of aid and assistance
- Instructions to evacuees on how to return to their homes
- Locations of restricted areas (for those who are not affected by the event)

    b.   Post event EPI actions will include the following:

- Establish and maintain close contact with the media and provide any information and instructions that have been approved by the County EM.
- Monitor media reports and inquiries for information for accuracy and respond as is necessary to correct rumors and misinformation.
- Compile a chronology of events.
- Complete a debriefing among JIC personnel on lessons learned and best practices.

C.   Overview of Roles

    1.   There is always a lead PIO in the JIC. This lead PIO can change from incident to incident and also during the incident itself. It is encourage the lead PIO come from the local jurisdiction or business that the event involves.

    2.   Outagamie County has several trained PIOs that can assist local jurisdictions in the role of "lead" PIO, Emergency Operations Center PIO, and on-scene PIO. These individuals will assist other public information providers in linking into a Joint Information System and conforming to the JIC's procedures.

    3.   If a local jurisdiction/agency has a PIO they can take the lead which is encouraged, otherwise the default lead PIO will be an

Outagamie County PIO.

a.   An Outagamie County PIO will become the JIC Manager to manage the activated JIC unless the lead PIO assumes the JIC Manager responsibility as well.

b.   The Emergency Operations Center (EOC) PIO is responsible for handling all media/public inquiries at the activated EOC. This individual serves as the link between the activated EOC and the activated JIC to assist the lead PIO. If the JIC is part of the EOC then the EOC PIO is not needed.

c.   The on-scene PIO is responsible for handling all media/public inquiries at the scene. This individual serves as the link between the Incident Command staff and the activated JIC. Additionally, the on-scene PIO should deter any interaction with the media by responders. Only those responders who have been properly briefed should grant media interviews (as directed by the lead PIO through the on-scene PIO).

4.   All PIOs in the JIC approve of a news release before it is sent.

5.   JIC staff members are responsible for bringing any conflict of information or opinion to the attention of the Lead County PIO.

6.   The lead PIO will make the ultimate decision to deactivate the county JIC. Such a decision will be made jointly with other public information officials working an incident.

D.   Specific JIC Personnel Roles

1.   Outagamie County Emergency Management

- Maintain the county's emergency public information system.
- Maintain a list of PIOs in the county.
- Ensure that emergency preparedness and awareness campaigns are conducted.
- Activate the JIC for the county unless an agency plan states how they will meet the JIC function.
- Notify county PIOs of the JIC activation. Assist in the JIC operation.

- Ensure county supplies are restocked for the next activation of the facility.
- Coordinate an After Action Review.

2.   Lead PIO

- Represent your agency/organization according to internal procedures.
- Brief all JIC staff on the current status of the event and public information efforts at hourly intervals.
- Coordinate with other PIOs in creating a unified message to the media and public.
- Seek all PIOs approval on news releases before it is made public.
- Coordinate with JIC members that are not present at the activated JIC facility.
- Coordinate consistent emergency public information during emergency incidents.
- Organize opportunities for media interviews, site visits, etc. during emergency incidents.
- Brief JIC staff as to event status and the status of public information initiatives.
- Recommend deactivation of the JIC.
- Provide input in the After Action Review of the event.

3.   JIC Manager

- Coordinate with Emergency Management/EOC personnel to activate the JIC.
- Using the media list in ESF #15 contact media providers to notify them of the JIC's activation and instruct them to report to the JIC.
- Manage the activated JIC under the unified command concept.
- Ensure staff are available to answer incoming phone calls and keep a log of action taken and information requests received
- Staff positions in the JIC such as message runners, clerical personnel, escorts, through county PIOs and volunteer personnel.
- Maintain phone lists of JIC PIOs and the media list during operations.
- Recommend that the various methods of communication listed in ESF # 2 be utilized for public information.
- Assist the lead PIO in organizing opportunities for media

interviews, site visits, etc. during emergency incidents.
- Provide input in the After Action Review of the event.

4.   Joint Information Center Staff

- Operate the JIC, as directed by the JIC Manager. Direct media to designated work areas.
- Operate incoming phone lines, take messages and provide information to the public from fact sheets.
- Relay messages from on-scene PIO and EOC PIO directly to the lead PIO
- Provide note-taking services for the lead PIO and JIC manager of events and actions taken.
- Ensure technical requirements for JIC operation, as well as press conferences, staff briefings, updates to local government officials, etc. are met.
- Provide input in the After Action Review of the event

5.   EOC Public Information Officer

- Coordinate with the Lead PIO in the activated JIC on public information matters coming into the EOC.
- Provide coordinated public information, as appropriate on EOC matters.
- Provide input in the After Action Review of the event.

6.   On-scene Public Information Officer

- Report to the incident staging area when directed by the lead PIO (and coordinated with the Incident Commander).
- Serve as the on-scene link to the activated JIC.
- Notify field responders of the activation of the JIC and procedures if approached by the media.
- Instruct media who report to the scene to report to the activated JIC.
- Provide input in the After Action Review of the event.

E.   JIC Functions

1.   Guidelines for Telephone Bank Staff Members

- A telephone bank will be established in the JIC to field calls from the public, the media, and other participants in the JIS, as well as for rumor control, tips, etc.
- Personnel assigned to the phone bank will answer the telephones by saying: "Joint Information Center, how may I help you?"
- A phone operator's primary duty is to take messages from the caller. Do not attempt to answer public inquiries. Refer callers to the appropriate staff in the JIC operating area unless fact sheets are approved by local officials for dissemination from the phone bank.
- Phone operators may utilize messengers to carry messages to JIC staff.
- Phone operators will keep a log of calls received, including the name of the caller, the nature of the call, the time of the call (start time and end time), and a call-back number, if appropriate.
- Refer callers to the posted information on the website.

2.   Guidelines for Messengers

- Messengers will record information on provided message forms. Record date and time of receipt.
- Record to whom the message is intended (including the agency that person represents). This information may be provided by the source of the information.
- If the information is intended for more than one assembled JIC staff member, record additional staff members as receiving copies of the message.
- Record the name, title and organization of the source of the information. Be sure to obtain a phone number or radio system, in the event that it is necessary to contact or relay information back.
- Determine and so indicate on the message form if this information is urgent or routine.
- Record the text of the message in a legible manner.
- Sign the message form. Do not initial and be sure your signature is legible.
- Be sure that the recipient of the message acknowledges receipt of the message. Do not simply leave the message at the recipient's work station.

- Messengers will deliver messages to the appropriate personnel in the operations area of the activated JIC.

3.   Guidelines for Media Releases

- All PIOs will review/approve all media releases under the unified command system in the JIC before it is sent.
- The lead PIO may designate a JIC staff member to develop and maintain a list of media deadlines.
- JIC staff preparing a media release must keep all background information used to prepare the release readily available so as to answer questions should they arise following the release of the information.
- Be sure to cover who, what, when, where, why and how portions of the information as soon as possible in the release.
- Number all media releases for tracking purposes.
- Include the date and time in the body of the media release.
- Include contact information, as necessary and available, in the body of the release.
- Insert "FOR IMMEDIATE RELEASE" unless the release is of a preparedness or awareness nature.
- Number the pages of multi-page releases.
- Clearly identify all quotes by name *and* title.
- Insert "more" at the bottom of continued pages.
- Insert "end" or "# # #" after the last paragraph.
- Maintain electronic and paper files of all released information.

4.   Guidelines for Rumor Control

- The lead PIO may designate rumor control staff within the JIC.
- Rumor control staff will periodically check with other JIC members to ascertain if rumors have been started.
- Rumor control staff will staff any phone lines designated for rumor control.
- If rumors have started, the rumor control staff will coordinate with the lead PIO, on-scene representatives, EOC personnel, or other information centers to obtain the information necessary to dispel the rumor (such as actual scene conditions, response levels, etc.).
- All PIOs in the JIC will approve all information compiled to dispel

a rumor.
- Rumor control staff will provide the approved rumor-dispelling information to media outlets.

5.   Guidelines for News Conferences

- The lead PIO or JIC Manager will be in charge of coordinating full news conferences at the JIC, including who should attend and/or present at the conference as spokesperson. The official Spokesperson(s) for Outagamie County are addressed in Attachment 2.
- Whenever possible, provide the media and other guests with handouts including all background information, organizational charts, bios, and news releases.
- Whenever possible, include various visual materials as part of the presentation. Maps and charts depicting the disaster scene or evacuation routes are extremely useful to the presenter and viewing audience.
- Ensure all equipment that is needed by the media is available. If unsure as to what the media needs, contact them prior to the news conference.
- News conferences should last no longer than one (1) hour. Provide ample time for media questions.
- Ensure that an expert is available to either present or, at a minimum, answer questions.
- Ensure that expert(s) responsible for addressing the media are prepped on what to expect, questions that may be asked, etc.
- By default, news conferences and media briefings will be held in the same facility as the JIC. The lead PIO or JIC Manager will notify all affected parties of news conferences and media briefings held in other locations.
- The lead PIO or JIC Manager will notify the media of scheduled news conferences via email, fax, and the Internet.

F.   Communications

- Multiple methods will be used to provide communications between the Outagamie County JIC, the EOC and other information centers that may be activated.
- Back-up radio communications for the JIC will be provided by the

Amateur Radio Emergency Services (ARES) as feasible.

VII.   Interaction between the JIC and State/Federal Partners

A.   Federal

- Federal public information responsibilities are outlined in Emergency Support Function (ESF) #15 and the Public Affairs Support Annex of the National Response Framework (NRF).
- A federal core group develops, coordinates and delivers information and instructions to the public related to federal assistance to the incident-affected area, federal response, national preparations, protective measures, impact on non-affected areas, and federal law enforcement activities.
- The DHS Office of Public Affairs handles many of the public information elements of a federal response.
- Initially, DHS will establish a virtual JIC to coordinate information among affected states, federal departments and agencies.
- Federal agencies may establish a federal incident JIC. This facility will be located within or very near the federal Joint Field Office (JFO).
- For the purposes of providing a seamless joint information function, local officials will recommend to federal representatives that they locate in the activated county JIC.

B.   State Agencies

- The state agency can either coordinate within the JIC or through the State EOC PIO.
- In any situation requiring commitment of state resources, state officials are responsible for disbursing information concerning state actions.
- Local public information officials will attempt to bring federal and state field officials into the local JIC, rather than tell them to establish their own information centers in the local area.