County of Orange
and
Orange County
Operational Area

Joint Information System Annex
Field Operations Guide (FOG)

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Orange County OA JIS/JIC Field Operations Guide

Section 1: Joint Information System (JIS)/Joint Information Center (JIC) Overview

This Field Operations Guide is meant to act as a supplement to the Orange County Operational Area Joint Information System Annex to the Emergency Operations Plan. This guide provides the information needed by public information personnel to perform the duty of Public Information Officer or support staff during an activation of the Joint Information System/Joint Information Center.

The goal of emergency public information is to keep the public informed of the general progress of events and provide educational information, particularly in the realm of health and safety. Public information will be disseminated using all available media and technology methods, including, but not limited to: television, phone, e-mail, radio, newspapers, Internet, social media, and wire services.

A comprehensive emergency public information program combines educational and emergency information to reduce casualties and property damage and provides long-term public education related to hazard awareness. In either case, the participation of multiple agencies and jurisdictions is often required for successful implementation.

During disasters and/or emergencies involving more than one OA jurisdiction the Orange County Operational Area Emergency Operations Center (OA EOC) shall facilitate policy guidance amongst OA jurisdictions for the dissemination of all emergency public information through the use of the JIS/JIC.

Emergency public information activities are structured under a JIS concept which ensures coordination of messages, whether the PIOs are located at one site (JIC) or multiple sites (virtual JIC). The JIS is designed to disseminate a variety of information and instruction to the general public, government officials, and the news media through direct contact, news conferences, news releases and advisories, web sites and social media sites, and timely response to public and news media queries.

Regardless of the incident, the function of the JIC remains essentially the same, while the number of jurisdictions, departments, and agencies involved as well as the location and the quantity of information to be disseminated may change. At a minimum, the following functions must be performed for effective public information:

- Establish and maintain contact with local radio, television and print media.
- Develop and disseminate written information such as news releases, fact sheets, and other reports as needed, ensure information is produced in varied formats used by people with disabilities and those with access and functional needs including but not limited to, large print and auditory formats for people with visual disabilities; pictorial formats for those with intellectual disabilities and limited English proficiency.
- Provide interview opportunities to meet the unique needs of each medium (television, radio, print).
- Establish and maintain a communications link or a JIS with Field PIOs and all remote sites performing public information activities.
- Monitor the information being released by the media to ensure appropriate information is being released and take steps to correct any inaccurate information.

- Request media to ensure all bulletins and public information released is accessible in as many formats as possible including but not limited to open caption sign language interpreters, text crawls in an easy, readable font, and read aloud audibly.
- Exchange information with elected officials, voluntary organizations, industry representatives, State and Federal PIOs and all other involved agencies as the situation dictates.
- Provide ongoing information to and coordination with County, City, State and Federal elected officials.
- Coordinate information releases to reach the whole community including people with disabilities and those with access and functional needs utilizing all available formats and technologies.

PIOs working in the JIC retain the autonomy to represent the public information needs of their respective agencies, while working closely with the OA EOC Management Team and/or JIC to ensure consistent information is being disseminated in a timely manner by all departments.

Section 2: Organizational Structure and Functions

2.1.   Organizational Chart

NIMS classifies all incidents by type based on the size and complexity of an incident and the size of response required. The following table shows the relationship between NIMS incident typing and OA JIS Activation Levels.

NIMS Type Incident	OA JIS Activation Level	JIC Activated	OA EOC Activated	Incident Example
Type 5	1	No	No	Structure Fire
Type 4	1/2	Determined by EOC	Yes	Chemical Release
Type 3	2	Yes	Yes	Train Derailment
Type 2	3	Yes	Yes	Major Earthquake
Type 1	3	Yes	Yes	Terrorist Event

Both NIMS and SEMS require the JIC organizational structure to be flexible and scalable to fit the size, type, and complexity of the incident as well as the resources available to respond. The JIC is organized around three functions occurring in this chronological order:

1. Information Gathering.
2. Information Production.
3. Information Communication.

The JIS provides the structure to support PIOs working together to deliver accurate, coordinated information to ensure timely, accurate, and consistent messaging across multiple agencies/jurisdictions and/or disciplines. The following sample organizational charts show how the JIC organization can be expanded, contracted, or modified based on the incident needs and available resources to staff the JIC.

The organizational chart in Figure 1 represents the jobs being accomplished by the initial PIO and assistants, before the JIC is formed during a Level 1 JIS Activation.
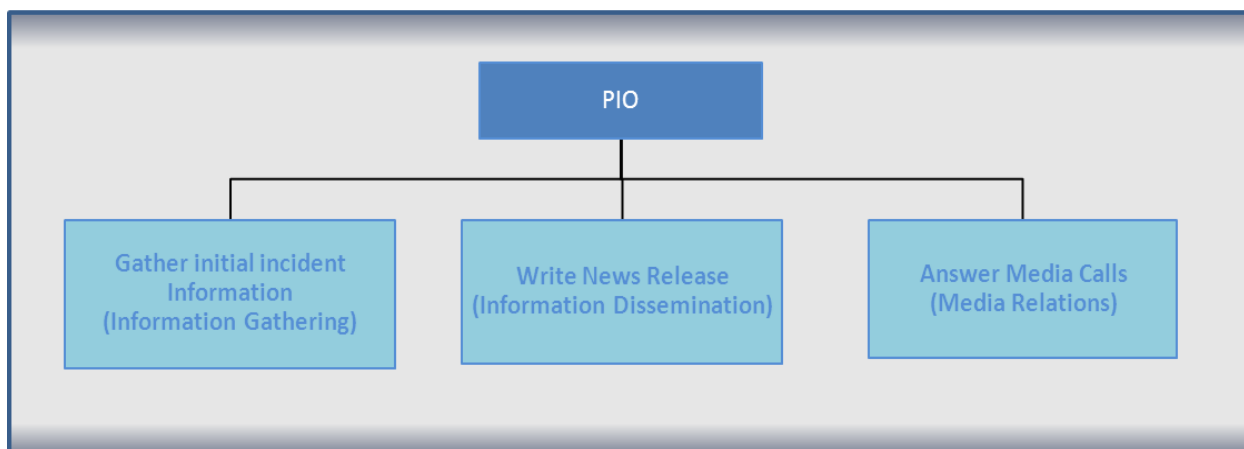
FIGURE 1 – Initial PIO (Level 1 Activation)

In smaller incidents, the utilization of the JIS may be very informal and can be activated by any PIO needing support to provide an effective crisis response. When there is an EOC activation, the Hotline may also be activated and managed through the EOC regardless of whether a JIC is activated or not. This Annex is designed to work equally well for large or small situations and can expand or contract to meet the needs of the incident.

The organizational chart in Figure 2 is an example of how the initial JIC structure may look during a Level 2 Activation that is not expected to exceed one operational period. Each box represents a person assigned to the JIC. The functions performed by personnel in these positions are listed below each box.

FIGURE 2 – JIC (Level 2 Activation – Simple)

The organizational chart in Figure 3 is an example of how the JIC structure may look during an expanding or escalating incident for a Level 3 Activation requiring multiple operational periods. Positions below the JIC Manager level may be staffed by more than one person, based on the needs of the incident. Functions not specifically assigned would be performed by the appropriate Unit Leader.
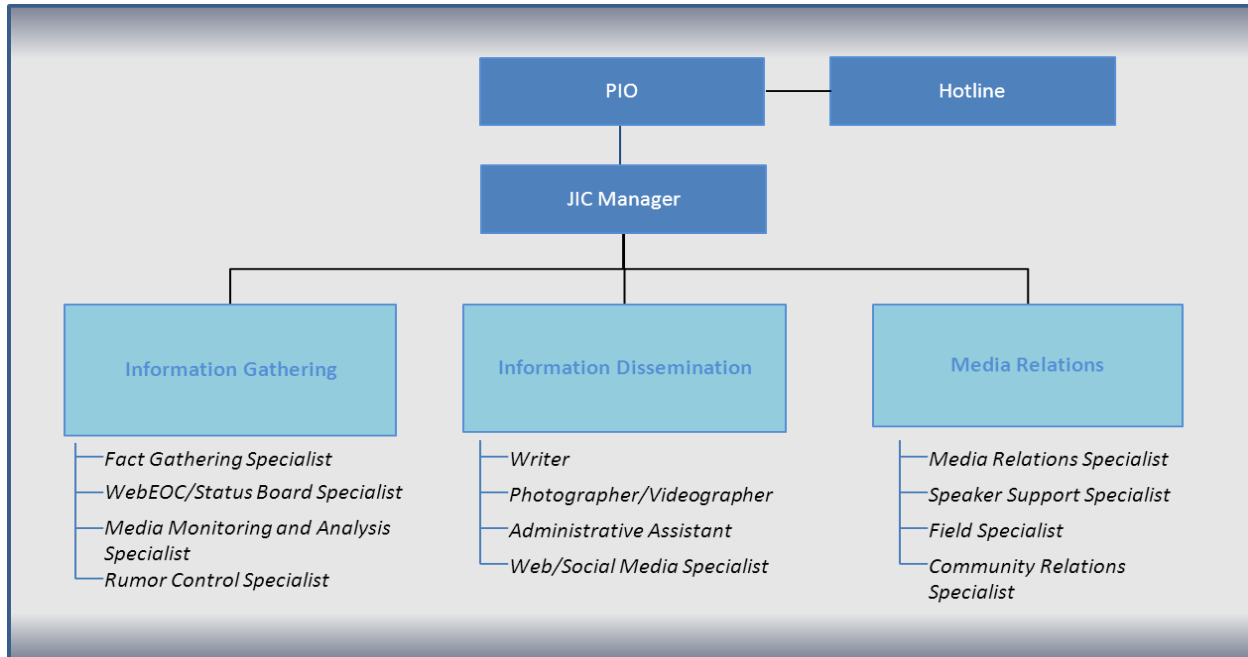
FIGURE 3 – JIC (Level 3 Activation – Expanding Incident)

The organizational chart in Figure 4 is an example of how the JIC structure may look during a Level 3 Activation which is a larger incident with major community relations issues or for a pre-deployment for National Special Security Events (NSSE). Response positions below the JIC Manager level may be staffed by more than one person, based on the needs of the incident. Functions not specifically assigned would be performed by the appropriate Unit Leader. In this type of incident it is likely other regional and/or national resources will be necessary to effectively manage operations.
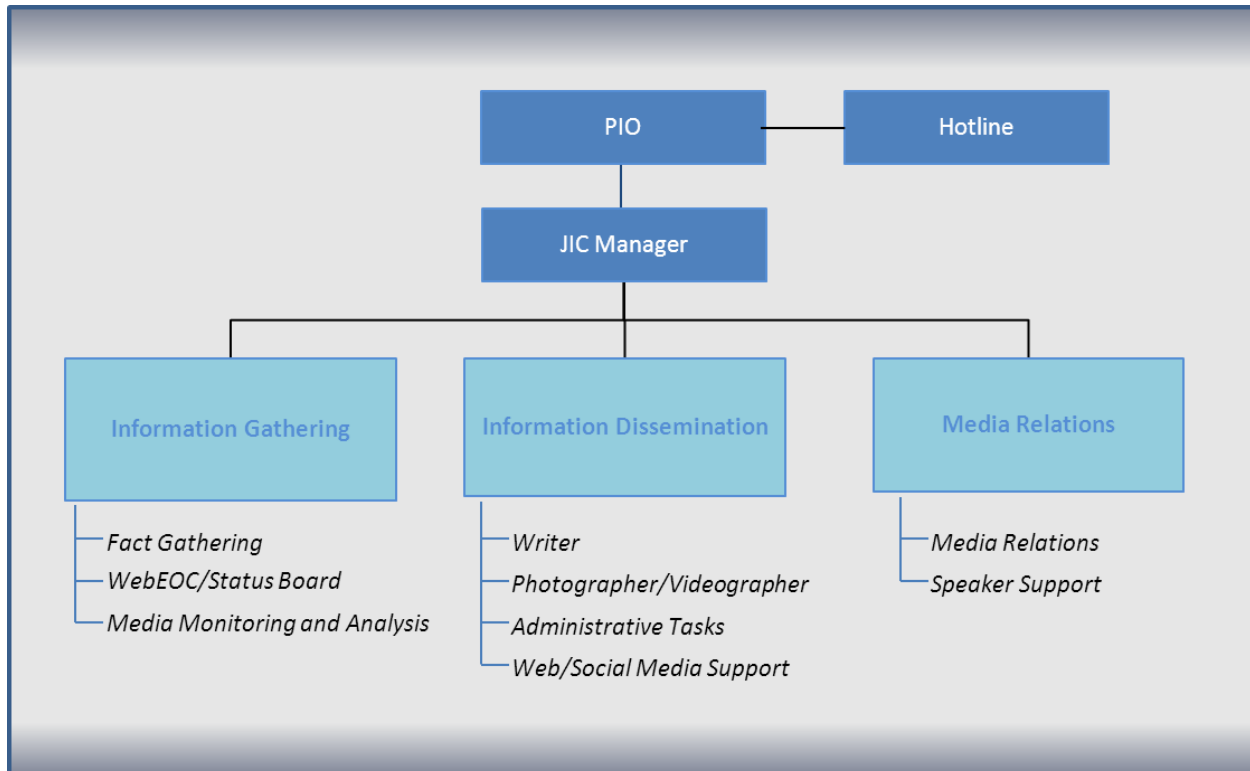

FIGURE 4 – JIC (Level 3 Activation for a NSSE)

The organizational chart in Figure 5 is an example of how the JIC structure may look during a complex, catastrophic incident with major community relations issues and a need for constant JIC representation in the field. Response positions below the JIC Manager level may be staffed by more than one person, based on the needs of the incident. Functions not specifically assigned would be performed by the appropriate Unit Leader.
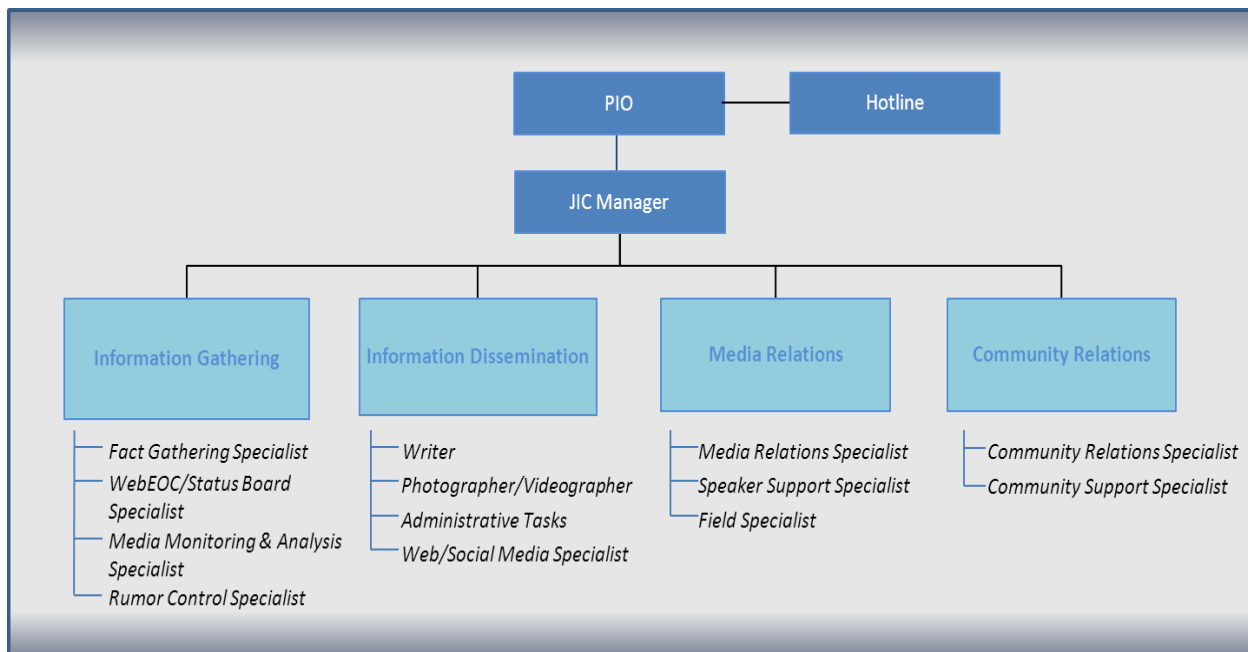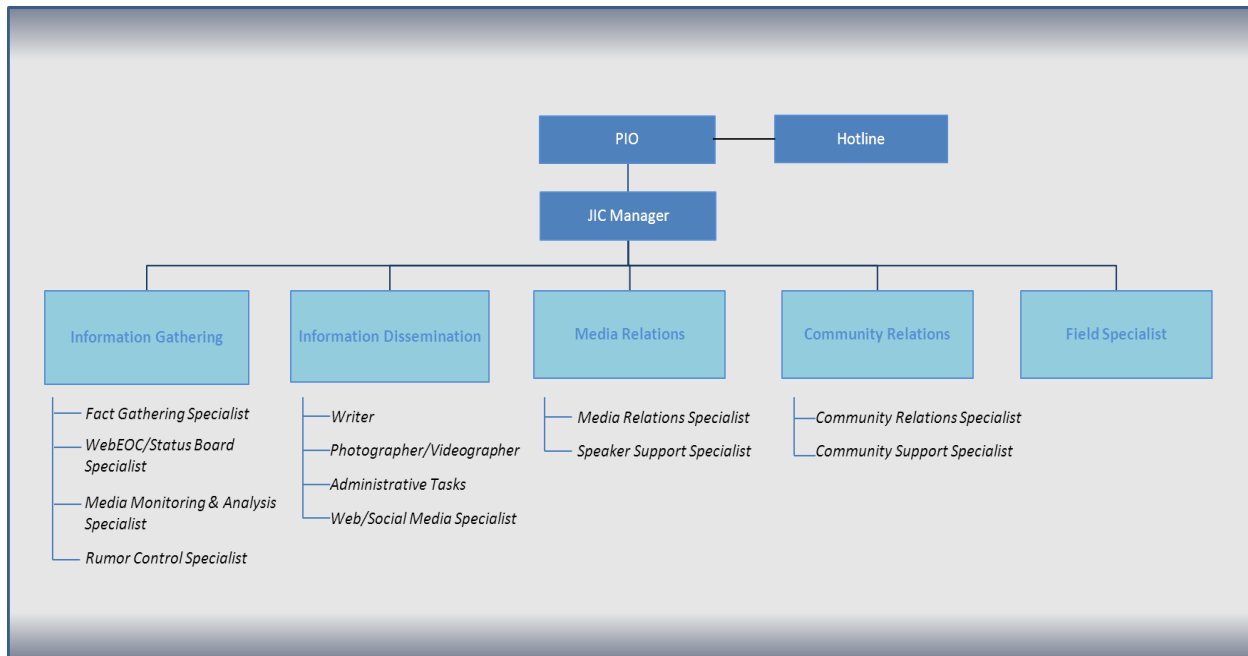

FIGURE 5 – JIC (Level 3 Activation –Complex/Catastrophic)

The JIC structure is designed to accommodate the diverse range of responses likely to be performed, ranging from a large multiple-agency, all-hazards response to a small single-agency, single-hazard response. The structure can grow or shrink depending on the unique requirements of a specific response and should be customized for each response. This adaptability encompasses staffing, organizational structure, facilities, hours of operation, resource and logistical requirements, and products and services. If a virtual JIC is established, JIC staff members can perform their assigned functions from work, home or any location with Internet access. The JIC organizational structure is based on functions that must be performed whether a person is handling a routine emergency, or managing communications for a major response to a disaster.

The organizational chart in Figure 6 illustrates how JIC management and leadership activities divide among the three leadership levels of PIO, JIC Manager and Unit Leaders below the JIC Manager for Information Gathering, Information Dissemination, Media Relations and Community Relations. The PIO has certain responsibilities dictated by NIMS/ICS and in reality spends most of his or her time outside the JIC working on strategic goals with the IC/UC and other Command and General staff. The JIC Manager works with the PIO on strategic plans, takes on the PIO's responsibilities in his or her absence and acts as an office manager, primarily directing the Unit Leaders. The Unit Leaders are the top-level "specialists," and work with the JIC Manager to develop tactical public information activities in support of the IC/UC's strategic plans. Activities below the Unit Leader level are more specialized (in a full JIC) comprising "boots on the ground" work implementing tactical operations.
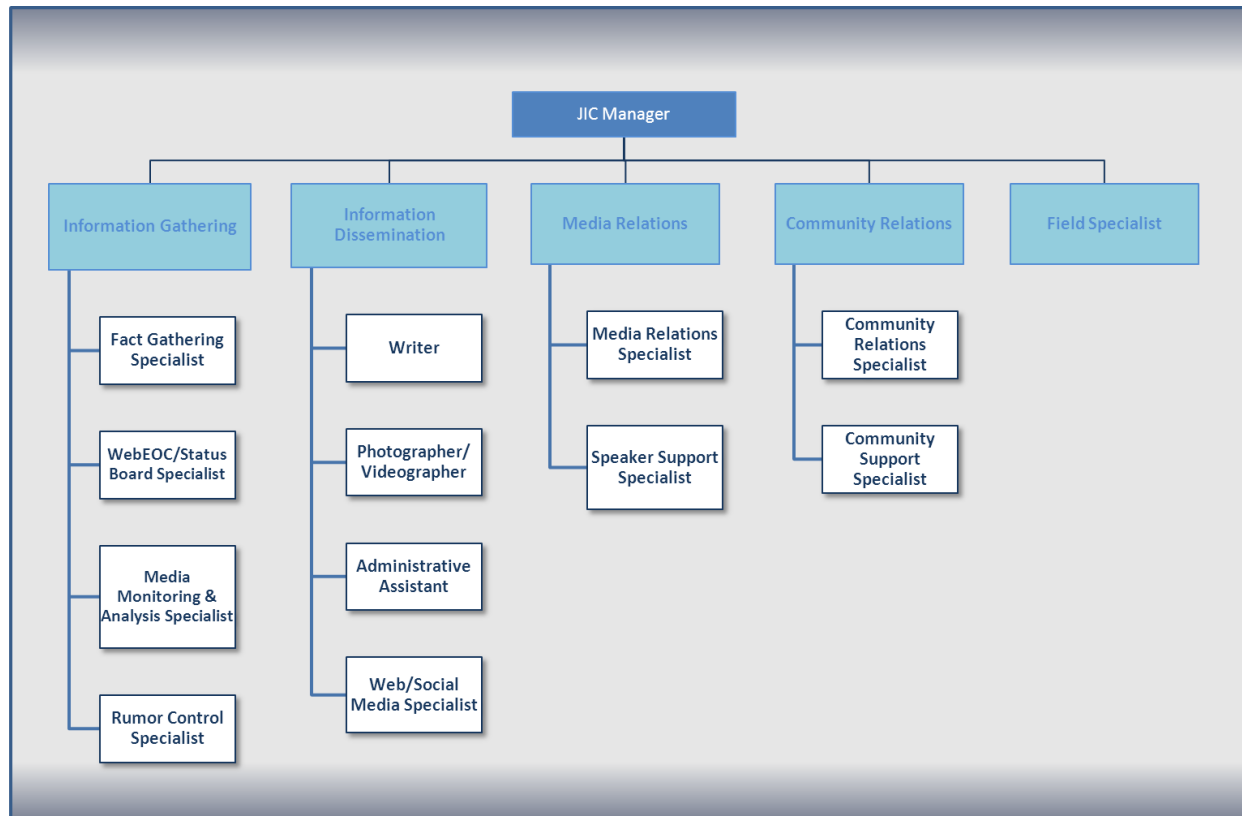
FIGURE 6 – JIC Activities

2.2. Liaisons

Federal support in an incident will operate under the standard operating procedures of Emergency Support Function (ESF) #15. Under the title of External Affairs, ESF #15 integrates and coordinates the functional areas of public affairs, community relations, State, tribal, local, and territorial affairs, the private sector, and congressional affairs. ESF #15 is led primarily by staff from the U.S. Department of Homeland Security (DHS)/Federal Emergency Management Agency (FEMA), but may also be led by personnel from other Federal agencies during specific response scenarios. During an incident or planned event requiring a coordinated Federal response, DHS/FEMA will contact the affected State, tribal, or local jurisdictions to identify their public information needs. Based on this information, DHS/FEMA and ESF #15 will support State, tribal and local communications plans with staff and other resources, which may include:

- Satellite trucks.
- Communications equipment.
- Items for a media center such as TVs, computers, podiums, microphones, etc.
- Personnel.
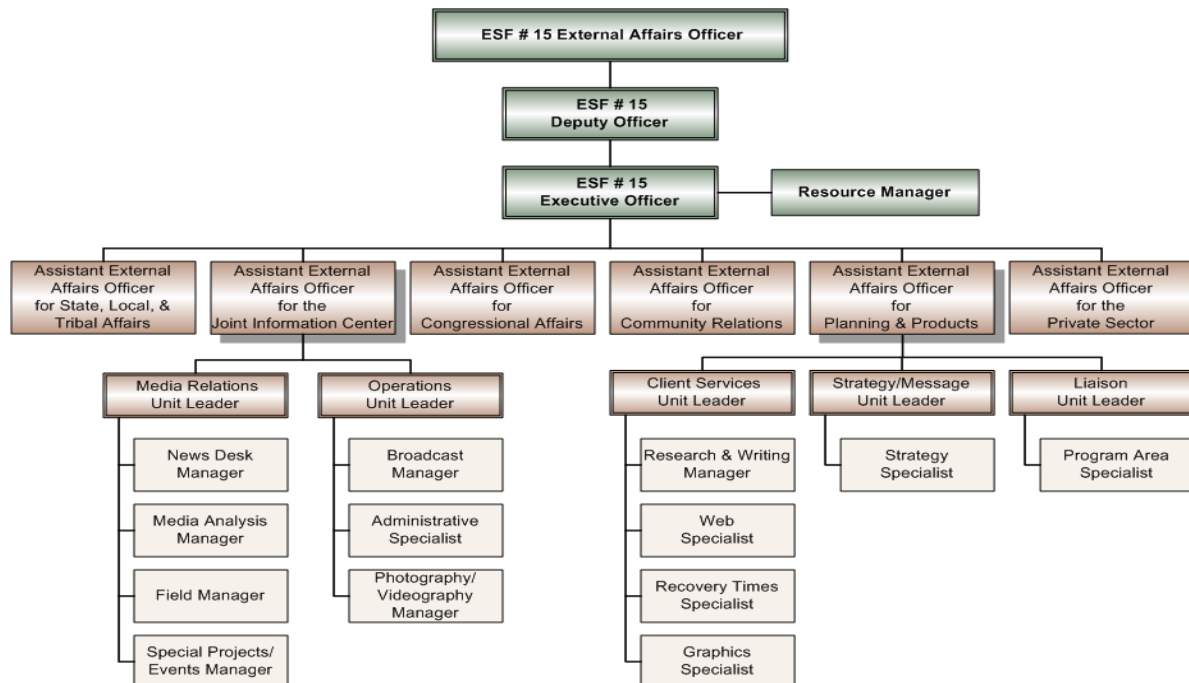
Figure 7- Federal ESF Structure

DHS/FEMA encourages Federal, State, tribal, and local entities to work in partnership to ensure effective and efficient emergency information is produced and disseminated. The ESF #15 may co-locate with the incident JIC, as it facilitates coordination, cooperation, and unified messaging between all response partners. The following diagram shows the ESF #15 organizations and functions at the field level (Figure 7 above). Each of the six divisions that make up ESF #15 is represented by their own organizational chart; the structure for the JIC and Planning and Products Sections are shown, but they are all a part of one large organizational chart that makes up ESF #15. (Each Division resides in the Joint Field Office (JFO), but the State-operated JIC may co-locate with the OA JIC.) The State of California employs the Essential Function structure and can be related to Figure 7 as well.

If Orange County has a large incident requiring State resources, but not impacting other State Operational Areas, the State media relations team will send representatives to the Orange County OA JIC. In the event of a large catastrophic event impacting multiple OAs and a JIC is established outside of Orange County, an Orange County Operational Area JIC Liaison will be sent to that location to represent Orange County.

2.3.   Common Responsibilities

The PIO gathers, verifies, coordinates, and disseminates accurate and timely information on the incident's cause, size, current situation and desired public response. Below is a list of immediate tasks that generally apply to an incident:

PIO Major Responsibilities
Receive assignment, report to required site (Field, EOC, or JIC).
Gather basic facts and receive briefing on incident scope.
Determine from Incident Command (IC)/Emergency Operations Center Director of Emergency Services (EOC DES) if there are any limits on information release.
Determine from IC/EOC DES any information needed to be pushed out or released.
Identify other agencies involved and determine approval structures.
Coordinate emergency public information and warnings.
Evaluate need for support; contact other JIS members as appropriate.
Develop key messages for information releases.
Identify key message delivery systems.
Establish information release strategy (set time for information updates, news conferences).
Obtain approval for media releases/messaging from lead agency/IC/EOC DES.
Send initial media releases/messaging.
Establish protocol for interviews, briefings and photo opportunities as needed.
Monitor media reporting for accuracy.
Monitor incident escalation to evaluate need to establish JIC.
Maintain a Unit Activity Log, ICS Form 214.
Conduct formal or informal evaluation of incident response.
Complete agency forms, reposts and documents prior to deactivation.

The PIOs working in the JIC will have two primary functions:
1. Carry out the public information activities of their respective departments and agencies; and
2. Provide support to and assist with the overall JIC mission.

OA jurisdictions, departments, and agency PIOs may be asked to staff various JIC functions regardless of the level of involvement of their respective departments. This will ensure an adequate number of PIOs are available to support emergency public information activities and follows the philosophy of the mutual aid system. In accordance with NIMS, only one PIO shall be appointed during activation. He or she is assisted by Unit Leaders based on functional needs. This works in unison with other pre-established statewide mutual aid systems.

The lead agency is dependent on the type of incident and responding agencies. Figure 8 is a table of potential disasters and the agencies that would serve as the lead for each.

	Lead Law Enforcement	Lead Fire	Lead Public Works	HCA	SSA
Type of Emergency	• Aircraft Accident • Civil Disturbance • Earthquake/Tsunami • Terrorism (CBRNE)/ Bomb Threat • State of War • SONGS • Utilities Disruption	• Hazmat Incident • Industrial Accident • Transportation Accident • Urban/Wildland Fire	• Coastal Oil Spill • Dam Failure • Flood/Storm/ Wind • Mudslide/ Landslide	• Epidemic/ Pandemic	• Shelter Emergency

FIGURE 8 – Lead Agencies by Emergency Type

2.4.   Position Descriptions and Checklists

<u>**Public Information Officer**</u>
Position Description
The PIO is responsible for developing and releasing public information about the incident to the media, incident personnel and other appropriate agencies and organizations. Only one PIO will be assigned for each incident, including multi-jurisdictional incidents operating under a UC. The PIO may appoint as many assistants (Unit Leader or JIC Specialists) as necessary, and the assistants may also represent assisting agencies, jurisdictions or other response partners. The PIO is appointed by the IC/UC to support the information needs of the response; establish, maintain and deactivate the JIC; and represent and advise the IC on all public information matters relating to the incident.

Position Qualifications
Per NIMS, all Command Staff, including the PIO, should complete the following training:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System.
- IS-800.B National Response Framework, an Introduction.
- ICS-300 Intermediate Incident Command System for Expanding Incidents.
- ICS-400 Advanced Incident Command System, Command and General Staff-Complex Incidents.

Additional training recommendations include:
- IS-250 Emergency Support Function #15.
- IS-702 National Incident Management System Public Information Systems.
- ICS-203 Introduction to Public Information.
- ICS-403 Incident Management Team Public Information Officer.
- ICS-420 Command and General Staff.
- E-388 Advanced Public Information Officer.
- G-290 Basic Public Information Officer.
- G-291 JIS/JIC Planning for Tribal, State, and Local PIOs.
- CSTI Crisis Communications and the Media.

Responsibilities
- Support public information needs of the incident. (See Daily Checklist in Appendix D)
- Obtain approval from Command to disseminate public information products.
- Advise Command on public information issues and concerns.
- Attend all Command Staff briefings and meetings. (See Operational Planning "P" in Appendix D)
- Share information gathered at Command Staff briefings and meetings with JIC Staff.
- Work closely with the Liaison Officer (LNO) and Safety Officer (SO).
- Establish and equip a JIC and oversee its operations.
- Gather incident information.
- Inform the media and public.
- Provide public information to incident staff.
- Monitor the media, correct misinformation and identify trends and issues.
- Analyze public perceptions and develop public information strategies.

- Establish communications with the Disabilities, Access and Functional Needs Group Supervisor in the OA EOC.

Position Specific Functions

Establishing a JIC
When the appointed PIO arrives to relieve or expand the initial PIO, several actions must be taken to establish and manage a JIC. To assist in establishing and managing a JIC, the *Establishing a JIC* job aid can be found in Appendix A.

Establishing a 24-hour Schedule
If demands are high, a 24-hour operating schedule may require multiple shifts, such as:
    A Shift: 6am to 6pm.
    B Shift: 6pm to 6am.

The staffing schedule is determined by the PIO in consultation with the EOC management staff. The PIO should consider organizing JIC shifts to mirror those of the rest of the staff at the EOC. In the event a 24-hour schedule is required, the JIC Manager will perform the PIO's responsibilities when he or she is not present. The JIC Manager has all of the responsibility and authority of the PIO.

Exchanging Information
Information Exchange Matrix 1 – for Public Information Officers can be found in Appendix B. This information exchange matrix describes what types of information or resources the PIO should obtain from specific response positions within the ICS organization, as well as what information or resources the PIO should provide to those same positions. In any case, outgoing personnel should brief their incoming relief on current status and situation.

Working with the Safety Officer and Liaison Officer
The PIO meets regularly with the Safety and Liaison Officers. The Safety Officer's main responsibility is to monitor safety conditions and develop measures for assuring the safety of all incident personnel. The PIO works with the Safety Officer to develop safety messages and escort media and VIPs to the incident site in a safe manner.

The PIO works with the Liaison Officer to obtain and provide information to agency representatives, public officials and other stakeholders. The PIO also works with the Liaison Officer to address stakeholder concerns, requests for briefings, tours and VIP visits.

The Planning & Intelligence Section Chief will manage the collection, analysis, processing and dissemination of intelligence. The PIO works with the EOC Planning & Intelligence Section Chief regarding intelligence information and operational security.

Demobilizing a JIC
The PIO, in consultation with EOC management staff, determines when to deactivate the JIC. This decision is usually made when media and public interest has diminished or when recovery and mitigation operations are complete. To assist the PIO with demobilization activities, the *Demobilizing a JIC* job aid can be found in Appendix A.

JIC Manager
Position Description
The JIC Manager is selected by the PIO to supervise the daily operations of the JIC; execute plans and policies, as directed by the PIO; and provide direction to the Unit Leaders to ensure that all functions are well organized and operating efficiently. The JIC Manager should possess public affairs, crisis response, JIC and management or leadership experience. The JIC Manager should have the same training as the PIO.

Position Qualifications
In addition to agency training requirements, the JIC Manager should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System.
- IS-800.B National Response Framework, an Introduction.
- ICS-300 Intermediate Incident Command System for Expanding Incidents.
- ICS-400 Advanced Incident Command System, Command and General Staff-Complex Incidents.

Additional training recommendations include:
- IS-250 Emergency Support Function #15.
- IS-702 National Incident Management System Public Information Systems.
- ICS-203 Introduction to Public Information.
- ICS-403 Incident Management Team Public Information Officer.
- ICS-420 Command and General Staff.
- E-388 Advanced Public Information Officer.
- G-290 Basic Public Information Officer.
- G-291 JIS/JIC Planning for Tribal, State, and Local PIOs.
- CSTI Crisis Communications and the Media.

Responsibilities
- Assume all responsibilities of the PIO, as needed.
- Supervise all JIC operational and administrative activities.
- Ensure proper organization of JIC.
- Oversee all operations of the JIC.
- Coordinate internal JIC information flow.
- Set JIC staff work hours and daily operating schedule.
- Maintain unit log. (See ICS Form 214 in Appendix C)
- Advise PIO and IC/UC about recommended public information strategies.
- Assess and assign JIC staff to appropriate roles.
- Provide training or coaching to JIC staff as needed.
- Coordinate with Logistics Section Chief (LSC) to obtain equipment, supplies and other resources for the JIC.

Position Specific Functions
Developing the Operating Schedule
The JIC Manager manages the JIC staff by developing an operating schedule. To assist the JIC Manager in developing an operating schedule the *Developing the Operating Schedule* job aid can be found in

Appendix A. The Daily Brief Worksheet is a useful tool when developing the operating schedule (Appendix D) as well as ICS Form 214 (Appendix C).

OA JIC Liaison
Position Description
The JIC Liaison is assigned by the PIO or JIC Manager. The OA JIC Liaison represents the interests of the Orange County Operational Area (OC OA) in the Regional/State JIC by gathering and sharing information in support of the assigned JIC. Personnel selected for this position should possess experience in public affairs, crisis response, JIC operations and management. This person may be required to speak to the media during press conferences and media inquiries.

Position Qualifications
In addition to agency training requirements, the OA JIC Liaison should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System.
- IS-800.B National Response Framework, an Introduction.
- ICS-300 Intermediate Incident Command System for Expanding Incidents.
- ICS-400 Advanced Incident Command System, Command and General Staff-Complex Incidents.

Additional training recommendations include:
- IS-250 Emergency Support Function #15.
- IS-702 National Incident Management System Public Information Systems.
- ICS-203 Introduction to Public Information.
- ICS-403 Incident Management Team Public Information Officer.
- ICS-420 Command and General Staff.
- E-388 Advanced Public Information Officer.
- G-290 Basic Public Information Officer.
- G-291 JIS/JIC Planning for Tribal, State, and Local PIOs.

Responsibilities
- Serves as the Orange County Operational Area official representative in the Regional/State JIC.
- Support public information needs of the incident in the assigned JIC (see Daily Checklist in Appendix D).
- Advise JIC Manager on public information issues and concerns within the Regional/State JIC.
- Attend all briefings and meetings in assigned JIC. (See Operational Planning "P" in Appendix D)
- Maintain contact with other jurisdictions represented in the Regional/State JIC in order to coordinate information gathering and dissemination.
- Share information gathered at briefings and meetings with OA JIC Staff.
- Work closely with the JIC Manager to be sure JIC Manager is kept informed on what is occurring in the assigned JIC.
- Gather incident information.
- Inform the media and public.
- Provide public information to incident staff.
- Monitor the media, correct misinformation and identify trends and issues.
- Analyze public perceptions and develop public information strategies.
- Represent the OA as the regional spokesperson on camera, if required.

- Provide any information relating to people with disabilities and those with access and functional needs to the Regional/State JIC staff as coordinated from the Orange County JIC and/or OA EOC Disabilities, Access and Functional Needs Group Supervisor.

Position Specific Functions
Exchanging Information
The JIC Liaison should contact key response positions within the assigned JIC face-to-face and establish good working relationships. The JIC Liaison should continuously obtain and exchange information between the OA JIC and the Regional/State JIC to which they are assigned.

Information Gathering Unit Leader
Position Description
The Information Gathering Unit Leader is assigned by the PIO or JIC Manager. The Information Gathering Unit Leader conducts information gathering activities in support of the JIC. Personnel selected for this position should possess experience in public affairs, crisis response, JIC operations and management.

Position Qualifications
In addition to agency training requirements, the Information Gathering Unit Leader should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-700 National Incident Management System, an Introduction.

Additional training recommendations include:
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-702 National Incident Management Systems Public Information Systems.
- IS-800.B National Response Framework, an Introduction.
- ICS-300 Intermediate Incident Command System for Expanding Incidents.
- CSTI Crisis Communications and the Media.

Responsibilities
The following responsibilities can be performed by the Information Gathering Unit Leader or by a unit composed of several individuals in all or some of the following JIC positions.
- Gather facts.
- Display facts on status boards.
- Monitor the media.
- Analyze and respond to media and social media reports.
- Respond to rumors.

Fact Gathering Specialist
Position Description
The Fact Gathering Specialist is assigned by the JIC Manager and reports to the Information Gathering Unit Leader. The Fact Gathering Specialist is responsible for gathering and verifying incident information in the JIC. Personnel selected for this position should possess public affairs and ICS experience. Selected personnel should be able to work quickly, accomplish tasks with only initial direction and function efficiently in a high-stress environment.

Position Qualifications

In addition to agency training requirements, the Fact Gathering Specialist should complete:

- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System, an Introduction.
- IS-800.B National Response Framework, an Introduction.

Responsibilities

- Gather information about the incident from Command, Planning & Intelligence Section's Situation Analysis Unit and agency representatives from each response partner (see Information Exchange Matrix 2–Fact Gathering Specialist in Appendix B for more details).
- Establish contacts and maintain regular times to pick up information from all sections within the ICS structure.
- Respond rapidly to breaking news and quickly gather information for the other specialists in the JIC.

These responsibilities can be performed by one or more individuals or by a unit composed of several individuals per shift.

Position Specific Functions

Exchanging Information

The Fact Gathering Specialist should contact key response positions face-to-face and establish good working relationships. The Fact Gathering Specialist should continuously obtain and provide information from the various response positions. Information Exchange Matrix 2 –Fact Gathering Specialist can be found in Appendix B. This information exchange matrix describes what types of information the Fact Gathering Specialist should obtain from specific response positions within the ICS organization, as well as what information the Fact Gathering Specialist should provide to those same positions.

The JIC Manager may also assign the Fact Gathering Specialist to complete tasks listed on Information Exchange Matrix 1 –Public Information Officer in Appendix B. These tasks focus on information exchanges to the JIC.

WebEOC/Status Board Specialist

Position Description

The WebEOC/Status Board Specialist is assigned by the JIC Manager and reports to the Information Gathering Unit Leader. The WebEOC/Status Board Specialist is responsible for updating incident information in WebEOC and ensuring JIS members have the access and ability to utilize the appropriate boards. Personnel selected for this position should possess public affairs and ICS experience as well as specific experience in the WebEOC software. Selected personnel should be able to work quickly, accomplish tasks with minimal direction and function efficiently in a high-stress environment.

Position Qualifications

In addition to agency training requirements, the Status Board Specialist should complete:

- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System, an Introduction.
- IS-800.B National Response Framework, an Introduction.

- WebEOC Basic and Intermediate Training

Responsibilities
- Display incident information on status boards in the JIC so it is easily accessible to personnel answering inquiries and producing written products.
- Provide all members of the JIC with copies of news releases, fact sheets, current command message(s) and talking points.
- Work with the Planning & Intelligence Section's Situation Analysis Unit Leader, Plotter Supervisor and WebEOC Specialist to maintain information boards in high traffic areas of the ICP and field locations to keep responders informed.

These responsibilities can be performed by one or more individuals or by a unit composed of several individuals per shift.

Position Specific Functions
Producing the Status Board
The WebEOC/Status Board Specialist produces status boards in the JIC for all JIC personnel. To assist the Status Board Specialist in producing a status board the *Producing Status Boards* job aid can be found in Appendix A.

Media Monitoring and Analysis Specialist
Position Description
The Media Monitoring and Analysis Specialist analyses the content and accuracy of news media reports and assists in identifying trends and breaking issues. The Media Monitoring and Analysis Specialist provides daily coverage synopses; identifies issues, inaccuracies and viewpoints; and recommends corrections to the Media Relations Unit Leader (see *Media Analysis Worksheet* and *Media/Social Media Analysis Worksheet* in Appendix D).

Position Qualifications
In addition to agency training requirements, the Media Monitoring and Analysis Specialist should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System, an Introduction.
- IS-800.B National Response Framework, an Introduction.

Responsibilities
- Determine newspaper, radio, television and Internet outlets to monitor.
- Monitor blogs and social networking sites.
- Gather perceptions from the media, public and other stakeholders about the progress of the response efforts.
- Identify potential detrimental rumors and rapidly determine effective ways to deal with them or pass to Rumor Control, if an individual or group of individuals has been designated to process rumors.
- Set up a news clip collection (radio, TV, print and appropriate Internet web sites). Request Logistics Section to contract a broadcast media monitoring and print clipping service, or set up

equipment to record radio and television news and/or to print media web sites and blogs. Utilize Google Alert to monitor news coverage.
- Monitor media for use of text crawls and sign language interpreters.

These responsibilities can be performed by one or more individuals or by a unit composed of several individuals per shift.

Position Specific Functions
Analyzing Information
The Media Monitoring and Analysis Specialist will monitor and analyze the media coverage of the response, as well as the local community's concerns about the response (the *Media Analysis Worksheet* and *Media/Social Media Worksheet* can be used for analyzing and identifying potential solutions for media coverage and is located in Appendix D). When appropriate, the Media Monitoring and Analysis Specialist will make recommendations to improve or increase the coverage and accuracy of information in an effort to alleviate concerns and gain community support.

The major activities involved in analyzing information are:
- Attend town meetings.
- Conduct door-to-door surveys.
- Track incoming phone calls and requests.
- Determine media outlets that reach significant diverse audiences.
- Identify potential issues, problems and rumors and report the information immediately to the PIO and appropriate agency or office.
- Identify significant diverse communities and determine the most effective ways to communicate with them (e.g., media, fliers, posters and town meetings).
- Monitor the perceptions of the affected communities concerning the progress of the response.
- Make a record of each print, broadcast and Internet news clip (including a summary of coverage, issues, inaccuracies and viewpoints) using the *Media Analysis Worksheet* and *Media and Social/Media Worksheet* (see Appendix D).

Rumor Control Specialist
Position Description
The Rumor Control Specialist receives, verifies and ensures facts are disseminated to dispel incorrect rumors regarding the incident.

Position Qualifications
In addition to agency training requirements, the Rumor Control Specialist should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System, an Introduction.
- IS-800.B National Response Framework, an Introduction.

Responsibilities
- Identify and report any rumors that may cause issues or problems to the Information Gathering Unit Leader, Media Relations Unit Leader and Community Relations Unit Leader.
- Verify the accuracy of the rumor and document results on the JIC Rumor Control form.
- Report results of each rumor investigation to previously noted Unit Leaders.

- Maintain a file of JIC Rumor Control forms (see Query Record, Appendix D).

These responsibilities can be performed by one or more individuals or by a unit composed of several individuals per shift.

Position Specific Functions
Validating Rumors
To assist the Rumor Control Specialist with validating rumors the *Validating Rumors* job aid can be found in Appendix A.

Information Dissemination Unit Leader
Position Description
The Information Dissemination Unit Leader is assigned by the PIO or JIC Manager to manage the product development responsibilities of the JIC. Personnel selected for this position should possess some public information, journalism, photography, videography, web management, desktop publishing, ICS and JIC experience. Selected personnel should be able to type, operate a variety of computers and software, work quickly, accomplish tasks with minimal direction and function efficiently in a high-stress environment.

Position Qualifications
In addition to agency training requirements, the Information Dissemination Unit Leader should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-700 National Incident Management System, an Introduction.

Additional training recommendations include:
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-702 National Incident Management Systems Public Information Systems.
- IS-800.B National Response Framework, an Introduction.
- ICS-300 Intermediate Incident Command System for Expanding Incidents.

Responsibilities
- Produce written news releases, media advisories, public service announcements, fact sheets and other publications.
- Route all documents, photos, video and other materials to PIO for approval (accurate information is essential in preventing public confusion, loss of credibility and/or adverse publicity).
- Update and manage incident news web site.
- Take and disseminate news photos and video of the incident.
- Produce and gather graphics and logos for the incident.
- Produce incident casebook. (For information on storage and posting of casebook on RespondOC see the *Administrative Assistant* position.)
- Communicate with Disabilities, Access and Functional Needs Group Supervisor at the OA EOC.

These responsibilities can be performed by the Unit Leader or by a unit composed of several individuals in all or some of the following JIC positions.

Writer
Position Description
The Writer is assigned by the Information Dissemination Unit Leader to produce written news releases, media advisories, public service announcements, fact sheets, talking points, emergency public information, voice and text messages, blog and social media statements and other direct-to-stakeholder information products. Personnel selected for this position should possess strong journalism skills and some public information, ICS and JIC experience.

Position Qualifications
In addition to agency training requirements, the Writer should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System, an Introduction.
- IS-800.B National Response Framework, an Introduction.

Position Specific Functions
Writing a News Release
The Writer should draft and gain approval of a written news release. Approval should address the inclusion of information or directions for people with disabilities, and those with access and functional needs. See *Writing Guidelines for News Releases* in Appendix D for instructions on how to write a news release. Also refer to Appendix D for a *Sample News Release*.

Photographer/Videographer
Position Description
The Photographer/Videographer is assigned by the JIC Manager to shoot high quality photos and video for release to the public and media. The Photographer/Videographer reports to the Information Dissemination Unit Leader. Personnel selected for this position should possess extensive photographic, video-graphic, electronic photo and video editing and some journalism skills. The Safety Officer may require that the Photographer/Videographer should have the OSHA Hazardous Waste Operations and Emergency Response (HAZWOPER) certification or wear personal protective equipment in order to photograph or videotape near the hazard site. Selected personnel should be able to operate a variety of digital, still and video cameras; accomplish tasks with minimal direction; and function efficiently in a high-stress environment.

Position Qualifications
In addition to agency training requirements, the Photographer/Videographer should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System, an Introduction.
- IS-800.B National Response Framework, an Introduction.

Responsibilities
- Shoot and edit photographs of newspaper/magazine quality.
- Shoot and edit video of broadcast quality.
- Catalog and manage all photos and videos.
- Provide all photos and videos to the Administrative Assistant for the casebook and the web site Specialist for the JIC web site.

These responsibilities can be performed by one or more individuals or by a unit composed of several individuals per shift.

Position Specific Functions
Exchanging Information
Information Exchange Matrix 3 –Photographer/Videographer in Appendix B describes what type of information and resources the Photographer/Videographer should obtain from specific response positions, as well as what information the Photographer/Videographer should provide to those same response positions.

The JIC Manager may also assign the Photographer/Videographer to complete tasks listed on *Information Exchange Matrix 1 –Public Information Officer* in Appendix B. These tasks focus on information exchanges to the JIC.

Administrative Assistant
Position Description
The Administrative Assistant is assigned by the JIC Manager to manage additional activities in support of the Information Dissemination Unit Leader and his/her staff. Personnel selected for this position should be able to accomplish tasks with minimal direction and function efficiently in a high-stress environment.

Position Qualifications
In addition to agency training requirements, the Administrative Assistant should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System, an Introduction.
- IS-800.B National Response Framework, an Introduction.

Responsibilities
- Work with the EOC Logistics Section to acquire, set up and run audio/visual support for briefings.
- Provide support for media briefings and town meetings.
- Produce a casebook available in the JIC and/or stored on the virtual JIC web site.
- Provide all JIC files and products to the Documentation Unit.
- Produce briefing packets that include copies of press releases, fact sheets, brochure, photos, and graphs.
- Coordinate security needs with the Security Manager of the Facilities Unit in the Logistics Section.
- Catalog, file and copy all JIC materials in both hard copies and electronically in RespondOC.
- Maintain media credentialing files.

These responsibilities can be performed by one or more individuals or by a unit composed of several individuals per shift.

Position Specific Functions
Provide Media Briefings/Town Meeting Support
The Administrative Assistant will provide support to the JIC for media briefings and town meetings by coordinating with the Logistics Section. To assist the Administrative Assistant with supporting media

briefings/town meetings, the *Providing Media Briefings/Town Meeting Support* job aid can be found in Appendix A and the *Media Briefing/Town Meeting Worksheet* can be found in Appendix D.

Produce a Casebook
A casebook is a compilation of all public information about the incident that can be used for post-incident information requests and evaluations. It provides a case history that can be used as a reference for future events. A printed or electronic copy of the casebook should be made available to each of the JIC's response partners. The casebook should contain:
- All news releases, fact sheets, talking points and key messages generated by the JIC.
- Copies of all news clips.
- Copies of all JIC-produced videos, photographs, maps and other visuals.
- Electronic versions of the Casebook will be stored in RespondOC in the JIC folder.
- Copies of the IAPs.

Exchanging Information
Information Exchange Matrix 4 –Administrative Assistant in Appendix B describes what types of materials and resources the Administrative Assistant should obtain from specific response positions, as well as the information the Administrative Assistant should provide to those same response positions.

The JIC Manager may also assign the Administrative Assistant to complete tasks listed on *Information Exchange Matrix 1 –Public Information Officer* in Appendix B. These tasks deal with information exchanges.

Web/Social Media Specialist
Position Description
The Web/Social Media Specialist is assigned by the JIC Manager to manage all JIC web activities in support of the Information Dissemination Unit Leader and his/her staff. They may be located in the physical JIC or at a virtual JIC location away from the Command Post. Personnel selected for this position should be knowledgeable of web site design software, Internet protocols, social media policies, and web site accessibility (Section 508 of the Americans with Disabilities Act of 1990); able to accomplish tasks with minimal direction; and function efficiently in a high-stress environment.

Position Qualifications
In addition to agency training requirements, the Web/Social Media Specialist should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System, an Introduction.
- IS-800.B National Response Framework, an Introduction.

Responsibilities
- Maintain and update incident web site and incident social media accounts. Please note that all tweets on the OrangeCountyEOC Twitter automatically post to the Orange County, California - Emergency Operations Center Facebook account.
  - Twitter: @OrangeCountyEOC
  - Facebook: Orange County, California - Emergency Operations Center
- Maintain JIC blog if applicable.
- Route e-mail inquiries to Media or Community Relations Specialist.

- Ensure approval of all items prior to e-mailing or posting on the incident web site.
- Ensure all items posted to the incident web site are Section 508 compliant.
- Establish a virtual JIC.
- Coordinate with web support personnel for all agencies represented in organization to ensure web site meets individual agency requirements.
- Coordinate media and community distribution lists.
- Coordinate with Administrative Assistant to ensure electronic version of Casebook is uploaded in RespondOC.

These responsibilities can be performed by one or more individuals or by a unit composed of several individuals per shift.

The UC should designate one official web site to represent the response efforts, provide answers to the public's questions and address issues raised through other media sources. After an incident is closed and the JIC demobilizes, the PIO should consider monitoring continued interest and keeping the web site on-line longer than a few months.

Responders should monitor the information being posted on other web sites, blogs and chat rooms. Questions, concerns or misinformation found on other web sites, blogs and chat rooms should be addressed on the official web site.

Media Relations Unit Leader
Position Description
The Media Relations Unit Leader is assigned by the PIO or JIC Manager to coordinate the release of information to the media and is responsible for identifying the Media Staging Area. Personnel selected for this position should possess experience in public information, crisis response, JIC operations, management and ICS, as well as have demonstrated skills in interacting with the media.

Position Qualifications
In addition to agency training requirements, the Unit Leader for Media Relations should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-700 National Incident Management System, an Introduction.

Additional training recommendations include:
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-702 National Incident Management Systems Public Information Systems.
- IS-800.B National Response Framework, an Introduction.
- ICS-300 Intermediate Incident Command System for Expanding Incidents.

Responsibilities
- Respond to media inquiries.
- Identifies the Media Staging Area for the release of information.
- Coordinate and prepare lead agency spokesperson identified by IC/UC/Director of Emergency Services (DES)/Operational Area Coordinator (OAC) prior to interviews.
- Conduct news briefings and interviews.
- Provide escorts to the media.
- Credential media.

- Maintain multi-lingual capabilities, if necessary.
- Maintain and update media lists.
- Identify misinformation or rumors.

These responsibilities can be performed by the Unit Leader or by a unit composed of several individuals in all or some of the following JIC positions.

Media Relations Specialist

Position Description

The Media Relations Specialist is assigned by the JIC Manager to manage the distribution of information regarding the event. Personnel selected for this position should have experience interacting directly with the media, be able to speak clearly and concisely, be able to accomplish tasks with minimal direction and function efficiently in a high-stress environment. Depending on the region, bilingual personnel may be needed in this Unit.

Position Qualifications

In addition to agency training requirements, the Media Relations Specialist should complete:

- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System, an Introduction.
- IS-800.B National Response Framework, an Introduction.

Responsibilities

- Determine primary media outlets.
- Produce detailed accounts of calls, including name and organization, phone number, nature of inquiry and result (see Query Record, Appendix D).
- Maintain a comprehensive and current media list containing points of contact, phone, pager, cellular, fax numbers, e-mail, and postal addresses.
- Disseminate approved written material to the media, Operational Area partners, people with disabilities, and those with access and functional needs points of contact.
- Staff the phones with people able to answer calls, possibly in more than one language, from local, State, national and international media.
- Respond to routine inquiries using talking points, speaker preparation, news releases and fact sheets.
- Promote story and feature ideas to target media.
- Establish a daily drive-time call-out schedule that meets local radio and television deadlines. This will vary with each incident.
- Document the time and details of the response; track inquiries to ensure response and closure within a timely manner (ideally, less than one hour).

These responsibilities can be performed by one or more individuals or by a unit composed of several individuals per shift.

Speaker Support Specialist

Position Description

The Speaker Support Specialist is assigned by the JIC Manager to manage the coordination of meetings, interviews and engagements. The Speaker Support Specialist reports to the Media Relations Unit Leader. Personnel selected for this position should have good interpersonal skills, the ability to accomplish tasks

with minimal direction and function efficiently in a high-stress environment. In addition, personnel may need to be bilingual.

Position Qualifications

In addition to agency training requirements, the Speaker Support Specialist should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System, an Introduction.
- IS-800.B National Response Framework, an Introduction.

Responsibilities
- Identify, schedule and prepare appropriate personnel and subject matter experts for news briefings and media interviews.
- Advise the PIO and JIC Manager on times for news briefings.
- Coordinate with the Administrative Assistant about set-up and audiovisual needs for news briefings and media interviews.
- Schedule and coordinate editorial board (see below).
- Arrange for capabilities to address people with disabilities, and those with access and functional needs (e.g., sign language interpreters).

These responsibilities can be performed by one or more individuals or by a unit composed of several individuals per shift.

Position Specific Functions

Speaker Preparation

The Speaker Support Specialist should prepare personnel for speaking to the general public and media during phone interviews, on-camera interviews and news briefings. See the *Speaker Preparation Worksheet* in Appendix D.

Media Briefings

The Speaker Support Specialist should identify spokespersons for scheduled media briefings (see *Spokesperson Request Worksheet*, Appendix D). When setting up and conducting media briefings, refer to the *Media Briefing Worksheet* in Appendix D. Personnel from nearly all positions in the JIC will play some part in this process.

Editorial Board

An Editorial Board is a meeting between the UC and an editor from a media organization in which reporters may or may not be present. Usually an Editorial Board meeting is not conducted until several days into an incident, but may need to occur sooner based on the needs of the incident. The Editorial Board meeting serves the following functions:
- Provides the UC a chance to explain in broad terms the policies and positions of the command.
- Provides the editor with a chance to ask questions about UC's policies and positions as they pertain to the response.
- Is normally held in the offices of the editor and typically does not result in a story; it is intended to be used for background in future stories.

Field Specialist
Position Description

The Field Specialist is assigned by the JIC Manager to provide media relations and other JIC support in the field. Depending on the region, bilingual personnel may be needed.

Position Qualifications

In addition to agency training requirements, the Field Specialist should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System, an Introduction.
- IS-800.B National Response Framework, an Introduction.

Responsibilities
- Coordinate with the Safety Officer to ensure it is safe to escort others to the incident scene.
- Ensure media are properly equipped and informed (see Field Escort Equipment and Communications Checklist in Appendix D) .
- Escort media to incident scene or other field locations.

Based on the needs of the incident, the Field Specialist may be assigned additional responsibilities, such as:
- Take photos and video of incident scene.
- Gather facts from incident scene.
- Disseminate approved incident information to members of the media and public.

These responsibilities can be performed by one or more individuals or by a unit composed of several individuals per shift.

Community Relations Unit Leader
Position Description

The Community Relations Unit Leader is assigned by the JIC Manager to monitor the community's concerns regarding the incident, advise the PIO about community information needs, and coordinate release of information to the public. Personnel selected for this position should possess community relations, crisis response, JIC, operations, management and ICS experience, as well as have demonstrated skills in interacting with the public. Personnel should have experience identifying different publics/stakeholders, and using interviews to ascertain community knowledge, attitudes and behaviors. Personnel should also have good interpersonal skills, risk communications experience, the ability to accomplish tasks with minimal direction and function efficiently in a high-stress environment.

Position Qualifications

In addition to agency training requirements, the Unit Leader for Community Relations should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-700 National Incident Management System, an Introduction.

Additional training recommendations include:

- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-702 National Incident Management Systems Public Information Systems.
- IS-800.B National Response Framework, an Introduction.
- ICS-300 Intermediate Incident Command System for Expanding Incidents.

Responsibilities
- Determine the information needs of the community.
- Develop and coordinate community outreach programs.
- Establish contact with influential local community members who can provide feedback about how the response is perceived.
- Establish contact with people with disabilities and those with access and functional needs organizations within the community to help disseminate information regarding community meeting information and to assess needs.
- Determine the need for and format of community meetings.
- Conduct and/or participate in community meetings.
- Coordinate with other participating agencies in town hall/community meetings and prepare them with information pertaining to the incident.
- Canvass the local community for feedback and to disseminate incident information (see *Opening Statement for Community Relations Interviews* in Appendix D).
- Develop posters, fliers, newsletters and other community outreach materials.
- Inform the public of volunteer opportunities coordinated by the Liaison Officer and assisting agencies.
- Respond to community inquiries.

These responsibilities can be performed by the Unit Leader or by a unit composed of several individuals in all or some of the following JIC positions.

Community Relations Specialist
Position Description
The Community Relations Specialist is assigned by the JIC Manager to document and respond to community inquiries. Personnel selected for this position should have experience interacting directly with the community, speaking clearly and concisely, accomplishing tasks with minimal direction and functioning efficiently in a high-stress environment. Personnel should also have experience identifying different publics/stakeholders, and using interviews to ascertain community knowledge, attitudes and behaviors. Depending on the region, multilingual personnel may be needed in this Unit.

Position Qualifications
In addition to agency training requirements, the Community Relations Specialist should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System, an Introduction.
- IS-800.B National Response Framework, an Introduction.

Responsibilities
- Identify communities affected by the incident.
- Produce detailed accounts of calls, including name and organization, phone numbers, nature of inquiry and results.

- Determine how well community members comprehend command objectives/messages and make recommendations for corrective actions through the Community Relations Unit Leader.
- Determine community attitudes toward the incident and response organization and recommend actions to encourage/positively influence attitudes, as necessary.
- Determine community behaviors related to the incident situation and recommend actions to encourage protective or corrective behavior.
- In conjunction with the Liaison Officer, maintain a comprehensive and current list of interested stakeholders, including phone and fax numbers or e-mail addresses.
- Disseminate approved written material to the community.
- Staff the phones with people able to answer calls, possibly in more than one language and with disabilities and access and functional needs expertise from the community.
- Respond to routine inquiries using talking points, frequently asked questions, news releases, fact sheets and other community relations materials.
- Route inquiries about volunteer opportunities to the OA EOC Volunteer Coordinator, Liaison Officer, or Logistics Section Personnel Unit.

These responsibilities can be performed by one or more individuals or by a unit composed of several individuals per shift.

Community Support Specialist
Position Description
The Community Support Specialist is assigned by the JIC Manager to manage the coordination of meetings, interviews and engagements. The Community Support Specialist reports to the Community Relations Unit Leader. Personnel selected for this position should have good interpersonal skills, the ability to accomplish tasks with minimal direction and function efficiently in a high-stress environment.

Position Qualifications
In addition to agency training requirements, the Community Support Specialist should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-200 (ICS 200) Introduction for Single Resources and Initial Action Incidents.
- IS-700 National Incident Management System, an Introduction.
- IS-800.B National Response Framework, an Introduction.

Responsibilities
- Identify, schedule and prepare appropriate personnel and subject matter experts for community meetings.
- Advise the PIO and JIC Manager on times for news community meetings.
- Coordinate with the Administrative Assistant about set-up and audiovisual needs for community meetings.
- Participate in meetings hosted by the community.
- Identify any logistical resource needs specific to people with disabilities, and those with access and functional needs (e.g. sign language interpreters).

These responsibilities can be performed by one or more individuals or by a unit composed of several individuals per shift.

Position Specific Functions

Speaker Preparation
The Community Support Specialist should prepare personnel for speaking at community meetings. See the *Speaker Preparation Worksheet* in Appendix D.

Community Meetings
The Community Support Specialist should set up community meetings. To assist the Community Support Specialist with preparing for a community meeting the *Conducting a Community Meeting* job aid can be found in Appendix A.

Information Technology Specialist
Position Description:
The Information Technology (IT) Specialist is assigned by the JIC Manager for the setup and maintenance of the wireless Internet capability at the JIC, including troubleshooting computer and network connection issues. The IT Specialist reports to the JIC Manager. Personnel selected for this position should have a strong understanding of the County Internet capabilities, systems, and resources, as well as experience in computer repair and systems engineering.

Position Qualifications
In addition to agency training requirements, the Information Technology Specialist should complete:
- IS-100 (ICS 100) Introduction to Incident Command System.
- IS-700 National Incident Management System, an Introduction.

Responsibilities
- Set up computer, printer, telephone and fax systems for use in the JIC.
- Ensure all wires and cables are run safely and efficiently.
- Set up wireless network hotspots.
- Troubleshoot computer and network issues.
- Assist users with logging in to WebEOC, RespondOC, and other web sites.
- Work with the OA Logistics Section to procure or acquire any necessary hardware.

These responsibilities can be performed by one or more individuals or by a unit composed of several individuals per shift.

2.5.   Notification and Activation Procedures
Any participating jurisdiction of the OA may activate portions of the JIS Annex appropriate to the incident. A JIC may be activated by communication among JIS members either by phone, e-mail or text messaging to enlist support as needed. The structure and scope of the JIS is at the discretion of the PIO calling for support and does not typically involve the establishment of a JIC, however as/if an incident escalates a JIC may be established. During incidents where an EOC is activated, a JIC may be established in conjunction with the OA EOC. The decision to use a JIC is typically made by the DES/OAC. The JIC speeds information release time, enhances information coordination and analysis, reduces misinformation, maximizes resources, and helps build public confidence in response efforts. Under the ICS, the JIC is led by the PIO who is selected by the IC/UC. The OA EOC Management staff makes the initial decision to activate the JIC during a large-scale emergency or disaster affecting the OA.

Activation triggers for the OA JIS include:
- A local government within the OA has activated its local JIC and requested activation of the OA JIC to support their public information operations.
- Two or more jurisdictions within the OA are impacted and need to share and collaborate on public information.
- When a jurisdiction has exhausted their public information resources and requires mutual aid.
- The Director of Emergency Services or Operational Area Coordinator (DES/OAC) orders JIC activation.

A request may come from the Incident Commander, the OA EOC, or other participating agencies within the OA. The request may be made to the OA EOC to notify select PIO staff for the JIC using the group call list (AlertOC), e-mail, or text communication. PIO staff will be instructed where to respond and to whom they will report. Contacted PIOs will give their availability to respond and their expected time of arrival. The entire OA may be contacted to support ongoing information requirements for any incident as needed.

2.6.   Designated Response Actions
Within ICS, the PIO is responsible for organizing and managing the emergency public information system and establishing guidelines for the release of public information. Initial response actions after a JIC has been activated are:
- Establish contact with the Field PIO and EOC PIOs.
- Evaluate the incident, public information immediate needs, and determine the JIC organizational structure/personnel needs.
- Establish contact with media; begin releasing lifesaving/health preservation instructions. Explain the EOC and JIC have been activated and what is being doing to respond to emergency.
- Request logistics to activate additional staff and plan for subsequent Operational Periods.
- Develop and distribute Communication Strategy Template.

2.7.   PIO-PIO Talkgroup
PIO-PIO is a single encrypted 800 MHz talkgroup shared countywide by all law enforcement, fire service, lifeguard/marine safety, and public works agencies for coordination between Public Information Officers. This talkgroup has countywide coverage and is located in 800 MHz CCCS radios. PIO-PIO is designated specifically for PIO communications and should be included in this document as an option for coordinating information between PIO's and the OA EOC. It should be noted that special districts do not have access to the 800 MHz PIO-PIO talkgroup. A decision to patch the WEROC talkgroup to PIO-PIO should be considered if special districts are involved during an event.

2.8.   Logistical Considerations
Minimal resources, equipment, and supplies utilized for a JIC Activation can be found in the PIO Checklist in Appendix A.

Section 3: Working in the Field

The PIO working in the field can use the media to deliver vital incident information to the public. Activities are conducted off-site from the JIC. The goals are:
- To ensure the JIC, and its emergency response partners, are represented in a professional manner in the popular media; and
- To use the media as a means of providing the public with timely, accurate, consistent and credible information.

The PIO working in the field coordinates with public information staff working in the JIC. It is generally necessary to split the Unit staff among multiple sites. Only authorized information may be shared with the media. Media contacts should be documented, using the appropriate form, and delivered to the JIC as soon as possible.

The field PIO will share information gathered from the field operation with the Information Gathering Unit Leader to help JIC staff stay up-to-date with emerging trends and requests. The field PIO may facilitate media tours and interviews at the site of the emergency response efforts. The Media Relations Unit Leader will determine whether media requests for interviews shall be accommodated by field public information staff or an appropriate subject-matter expert. Staff must be able to identify appropriate subject-matter experts quickly. Staff may be asked to brief or help prepare Subject Matter Experts or officials for interviews.

3.1.   Contact Lists
Contact lists for Regional Public Information Officers and Media outlets can be found in Appendix F.

3.2.   Deactivation Procedures
The deactivation of the JIC may extend well into the recovery phase. The deactivation of the JIC is coordinated through the PIO, JIC Manager, supporting agencies, the IC/UC, and involved EOCs. Once deactivation is announced, the JIC Manager will:
- Provide a plan for the demobilization of personnel and equipment, which is coordinated with the IC/UC and EOC Planning and Intelligence Section.
- Coordinate deactivation steps with the supporting departments/agencies and community partners.
- Prepare a deactivation press release which includes post-deactivation contact information and coordinate with the EOC.
- Provide deactivation information to all supporting agencies and personnel.
- Debrief staff and conduct after action meeting in conjunction with the EOC and IC/UC.

3.3.   Disclosure Exemptions

Legislation enacting the California Public Records Act (CPRA) was signed in 1968 with the fundamental precept that governmental records shall be disclosed to the public, upon request, unless there is a specific reason not to do so. Most of the reasons for withholding disclosure of a record are set forth in specific exemptions contained in the CPRA. However, some confidentiality provisions are incorporated by reference to other laws. Also, the CPRA provides for a general balancing test by which an agency may withhold records from disclosure, if it can establish that the public interest in nondisclosure clearly outweighs the public interest in disclosure.

There are two recurring interests that justify most of the exemptions from disclosure. First, several CPRA exemptions are based on recognition of the individual's right to privacy (e.g., privacy in certain personnel, medical or similar records). Second, a number of disclosure exemptions are based on the government's need to perform its assigned functions in a reasonably efficient manner (e.g., maintaining confidentiality of investigative records, official information, records related to pending litigation, and preliminary notes or memoranda).

If a record contains exempt information, the agency generally must segregate or redact the exempt information and disclose the remainder of the record. If an agency improperly withholds records, a member of the public may enforce, in court, his or her right to inspect or copy the records and receive payment for court costs and attorney's fees. More information can be found at http://ag.ca.gov/publications/summary_public_records_act.pdf.

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Appendices

Appendix A: Job Aids

PIO:
Establishing Initial Response
Establishing a JIC
Demobilizing a JIC

JIC Manager:
Developing an Operating Schedule

WebEOC/Status Board Specialist:
Producing the Status Board

Web/Social Media Specialist:
Producing the Status Board

Rumor Control Specialist:
Validating Rumors

Administrative Assistant:
Providing Media Briefings/Town Meeting

Appendix B: Information Exchange Matrices
Matrix 1- PIO
Matrix 2- Fact Gathering Specialist
Matrix 3- Photographer/Videographer
Matrix 4- Administrative Assistant

Appendix C: Forms
ICS 214-Unit Log
Communications Strategy Outline

Appendix D: Worksheets and References
Daily Checklist
Operational Planning "P"
JIC Self-Assessment Survey
Daily Brief Worksheet
Media Analysis Worksheet
Media/Social Media Analysis Worksheet
Query Record
Writing Guidelines for New Releases
Press Release Template
Sample Press Release (Hotline Activated)
Media Briefing/Town Meeting Worksheet

Speaker Preparation Worksheet
Spokesperson Request Worksheet
Media Briefing Worksheet
Sample Media Advisory (Media Briefing)
Sample Media Advisory (JIC Established)
Sample Public Service Announcement
Orange County Social Media Policy

Appendix E: Orange County/OA EOC Social Media Protocol

Appendix F: Contact Lists
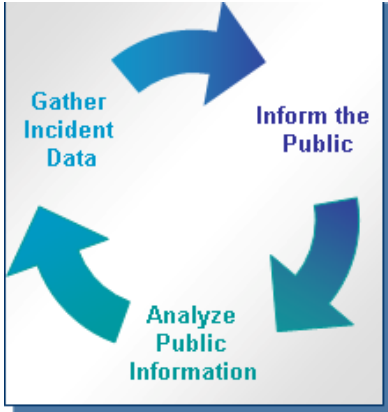
Appendix A: Job Aids

PIO:

Establishing Initial Response

STEP	ACTION	
1.	Check in and obtain initial briefing from IC/ UC.	
2.	Establish a dedicated phone line and web site for providing information and managing telephone and e-mail inquiries from the media, stakeholders and general public.	
3.	Gather basic facts about the incident – who, what, where, when, why, and how.	
4.	Use gathered facts to answer inquiries.	
5.	Activate the following positions as needed: **Media Relations Unit Leader** 1. Use dedicated phone to answer calls from media, stakeholders and public. 2. Record names, phone numbers and organization of the callers; also note date/time of calls, nature of inquiries and deadlines for receiving additional information. (See Query Record in Appendix D.) 3. Use approved news releases and gathered facts to answer media calls. (See Sample Documents in Appendix D.) **Information Gathering Unit Leader** 1. Gather verified incident information from sources throughout the response organization. 2. Provide this information to the assistants handling inquiries and writing news releases. **Information Dissemination Unit Leader** 1. Assemble gathered facts into two or three sentences answering who, what, when, where, why, and how of incident. (See Sample Documents in Appendix D.) **NOTE**: Answering the "why" and "how" at many incidents is difficult or impossible to accomplish (e.g., these facts may only come out after an investigation). 2. List remaining facts and information in bullet form. (List responding agencies, type and amount of equipment, etc.) **NOTE:** News releases should be only one page in length. If there is a need for additional information about specific topics, then a separate fact sheet should be made. 3. Spell check and edit news releases and give to PIO for editing, approval and routing to the IC for final approval. 4. Give approved news releases to Media Relations Assistant. 5. Distribute news releases to news media and other requestors. 6. Develop three key messages as soon as information is gathered.	

6.	Select a location for the JIC. The location should meet the following criteria: • Enough space for everyone to work based on personnel resource requests. • Enough AC outlets and/or power strips, used within fire codes. • Access to a photocopier. • Located at or near the ICP or Emergency Operations Center. • Access to a computer and/or access to the Internet. • Access to phone lines. • Access to a fax machine. • ADA 508 compliant	
7.	Call for more assistance, preferably people trained in public information, JIC and ICS operations. Make requests for additional resources via the Logistics Section.	

Establishing a JIC

STEP	ACTION	
1.	Conduct transition meeting with initial PIO.	
2.	Appoint an experienced JIC Manager, who can meet the responsibilities and achieve the position goals as listed in the FOG.	
3.	Appoint someone experienced as the Information Gathering Unit Leader who can meet the responsibilities and achieve the position goals as listed in the FOG.	
4.	Appoint someone experienced as the Information Dissemination Unit Leader who can meet the responsibilities and achieve the position goals as listed in the FOG.	
5.	Appoint someone experienced as the Media Relations Unit Leader who can meet the responsibilities and achieve the position goals as listed in the FOG.	
6.	Appoint someone experienced as the Community Relations Unit Leader who can meet the responsibilities and achieve the position goals as listed in the FOG.	
7.	Use the FOG to ensure all PIO responsibilities are being performed.	

Demobilizing a JIC

STEP	ACTION	
1.	Ensure all equipment and personnel are returned to pre-emergency condition.	
2.	Ensure all generated information is given to JIC Manager for documentation.	
3.	Receive Demobilization Plan from Planning & Intelligence Section Chief or Demobilization Unit Leader.	
4.	Brief personnel regarding demobilization. Debrief appropriate personnel prior to departing incident: • Incident Commander. • Planning & Intelligence Section Chief. • Logistics Section Chief. • Agency representatives.	
5.	Supervise demobilization of unit, including inventory, return and storage of equipment and supplies.	
6.	Forward all Section/Unit documentation to Planning & Intelligence Section Chief or Documentation Unit Leader.	
7.	Supervisors to complete Incident Personnel Performance Rating (ICS 225); all individuals complete Check- out Sheet.	
8.	Notify media and other stakeholders when JIC will demobilize, whether virtual JIC web site will continue to be updated and which agency or organization PIOs to contact for any future inquiries or updates.	

JIC Manager:

Developing an Operating Schedule

STEP	ACTION	
1.	Conduct transition briefing between shifts. (See Daily JIC Brief Worksheet, Appendix D.)	
2.	Review Self-Assessment Survey completed by new JIC staff members and assign to appropriate roles and work hours.	
3.	Coordinate with PSC regarding Daily Meeting Schedule (ICS Form 204) of Command and General Staff briefings and meetings.	
4.	Coordinate with the Unit Leader for Information Dissemination to set deadlines for writing, approval and dissemination of all information products.	
5.	Coordinate with the Unit Leader for Media Relations and Speaker Support Specialist to set the schedule of media briefings, community meetings, media/VIP tours and other JIC events, including deadlines for speaker preparation.	
6.	Gather Command Message(s) for the Unit Leader for Information Dissemination from the PIO and UC.	
7.	Coordinate with PIO and JIC staff on messages and strategies for reaching target audiences.	
8.	Deliver media analysis to PIO.	
9.	Ensure preparation for news briefings.	

WebEOC/Status Board Specialist:

Producing the Status Board

STEP	ACTION	
1.	Contact the Planning & Intelligence Section Chief or Situation Analysis Unit Leader to obtain latest Situation Status Summary.	
2.	Meet with key response positions and post obtained information in the JIC.	
3.	Display current news releases, fact sheets and incident news clips in physical JIC on status board or data projectors and/or in virtual JIC web site for Command and JIC staff to view.	
4.	Update boards as needed, at a minimum after each Operational Period Briefing.	

Web/Social Media Specialist:

Producing the Status Board

STEP	ACTION	
1.	Contact the Planning & Intelligence Section Chief or Situation Analysis Unit Leader to obtain latest Situation Status Summary.	
2.	Meet with key response positions and post obtained information in the JIC.	
3.	Display current news releases, fact sheets and incident news clips in physical JIC on status board or data projectors and/or in virtual JIC web site for Command and JIC staff to view.	
4.	Update boards as needed, at a minimum after each Operational Period Briefing.	

Rumor Control Specialist:

Validating Rumors

STEP	ACTION	
1.	The Rumor Control Specialist receives rumor from someone in other response position (e.g., Media Relations Specialist or Community Relations Specialist). NOTE: Rumors can be received by anyone from many different means – by field workers through interaction with the public, by the EOC Public Information Hotline, and by other JIC members who work with the media, etc. Intake of rumors to the JIC may be via telephone, face-to-face interaction, via ICS Form 213 General Message, or other means.	
2.	The Rumor Control Specialist documents received rumor and all amplifying information on JIC Query	
3.	The Rumor Control Specialist seeks out appropriate response organization subject matter expert to validate/invalidate received rumor (e.g., Situation Analysis Unit Leader for collected incident data or Liaison Officer for list of assisting agencies).	
4.	The Rumor Control Specialist provides copies of completed form to the following JIC personnel: • Information Gathering Unit Leader (for posting and media analysis, if necessary); • Information Dissemination Unit Leader(to correct any previously released or draft information products, to correct any information posted to incident web site and for filing in JIC records); • Media Relations Unit Leader (for dissemination to the media); and Unit Leader for Community Relations (for dissemination to the public).	

Administrative Assistant:

Providing Media Briefings/Town Meeting

STEP	ACTION	
1.	Select the appropriate time for the exhibit/community meeting. NOTE: The end of the working day is best. Tuesday and Thursday have proven to generate greater attendance.	
2.	Select an appropriate meeting format, e.g., open house, audiovisual presentation, or panel discussion.	
3.	Select and schedule an appropriate location.	
4.	NOTE: The location should be easily accessible, contain plenty of parking, power and minimal background noise.	
5.	Notify the community of the event.	
6.	Identify exhibitors from the UC, schedule and conduct speaker preparation and provide assistance with materials for exhibits.	

Appendix B: Information Exchange Matrices

Matrix 1- PIO

Leadership Position	When the PIO should talk to other positions	Information and Resources Exchange	
		PIO Provides	PIO Receives
Incident Commander/ Unified Command	• Initial incident briefing. • Command and General Staff, Objectives and Planning meetings. (See Planning P, Appendix D.) • Operations briefing. • Release of incident information (all information products, media events, etc.).	• Initial incident data. • Level of public interest. • Public information strategy. • Speaker preparation. • News releases, fact sheets, video, photos and news clips. • Interviews, news briefs and town meeting schedules. • Media analysis. • Social media analysis with source quote highlights.	• Appointment of PIO. • Initial incident brief. • Key messages. • News release authority. • Delegation of duties.
Safety Officer	• Initial incident briefing. • Command and General Staff, Objectives and Planning meetings. (See Planning P, Appendix D.) • Operations briefing. • Access for JIC personnel, media, community and distinguished visitors to incident site. • As needed.	• News releases, fact sheets, video, photos and news clips. • Roster of on-site visitors escorted by JIC personnel. • Escorts for media, community and distinguished visitors to incident site. • Media "hold harmless" release statement (cleared by legal counsel) for media traveling on government provided transportation.	• Safety briefings for JIC personnel, media, community and distinguished visitors. • Personal protective equipment when going on-site. • Incident response organization accident reports.
Liaison Officer	• Command and General Staff, Objectives and Planning meetings. (See Planning P, Appendix D.) • As needed.	• News releases, fact sheets, video, photos and news clips. • Names of additional agencies, organizations and stakeholders for inclusion in incident response.	• Names and numbers of additional agencies, organizations and stakeholders to be added to JIC dissemination list. • Pass-down of trends in stakeholder concerns.

Leadership Position	When the PIO should talk to other positions	Information and Resources Exchange	
		PIO Provides	PIO Receives
Planning Section Chief	• Command and General Staff, Objectives and Planning meetings. (See Planning P, Appendix D.) • As needed.	• Copies of all news releases, fact sheets, video, photos and news clips for Documentation Unit. • Interview, news brief and community meeting schedule. • Public information guidance for inclusion in IAP. • Select information products for inclusion in IAP. • Demobilization paperwork for outgoing JIC personnel. • De-briefing of JIC field personnel, as needed. • Facts gathered from outside the incident response organization, as needed.	• Incident situation status data. • Daily meeting schedule. • Copy of IAP.
Operations Section Chief	• Command and General Staff, Objectives and Planning meetings. (See Planning P, Appendix D.) • As needed.	• News releases, fact sheets, video, photos and news clips. • Proposed schedule for JIC personnel conducting information gathering at field work locations or personnel escorting media to field.	• Incident situation data.
Logistics Section Chief	• Command and General Staff, Objectives and Planning meetings. (See Planning P, Appendix D.) • As needed.	• News releases, fact sheets, video, photos and news clips. • Names of and a proposed schedule for people needing air/vessel transportation.	• Supplies and office equipment. • Adequate working space for JIC. • Contract assistance for newspaper, television and radio clipping service. • Specialized clothing.
Finance/ Administration Section Chief	• Command and General Staff, Objectives and Planning meetings. (See Planning P, Appendix D.) • As needed.	• News releases, fact sheets, video, photos and news clips. • Staffing costs and other financial tracking information.	
Response Personnel	• Incoming personnel briefings, as needed. • Operational Period Briefing. • As needed.	• Speaker preparation. • News releases, fact sheets, video, photos and news clips.	• Spokespersons at media briefings, community meetings and individual interviews with media.

Matrix 2- Fact Gathering Specialist

Request Information From	Information to Request	
Public Information Officer	Request initial incident briefing. Request updated information following the Command and General Staff meetings.	
Media Relations Unit Leader	Request media inquiries to gather information to formulate answers. Gather information for developing responses to media inquiries.	
Community Relations Unit Leader	Request community inquiries. Gather information for developing responses to community inquiries.	
Information Gathering Unit Leader	Obtain work assignment(s). Provide updates.	
Logistics Section	Request information regarding equipment/personnel.	
Planning Section	Request information from Situation Reports. Request maps and charts. Request a copy of the IAP. Request a copy of the daily meeting schedule. Request information cleared for public release by the IC/UC regarding law enforcement, terrorist or security issues.	
Operations Section	Request location and number of resources on-site from Staging. Request information about on-going operations.	
Finance Section	Request cost of response and claims hotline number.	
Response partners	Request other agency's participation and plans.	
Liaison Officer	Request information about affected stakeholders.	
Safety Officer	Request safety concerns for responders and general public and appropriate protective actions.	

Matrix 3- Photographer/Videographer

Unit Leader or ICS Section you receive assignments from	Materials and Resources Exchange	
	From Unit Leader/ICS Section to Photographer/Videographer	From Photographer/Videographer to Unit Leader/ICS Section
Information Dissemination Unit Leader	• Photo assignments.	• Briefing on activities.
Media Relations Unit Leader	• Not applicable.	• Processed still photographs and edited video for release to the media.
Community Relations Unit Leader	• Not applicable.	• Processed still photographs and edited video for release to public and for use at community meetings.
Writer	• Photo assignments.	• Image support for fact sheets (as needed). • Briefing on activities.
Status Board Specialist	• Not applicable.	• Photos for information boards.
Operations Section	• On-water/aerial transportation to sites.	• Not Applicable.
Logistics Section	• Supplies.	• Not Applicable.
Planning Section	• Daily schedule. (ICS Form 204.)	• Photos for IAP.

Matrix 4- Administrative Assistant

Request items/information from:	Materials and Resources Exchange	
	From Response Position to Administrative Assistant	From Administrative Assistant to Response Position
Logistics Section	• Space, chairs, lectern, tables, PA system and other materials for media briefings. • Security service for the JIC. • JIC visitor passes.	• Not applicable.
Media Monitoring and Analysis Specialist	• Copies of news clips.	• Not applicable.
Writer	• Copies of press releases and fact sheets for briefing packs and media briefings. • Copies of key message(s), talking points and speaker prep sheets.	• Not applicable.
Photographer/ Videographer	• Photos/video for media briefings. • All products that do not have an immediate use for inclusion in the casebook.	• Not applicable.
Media Relations Unit Leader	• Copies of media list.	• Not applicable.
Documentation Unit	• Not applicable.	• Copies of all JIC files and products.

Appendix C: Forms

Form #	Description
ICS 214	Unit Log
	Communications Strategy Template

ICS 214-Unit Log	1. Incident Name	2. Date Prepared	3. Time Prepared
4. Unit Name/Designators	5. Unit Leader (Name and Position)		6. Operational Period

7.	Personnel Roster Assigned	
Name	ICS Position	Home Base

8.	Activity Log
Time	Major Events

9. Prepared by (Name and Position)

Communication Strategy Outline

PURPOSE: The Communication Strategy Outline will help to achieve both immediate (incident) and long-term (agency/organization) communications goals. The information strategy clarifies the roles and responsibilities of the information function, which includes: (1) Inform in timely; consistent and appropriate manner, (2) Increase awareness and understanding; (3) Gain the public's support of the incident management objectives and strategies; and (4) Influence behaviors positively. It should be developed in close consultation with the EOC Manager, the Director of Emergency Services, OA Coordinator, and the IC/UC. A great deal of the Communication Strategy Outline can be pre-identified for an incident or catastrophic disaster. Safety of personnel and the public should be the first priority in all communications actions you recommend. The Communication Strategy is a dynamic document requiring adjustment to meet changing conditions and priorities. This document should complement the OA EOC Action Plan.

1. **SITUATION STATEMENT:** In addition to a brief description of "who, what, when, where, why" of the incident, clearly describe the significant issues or concerns to be addressed in the strategy; for example, evacuations, threatened landmarks, significant area closures, involvement of the military, anticipated media interest.

   Background:

   Significant Issues/Concerns:

2. **COMMUNICATION OBJECTIVES**: All communications actions should be objectives-driven. The objectives should be concise and measurable, and should address both internal and external communication needs.

3. **KEY MESSAGES:** Address the important issues identified in the situation. Effective messages are clear, simple, concise, and tailored to the target audiences.

4. **TARGET AUDIENCES/COMMUNICATION METHODS:** What specific groups, organizations, or individuals—both internal and external—are affected by or interested in the incident and its outcome.

   List Key Audiences
   External:
   Internal:

5. **INFORMATION RESOURCES/LOCATIONS:** List potential locations as information sites, which can be pre-identified gathering places; web-sites; special people or places that may be available.
   - AlertOC.
   - 2-1-1 OC.
   - Jurisdiction Facebook/Twitter.

6. **MONITORING METHODS:** Methods to measure whether actions meet objectives. Indicate how communication efforts will be tracked/measured for success, e.g., review media coverage, talk with community leaders, and ask local residents for feedback.

Appendix D: Worksheets and References

Daily Checklist
For use by all JIS/JIC Staff

☐ Receive briefing from previous shift.

☐ Develop and monitor information strategies in support of overall response effort.

☐ Monitor Joint Information Center's activities to ensure information strategies are being followed. Ensure public affairs people in field are given assignments.

☐ Ensure necessary work space, materials, equipment and personnel are available or requested.

☐ Refer to your specific position checklist as outlined in this FOG.

☐ Receive approval from Incident Commander (IC)/Unified Command (UC) on all information released from the JIC.

☐ Maintain high level of understanding of current situation and response operations by attending Command and General Staff Briefings.

☐ Ensure Status Board Specialist works with the Situation Analysis Unit to obtain the most current information.

☐ Ensure information is being provided to internal and external stakeholders.

☐ Monitor any request identified by either the IC/UC of JIC as "special." VIPs, special interest, local issues, etc.

☐ Provide IC/UC with timely information about external perceptions, concerns and needs regarding the incident and response.

☐ Ensure the speakers for the media briefings are prepared by the JIC well before the conferences.

☐ Represent the IC/UC during all public functions where the actual members of the IC/UC are not in attendance.

☐ Ensure appropriate and timely communications are maintained by the JIC with government, community and media publics throughout the response.

☐ Ensure all work of the JIC is well documented and delivered to the appropriate places. Complete Daily Log (ICS-Form 214).

☐ Brief incoming shift.

Operational Planning "P"
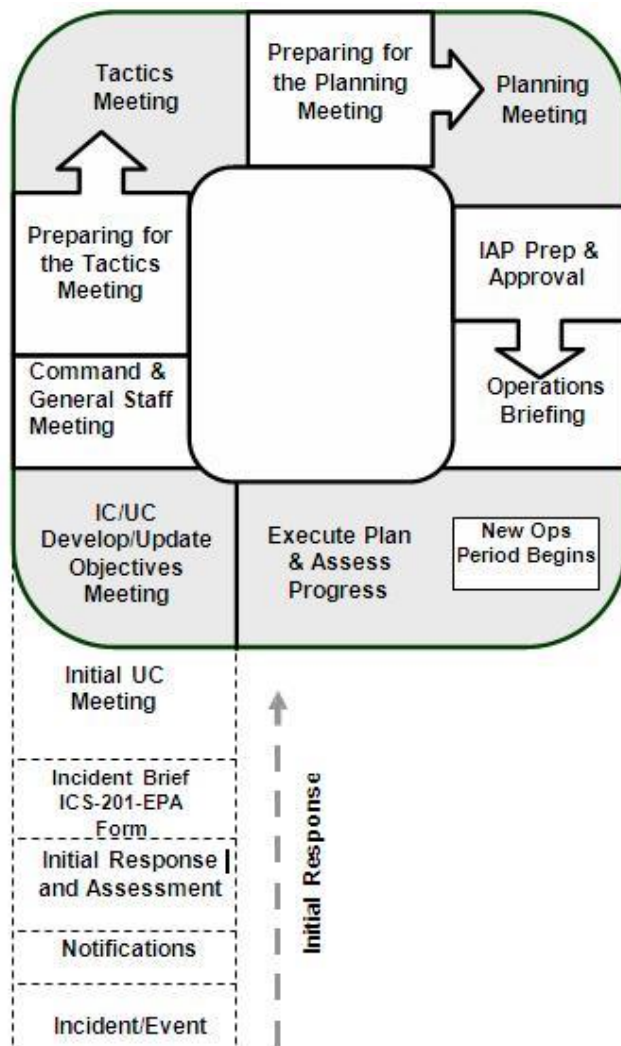
- The Planning "P" is a guide to the process and steps involved in planning for an incident. The leg of the "P" describes the initial response period: Once the incident/event begins, the steps are Notifications, Initial Response & Assessment, Incident Briefing Using ICS 201, and Initial Incident Command (IC)/Unified Command (UC) Meeting.
- At the top of the leg of the "P" is the beginning of the first operational planning period cycle. In this circular sequence, the steps are IC/UC Develop/Update Objectives Meeting, Command and General Staff Meeting, Preparing for the Tactics Meeting, Tactics Meeting, Preparing for the Planning Meeting, Planning Meeting, IAP Prep & Approval, and Operations Briefing.
- At this point a new operational period begins. The next step is Execute Plan & Assess Progress, after which the cycle begins again.

JIC Self-Assessment Survey

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: _____

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/Video   ☐ 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   ☐ S-700   ☐ S-702   ☐ S-800   ☐ CS-100   ☐ CS-200   ☐ CS-300   ☐ CS-400

☐ CSTI Crisis Communications I   ☐ CSTI Crisis Communications II

Have you completed any 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   ☐ Web Support

☐ Gathering info   ☐ Writing copy   ☐ Taking photos/video   ☐ Admin support

☐ Answering inquiries   ☐ Investigating rumors   ☐ Computer skills

Other: _____

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

Daily Brief Worksheet

To be completed by: JIC Manager

1. Incident Name:	2. Operational Period:
3. PIO:	4. Prepared by:

5. Joint Information Center Personnel Assigned	
JIC Manager:	JIC Manager (satellite JIC)
Information Gathering Unit Leader:	Media Relations Unit Leader:
Information Dissemination Unit Leader:	Community Relations Unit Leader:

6. Joint Information Center Daily Activities	
6a. Information Gathering	
Media monitoring & analysis highlights:	Rumor control highlights:
Social media monitoring & analysis highlights:	
6b. Information Dissemination	
Written news releases:	Fact sheets:

Photographs:	Video:
PSAs:	Web site:
Incident Social Media Web sites:	

6c. Media Relations

Media inquiry highlights:	Media interviews scheduled:
Media briefings scheduled:	Media speaker preparation scheduled/required personnel:
Field activities scheduled:	

6d. Community Relations

Community inquiry highlights:	Community meetings scheduled:
Community speaker preparation scheduled/required personnel, people with disabilities and those with access and functional needs requirements:	

Media Analysis Worksheet

To be completed by: Media Monitoring and Analysis Specialist

Date: /   /

Media Outlet Name:

☐ Radio   ☐ TV   ☐ Print   ☐ Web site ☐ Other:

Current Release #:

Daily Broadcast Times:
 (If recorded please indicate Yes or No after time)

Daily Cover Synopses:

Issues:

Inaccuracies:

View Points:

Fixes:

Who Replied To:

Media/Social Media Analysis Worksheet

To be completed by: Media Monitoring and Analysis Specialist

Media/Social Media Source:
Date/Time/Length/Placement:
Spokespersons/Information Sources:
Facts/Statements:
Words/Phrases:
Visuals (pictures, analogies, anecdotes):
Key Messages/Themes:
Overall Evaluation/Follow-Up Issues:

Query Record
To be completed by: Rumor Control Specialist, Media Relations Specialist

Person Calling: _____

Date/Time of Call: _____

Organization: _____

Phone/Fax Number: _____

E-mail Address: _____

Physical or Mailing Address: _____

Inquiry: _____
_____
_____
_____

Deadline: _____
_____
_____
_____

Person Taking Call: _____

Reply Made by: _____

Date/Time: _____

Reply: _____
_____
_____
_____

Writing Guidelines for Press Releases

1. Assemble the facts into two or three sentences that answer – who, what, when, where, why, and how.

2. List the remaining facts in descending order of importance in narrative or, if necessary, bullet form (e.g., what agencies are responding, type and amount of equipment). **NOTE:** The release should be only one page in length. If there is a need for additional information about specific topics, then a separate fact sheet should be created. Follow steps 3 - 5 for fact sheets and news releases.

3. Spell check and edit the release and give it to the Information Dissemination Unit Leader and the PIO for review and approval by IC/UC. (Review by subject matter specialists, technical experts and/or legal counsel may be helpful prior to approval by IC/UC.)

4. Give copies of approved release to all JIC staff members or posting on Status Boards, inclusion in JIC Case Book and to respond to media and community inquiries.

5. E-mail, fax or disseminate to media and other internal/external department/agency and community partners.

Press Release Template

ORANGE COUNTY OPERATIONAL AREA
EMERGENCY OPERATIONS CENTER

FOR IMMEDIATE RELEASE

PRESS RELEASE # ___
Date:
Time:

Release authorized by:_____Title:_____

E-mail or Faxed/time: _____

Media Station:_____

Sent by: _____Date/Time:_____

Sample Press Release (Hotline Activated)

ORANGE COUNTY OPERATIONAL AREA
EMERGENCY OPERATIONS CENTER

FOR IMMEDIATE RELEASE

PRESS RELEASE
Date:
Time:

ORANGE COUNTY EMERGENCY OPERATIONS CENTER AND PUBLIC
INFORMATION HOTLINES ACTIVATED

The County of Orange activated and staffed the Emergency Operations Center with County agency representatives at *INSERT TIME* hours on *INSERT DATE*. The Public Information Hotline has been staffed and is ready to accept calls of inquiry in regard to *identify the nature of emergency or disaster*.

The Public Information Hotline phone number is (714) 628-7085. All resources and support personnel have been identified and are on standby ready to mobilize other areas of the Emergency Operations Center when needed.

This area can be used to explain the reasons for the activation and any safety tips that could be used by the public related to the type of emergency or disaster.

Release authorized by:_____Title:_____

E-mail or Faxed/time: _____

Media Station:_____

Sent by: _____Date/Time:_____

Media Briefing/Town Meeting Worksheet

To be completed by: Administrative Assistant

Event:	
Date:	
Time:	
Location:	
Moderator:	
Speakers:	
Length of Conference or meeting:	

Exhibits: 1.	
Presenter:	Handouts:
2.	
Presenter:	Handouts:
3.	
Presenter	Handouts:
4.	
Presenter:	Handouts:
5.	
Presenter:	Handouts:

Refreshments:

People with disabilities, and those with access and functional needs arrangements:

Notes:

Speaker Preparation Worksheet

To be completed by: Speaker Support Specialist, Community Support Specialist

1. Statement

2. Key Message(s)

3. Key Message(s) with Supporting Facts

4. Repeat Key Message(s)

5. Future Action(s)

Spokesperson Request Worksheet

To be completed by: Speaker Support Specialist

Speaker's Event: _____

Contact and Phone Number: _____

Date and Time Contacted: _____

Date of Event: _____

Time of Event: _____

Location: _____

Street Address or City: _____

Subject of Event: _____

Speaker Requested (if known): _____

Speaker Assigned: _____

Speaker's Event: _____

Contact and Phone Number: _____

Date and Time Contacted: _____

Date of Event: _____

Time of Event: _____

Location: _____

Street Address or City: _____

Subject of Event: _____

Speaker Requested (if known): _____

Speaker Assigned: _____

Media Briefing Worksheet

General Guidelines:

- The moderator will set the tone for the media briefing.

- Have a predetermined message for each media briefing. If there is no message, there is no need to conduct a media briefing.

- Provide correct spellings for any of the names with peculiar spellings.

- Identify the start time for the media briefing. Start on time. Do not let any one person dominate the time during the media briefing. Take charge and manage the use of the time.

- The moderator should be available at the end of the media briefing. This will build relationships, trust, and credibility with the members of the media attending the media briefing.

Moderator Script:

Good afternoon, welcome to today's MEDIA BRIEFING.

(Jurisdiction name) will be presenting information about _____today.

                 (Introduce the speakers and who they represent)

(Jurisdiction name) will begin today with some brief statements from the representatives of the Unified Command. Then the floor will be opened for questions. Because of on-going operations representatives will be available for ___minutes today. Please allow time for everyone here to ask questions. Following the media briefing, the Joint Information Center Staff and I will be available to help you with any further needs.

Sample Media Advisory (Media Briefing)

(Unified Command logos/names)

Media Advisory

Date: (date)
Contact: Joint Information Center
(###) ###-####

(INCIDENT) RESPONSE MEDIA BRIEFING

WHAT:　　　　　　The (incident) unified command is holding a media briefing at the
　　　　　　　　　　incident command post today to discuss (response topic).

WHEN:　　　　　　(time, day)

WHERE:　　　　　(building name)
　　　　　　　　　　(room number, exact location)
　　　　　　　　　　(street address)
　　　　　　　　　　(city, state)
　　　　　　　　　　(telephone number)

PARTICIPANTS:　(name, agency)
　　　　　　　　　　(name, agency)
　　　　　　　　　　(name, agency)

BACKGROUND:　　(incident summary, locations, times, updates)

Please visit _____ for incident response information.

Sample Media Advisory (JIC Established)

(Unified Command logos/names)

Media Advisory

Date:
Contact: Joint Information Center
(###) ###-####

(INCIDENT) JOINT INFORMATION CENTER ESTABLISHED

(**CITY, State -**) A Joint Information Center has been established at (location) to disseminate response information for the (incident).

The media is requested to use the phone numbers listed below for incident response inquiries and interviews.

#
#
#
#
#

A web site with incident response information can be found at the following URL:

Sample Public Service Announcement

(DR##)-DR-(STATE)-(PSA##)
(DATE)

DISASTER INFORMATION FROM:
(Organization)
(Street Address)
(City, State, Zip)

MEDIA CONTACTS:
    JIC   (PIO name)   (phone)
    (State Agency)   (PIO name)   (phone)

PSA: APPLY FOR DISASTER ASSISTANCE BY PHONE

Termination date/time: (insert appropriate date/time)

:20 SEC

IF HOME OR PROPERTY WAS DAMAGED BY THE RECENT (DISASTER) YOU CAN APPLY FOR DISASTER ASSISTANCE BY PHONE. CALL THE HOTLINE AT 1-714-628-7085. IF YOUR HOME OR BUSINESS WAS DAMAGED BY THE (DISASTER)…AND IF YOU LIVE OR DO BUSINESS IN ORANGE COUNTY YOU MAY BE ELIGIBLE FOR DISASTER ASSISTANCE…BUT YOU HAVE TO APPLY….(INSERT FEMA/SBA PHONE NUMBER). APPLY NOW.

Orange County Social Media Policy

I. PURPOSE

The County of Orange has a business need to augment traditional communication methods with the use of social media channels. This need primarily stems from public demand and the rapid growth of social media (aka: Web 2.0) use by other local, State and Federal government entities as an indication that social media can be used effectively to enhance constituent communications. The use of social media presents opportunity and risk to individual County agencies and departments, as well as the County as a whole. In general, the County supports the use of social media technology to enhance communication, collaboration and information exchange to meet business mission and goals. This document establishes countywide social media use policies, protocols and procedures intended to mitigate associated risks from use of this technology where possible. Shall the County change its direction on social media use, this policy will be revised and agency/department social media activity shall be adjusted accordingly.

II. APPLICABILITY

This policy applies to all County of Orange employees and approved volunteers, consultants, service providers and contractors performing business on behalf of a County agency/department. Agencies/Departments using social media technology prior to the implementation of the County's Social Media Use Policy shall achieve full policy compliance within 90 days of the effective date of this document.

III. RESPONSIBILITY

The County's Social Media Policy was approved by the County Board of Supervisors on May 18, 2010. The County Executive Officer, or his designee, is responsible for facilitating the County's Social Media Policy in compliance with established Board rules and protocols. This includes responsibility to audit agency/department use of social media and enforce policy compliance. Within the terms of this policy, Department Heads have authority to determine and establish social media activity at the agency/department program level.

IV. POLICY
1. Agency/Department use of social media technology shall conform to the policies, protocols and procedures contained, or referenced, herein.
2. An agency/department's decision to embrace social media shall be a risk-based business decision approved by the Department Head and supported by a strong business case that considers the agency/department's mission and goals, audience, legal risks, technical capabilities and potential benefits.
3. Access to social media networks from within the County's IT infrastructure is limited to individuals performing official County business and to agencies/departments with sufficient information and technology security controls.
4. Department Heads, or designees, are responsible for determining who is authorized to use social media on behalf of the agency/department, and for designating appropriate access levels.
5. Agencies/Departments shall only utilize County approved social media networks for hosting official County social media sites.
6. County agency/department social media sites shall be created and maintained in accordance with County social network usage standards and with identifiable characteristics of an official County site.

7. Agencies/Departments are responsible for establishing and maintaining content posted to their social media sites and shall have measures in effect to prevent inappropriate or technically harmful information and links.

8. The same standards, principles and guidelines that apply to County of Orange employees in the performance of their assigned duties apply to employee social media technology use.

9. Agency/Department use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items that may be considered a record subject to disclosure under the California's Public Records Act or required to be retained pursuant to the Government Code.

10. Agency/Department social media sites shall be monitored regularly and prompt corrective action shall be taken when an issue arises that places, or has potential to place, the County at risk.

V. PROCEDURES

Policy 1 County Social Media Technology Use

Agency/department use of social media technology shall conform to the policies, protocols and procedures contained, or referenced, herein.

- Comply with all applicable Federal, State, and county laws, regulations and policies including, but may not be limited to, copyright, records retention, California Public Records Act, First Amendment, privacy laws, employment related laws and County established Workforce, Information and Technology, eGovernment and Social Media usage policies.
- Be familiar and carry-out social media activity in accordance with the County's Social Media Participation Guidelines, where applicable.
- Establish and utilize social media in accordance with the County's Approved Social Media Networks and Usage Standards.

Policy 2 Agency/Department Decision to Embrace Social Media

An agency/department's decision to embrace social media shall be a risk-based business decision approved by the Department Head and supported by a strong business case that considers the agency/department's mission and goals, audience, legal risks, technical capabilities and potential benefits. Agencies/Departments who choose to utilize social media shall:

- Have a strong understanding of the risks associated with using social media in order to make an effective business decision.
- Engage internal Agency/Department IT, Risk Management and County Counsel Representatives to assess the risks of utilizing a specific County approved social networking site in comparison with the business opportunities expected.
- Establish a well thought out social media strategy.
- Develop and maintain agency/department specific social media policies and procedures. HR shall be consulted to provide advisory on labor impacts.
- Require authorized staff to complete social media security training.
- Have security controls in place to protect County Information and Technology assets.
- Designate a Social Media Coordinator responsible for overseeing the agency/department's social media activity and policy compliance.

Policy 3 Access to Social Media Networks
Access to social media networks from within the County's IT infrastructure is limited to individuals performing official County business and to agencies/departments with sufficient Information and Technology security controls.

- 3.1. County computers, laptops and mobile devices used to access social media sites shall have up-to-date software to protect against destructive technical incidents, including but may not be limited to, cyber, virus and spyware/adware attacks.
- CEO IT and Agency/Department IT shall make a diligent effort to provide authorized users access to social media networks from within agency/department work sites.
- County hosted web sites shall not contain automatic feeds to uncensored social media site content. Prior to approving content for display on County web sites, agencies/departments shall have monitoring protocols in place to ensure content and links are appropriate and free from harmful technical attacks.

Policy 4 Authorized Use
Department Heads, or designees, are responsible for determining who is authorized to use social media on behalf of the agency/department, and for designating appropriate access levels.

- Social media network access shall be limited only to those with a clear business purpose to use the forum.
- Appropriate access levels include identifying what sites, or type of sites, the individual is approved to use, as well as defining capability: publish, edit, comment or view only.
- Only Official Spokespersons, Public Information Officers and select individuals shall have permission to create, publish or comment on behalf of a County Agency/Department.
- Authorized users shall be provided a copy of the County's social media policy and are required to acknowledge their understanding and acceptance via wet signature.

Policy 5 Approved Social Media Networks
Agencies/Departments shall only utilize County approved social media networks for hosting official County social media sites.

- Social media networks under consideration will be reviewed and approved by the County Executive Office and CEO IT with consultation from County Counsel, HR and Risk Management when appropriate.
- For each approved social media network, usage standards will be developed to optimize government use of the site in correlation with the County's overall business mission and County Social Media Use Policy.
- CEO IT is responsible for maintaining the list of approved social media networks and site related usage standards.
- Social media networks on the approved list shall be reviewed bi-annually for changes to terms of use agreements and/or new/expired offerings.
- An agency/department may request review and approval of additional social media networks as needed.

Policy 6 Official County Social Media Sites
County agency/department social media sites shall be created and maintained in accordance with County social network usage standards and with identifiable characteristics of an official County site.

- Social media network usage standards are accessible from CEO IT.

- County social media network accounts shall be created using an official County e-mail account, when possible.
- Sites shall contain visible elements that identify them as an official County of Orange site. Among other items, this includes displaying official County seals, agency/department brands, contact information and a link to agency/department web sites.
- County social media sites shall display, or provide a link to, the County's social media disclaimer and any applicable eGovernment policies.

Policy 7 Site Content
Agencies/Departments are responsible for establishing and maintaining content posted to their social media sites and shall have measures in effect to prevent inappropriate or technically harmful information and links.

- As is the case for County of Orange web sites, agencies/departments are responsible for the content and upkeep of their social media sites.
- County web sites shall remain the primary and predominant source for Internet information.
- Social media content shall fully comply with the County's eGovernment Appropriateness of Content Policy.
- Information and comments shared through social media channels shall fully comply with agency/department Communications Policies and Procedures and shall not disclose confidential or proprietary information.
- Sharing or posting content owned by others shall be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others. This includes, but is not limited to, quotes, images, documents, links, etc.
- Use of sites that are not Section 508 web accessible shall contain "simple" text links to identical material on a compliant web site or other social media network.
- Electronic information posted to a social media site by the County, or a member of the public, may be considered a record subject to California's Public Record Act.
- It is not intended to use social media sites in a way that guarantees the right to protected free speech. Each agency/department is responsible for monitoring postings, and taking appropriate action when necessary, to protect general site visitors from inappropriate or technically harmful information and links.
- Sites that allow public comment shall inform visitors of the intended purpose of the site and provide a clear statement of the discussion topic introduced for public comment so that the public is aware of the limited nature of the discussion and that inappropriate posts are subject to removal, including but not limited to the following types of postings regardless of format (text, video, images, links, documents, etc.):
    - comments not topically related;
    - profane language or content;
    - content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation;
    - sexual content or links to sexual content;
    - solicitations of commerce;
    - conduct or encouragement of illegal activity or political involvement;
    - information that may tend to compromise the safety or security of the public or public systems;
    - content that violates a legal ownership interest of any other party.

- Agencies/Departments choosing to allow posts from the public on County social network sites, shall prominently display, or provide a link to, the County's eGovernment Comment Policy.
- Agencies/Departments choosing to use public comments shall consult with County Counsel to develop agency- or department-specific disclaimers to meet the County's legal needs. County Counsel may also be consulted to determine whether to remove comments that violate this policy.
- County Blogs shall be established with moderated controls, which at minimum require that blog post (comments) be approved prior to blog publishing.
    - Agencies/Departments that choose to use blogs shall designate a moderator whose responsibilities will include the review of any comments submitted as part of an online discussion.
    - Comments or posts that do not comply with the County's eGovernment Comment Policy or Appropriateness of Content Policy shall not be approved for blog publishing.

Policy 8 User Behavior
The same standards, principles and guidelines that apply to County of Orange employees in the performance of their assigned duties apply to employee social media technology use.
- County workforce members authorized to use social media technology shall do so only within the scope defined by their respective agency/department per policy 4 of this document and in compliance with all County Workforce, eGovernment and IT policies, practices and use agreements.
- It is strongly recommended that social media use be performed within the County's established Social Media Guidelines.
- Authorized social network spokespersons participating in personal social networking discussions related to County business matters shall indicate that viewpoints are personal and may not reflect County opinion.
- Authorized County social media users shall complete social media security training.
- Workforce members performing County social media work beyond normal work hours shall receive pre-authorization from the agency/department.
- Employees shall obey all laws, including but not limited to, the Hatch Act of 1939, when using social media.

Policy 9 Records Management
Agency/Department use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items that may be considered a record subject to disclosure under the California's Public Records Act or required to be retained pursuant to the Government Code.
- Agencies/Departments are responsible for the creation, administration and deactivation of social media accounts.
    - Account password information shall only be shared with authorized staff that has been designated by the Department Head, or her/his designee, to fulfill the role of site account administrator.
    - Passwords shall conform to County complex password requirements when permissible.
    - Account password shall promptly be reset when an employee is removed as an account administrator.

- Agencies/Departments shall maintain a record of social media sites created for County use, including, but may not be limited to:
  - A log file containing the name of the social media network, account id, password, registered e-mail address, date established, authorizing representative and name of person who created account and agreed to the sites terms of use agreement and/or policy.
  - A record of the sites usage agreement at the time the site was created and any updated versions.
  - A list of authorized site content authors and editors.
- Electronic information posted to a social media site by the County, or a member of the public if permitted, may be considered a record subject to California's Public Record Act.
  - Any content maintained in a social media format that is related to County business, including a list of subscribers and County or public posted communication, may be a public record. Agencies/Departments shall have procedures in effect to preserve published social media content.
  - The Agency/Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media.
  - Site content shall be maintained in accordance with its respective Records Retention Schedule and in accordance with County IT policies and procedures. If the content constitutes a public record, it must be disclosed to the public unless an exemption applies.
  - Posts deemed technically harmful or inappropriate per policy 7 shall be promptly documented, saved pursuant to IT policies and procedures regarding record retention and removed.
- 9.4. Agencies/Departments shall maintain a record of signed social media policy acknowledgement forms for each authorized user.

Policy 10 Site Monitoring
Agency/Department social media sites shall be monitored regularly and prompt corrective action shall be taken when an issue arises that places, or has potential to place, the County at risk.

- Agency/Department social media site administrators shall review site activity and content daily for exploitation or misuse.
- Agency/Departments that allow the public to post comments, links or material directly onto their social media sites shall have an established process, including technical capability outside of the County's network, to verify that postings meet the rules established under policy 7 of this document. Posts deemed technically harmful or inappropriate shall be handled per procedure 9.3.4. Agencies/Departments choosing to use public comments shall consult with County Counsel to develop agency- or department-specific disclaimers to meet the County's legal needs. County Counsel may also be consulted to determine whether to remove comments that violate this policy.
- Agencies/Departments shall be responsible for monitoring employee use of social media and social networking web sites.
- Perceived or known compromises to the County's internal network shall be promptly reported to CEO IT's Chief Security Officer.

Appendix E: Social Media Protocol

The following protocol should be used when utilizing Twitter in the EOC:
Username: OrangeCountyOA
Password: (Will be provided at time of incident from OA EOC)

- Install and run Tweetdeck or similar program (Ex: Tweetdeck, Seesmic, HootSuite) to monitor Tweets.
- Set up keyword/hashtag searches for incidents.
- Only tweet information about incident(s) verified for public disclosure by the OA EOC PIO, OA EOC Director of Emergency Services, and OA EOC Operational Area Coordinator.
- Monitor and respond to tweets about incident as appropriate. Rumor control or incident command should verify and approve prior to being tweeted.
- Use generic incident hashtags when beginning use of Twitter, with more incident-specific hashtags being created and used as incident "assumes an identity" (i.e. Freeway Complex Fire):
  - #OCFire.
  - #OCFlood.
  - #OCQuake.
  - #OCTsunami.
- Follow all local and regional television and radio news outlets on Twitter.
- Tweet links to most recent press release/posted status/map.

Appendix F: Contact Lists

Contact lists for OA PIOs, outside resources, and media outlets are maintained by the OCSD Emergency Management Division.

Dissemination list for press releases
During activation, all Press Releases will be e-mailed to a designated Outlook e-mail distribution list. These lists include all jurisdiction and agency Emergency Services Coordinators and PIOs, Emergency Management Council and Operational Executive Board members, other emergency officials, and all available media contacts. The Activation distribution list can be interchangeable with the activation fax list.

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