

Ada County

Joint Information

System Plan



ADA COUNTY EMERGENCY MANAGEMENT

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Emergency Instructions

To use this plan in an emergency find and follow the appropriate Roles and Responsibilities Section.

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1. Purpose

- 1.1. To provide basic procedures to establish and operate an effective Joint Information System (JIS).
- 1.2. To provide basic procedures to establish and operate an effective Joint Information Center (JIC).
- 1.3. To generate and distribute timely, accurate, and coordinated public information to keep stakeholders informed; and to protect people, property, and the environment before, during and after a disaster or emergency.

2. Authorities

- 2.1. This JIS Plan follows the principles of the Incident Command System and is compliant with the National Incident Management System (NIMS), per Homeland Security Presidential Directive (HSPD) # 5.
- 2.2. This plan is also designed to mesh effectively with the National Response Framework (NRF) as it addresses emergency public information and protective action guidance, and media and community relations.

3. Situation and Assumptions

3.1. *Situation*

- 3.1.1. Ada County is approximately 1055 square miles in size, with a population of approximately 435,000 people. There are six incorporated communities: Boise, Eagle, Garden City, Kuna, Meridian, and Star.
- 3.1.2. Numerous natural and man-caused hazards may necessitate activating the JIS.
- 3.1.3. Large emergencies or disasters may attract regional or national media representatives. A JIS/JIC will facilitate working with these organizations.
- 3.1.4. The amount of time available to determine the scope and magnitude of an incident may impact the public information given.

3.2. *Assumptions*

- 3.2.1. During large emergencies or disasters the general public and the media will demand information about the event, as well as instructions on personal protection.
- 3.2.2. Electronic media, such as television, radio, and social media will perform an essential role in notifying the public about emergency instructions and current incident information.
- 3.2.3. Numerous agencies at the local, State and Federal level may be involved in emergency communications during a disaster.
- 3.2.4. Large local, State and Federal agencies have their own highly trained and skilled public information officers (PIOs).
- 3.2.5. Professional PIOs have developed individual agency plans and procedures, checklists, contact lists, and public information materials.
- 3.2.6. Local PIOs have participated in ongoing training and joint exercises related to emergency management, including Incident Command System courses.
- 3.2.7. PIOs should be able to gather, verify, prepare, coordinate and disseminate information to all audiences, including those with disabilities, special needs, or language requirements.

4. How the Plan Works

4.1. Joint Information System (JIS)

Just as establishing the Incident Command System avoids multiple command posts, establishing a Joint Information System (JIS) avoids multiple information release points. During an incident or planned event, coordinated and timely communication is critical to help the community respond appropriately. Accurate communication can help the public make informed decisions, save lives and property, and help ensure credibility and public trust. The mission of the JIS is to provide a structure and system for developing and delivering reliable and coordinated interagency messages to stakeholders and the public.

Large incidents always involve more than one agency or jurisdiction. A JIS is an information network comprised of all government and non-government organizations involved in the event. The JIS is the means of gathering, verifying, integrating, and coordinating information to ensure that accurate, timely, accessible, and consistent messages are provided to the public and the media.

A Joint Information System includes public information officers, plans, protocols, procedures, and structures needed to provide public information. Federal, State, or local Public Information Officers and established Joint Information Centers (JICs) are critical supporting elements of the JIS.

Joint Information System responsibilities include:

- Recommending, developing, and executing public information plans and strategies.
- Advising the Multiagency Coordination System and Incident Command concerning public affairs issues that could affect a response effort.
- Controlling rumors and inaccurate information that could undermine public confidence in the emergency response effort.

JIS information releases are cleared through Incident Command / Unified Command (IC/UC), or the Emergency Operations Center / Multi-Agency Coordination Group (EOC/MAC) to ensure consistent messages, avoid release of conflicting information, and prevent negative impact on operations. This formal release process helps ensure that sensitive information is protected.

4.2. Joint Information Center (JIC)

The Joint Information Center (JIC) is a central location that facilitates the operation of the JIS. Incident Command and Multi-Agency Coordination Groups (MACS) are responsible for establishing and overseeing JICs. The JIC structure is designed to work well for large or small incidents. Collocating Public Information Officers (PIOs) at the JIC enhances information coordination, reduces misinformation, maximizes resources, and helps build public confidence in response efforts. Agencies participating in the JIC will retain their autonomy and responsibility for information pertaining to their home agency or jurisdiction throughout the emergency event.

4.3. JIC Facility Location

4.3.1. Ada County JIC

Multiple facilities could be utilized for locating the Ada County Joint Information Center, based on the demands of a specific incident or event. The Ada County Sheriff's Briefing Room, adjacent to the Ada County Emergency Operations Center in the Vernon L. Bisterfeldt Public Safety Building, 7200 Barrister Drive, Boise, has been identified as the primary location for the JIC. The Sheriff's Training Annex has also been identified as the primary option for media/press conferences.

Individual cities in Ada County may elect to open a JIC within their own jurisdiction. A single JIC location is preferable, but the system is flexible enough to accommodate multiple locations. If possible the JIC should provide special parking for media vehicles.

4.3.2. Virtual JIC

In some circumstances it is possible that a Virtual JIC may be established when physical collocation is not feasible. If a Virtual JIC is established JIC staff members can perform their assigned functions from work, home or any location via the Internet. Information may also be posted to WebEOC.

4.4. Informing the Public

Informing the public and additional audiences during an incident is an ongoing cycle that involves four steps:

4.4.1. Step 1: Gather Information

Information is collected from the ICS Command and General Staff, which are a source of ongoing, official information on the response effort, and other sources such as:

- Response agencies;
- Media and Social Media;
- Calls from public and elected officials;
- Technical specialists;
- Emergency Support Function representatives;
- Other agencies such as utilities and the National Weather Service; and
- Emergency Response Guidebooks.

4.4.2. Step 2: Verify Information

Verify the accuracy of the information collected by:

- Consulting with EOC sources and technical specialists;
- Ensuring that information is consistent and accurate, striving toward accessibility to all affected by the incident; and
- Consulting with other PIOs: compare notes, especially with the Lead PIO and PIOs who are liaisons to the various assistance programs or response/recovery partners, to verify the accuracy of information.

4.4.3. Step 3: Coordinate Information (Internal)

4.4.3.1. Coordination. Coordination includes, but is not limited to:

- Coordination between ICS Command and General Staff;
- Coordination between EOC participants; and
- Obtaining approval from appropriate authorities before information is disseminated.

4.4.3.2. Messaging. Initial information should include:

- Actions the public should take;
- Impact on the incident;
- Actions the response agencies are taking;
- Actions businesses and industries should take;
- A summary of the incident; and
- Overall steps to be taken by the responding jurisdictions and agencies and by citizens to return to normal after the incident.

4.4.3.3. Information Sharing. In addition to the public and media, information needs to be shared with the Command Staff (via WebEOC, if possible), response community, other Federal, State, local and volunteer agencies, elected officials, other community leaders; and other PIOs. Sharing Information regarding response and recovery actions and objectives is critical to building situational awareness for a JIS.

4.4.4. Step 4: Dissemination of Information (External)

4.4.4.1. Information may be disseminated to:

- Disaster victims
- Outside general public
- Affected jurisdictions
- Media
- Community leaders
- Private sector
- Nongovernmental organizations (e.g., American Red Cross)
- Response/recovery organizations (e.g., urban search and rescue, utilities)
- Volunteer groups (e.g., Community Emergency Response Team – CERT, Voluntary Organizations Active in Disasters – VOAD)
- Independent Living Councils
- Other impacted groups

4.4.4.2. Methods of Dissemination. Information dissemination may be done through multiple media outlets or alternatives, including:

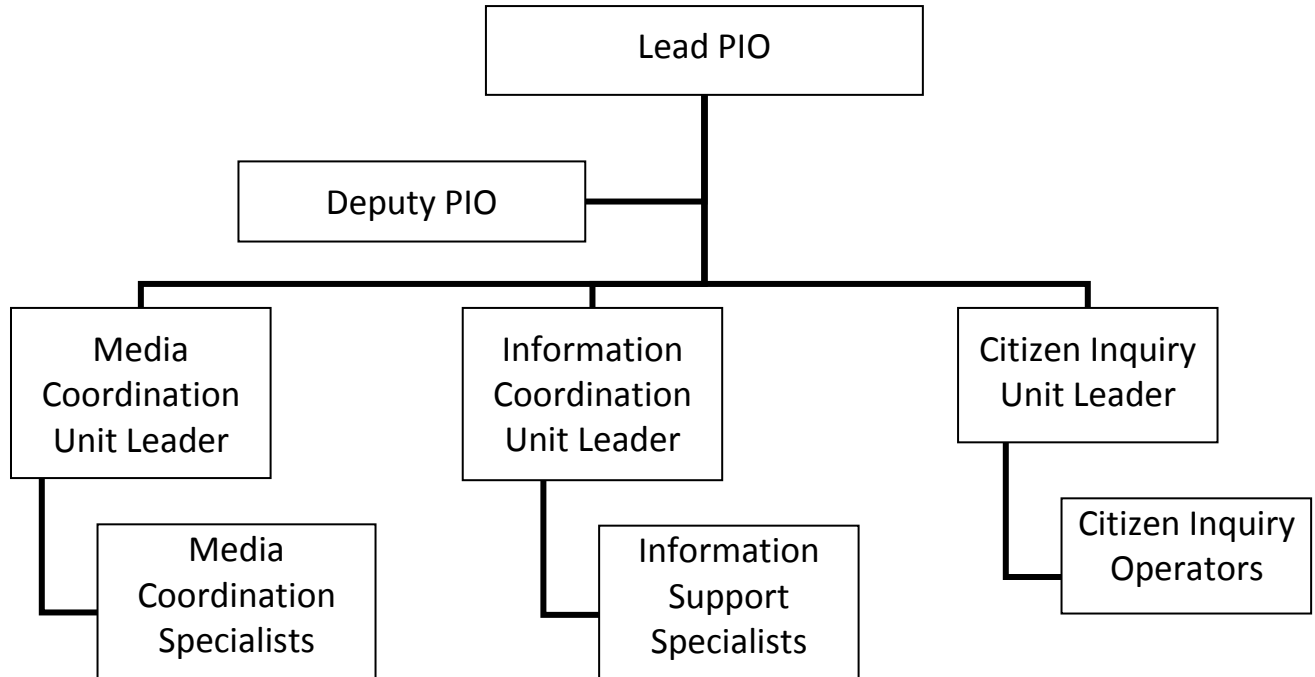
- News releases
- Blogs
- Text messages
- WebEOC
- EAS
- Reader boards
- Phone banks
- Loud speakers
- Briefings
- Code Red (Community Mass Notification System)
- Social media (e.g., Twitter, Facebook)
- Mass E-mails and faxes
- Website posting
- Public Service Announcements
- Closed circuit cable
- 1-800 phone lines
- Door-to-door
- Fliers/factsheets
- Community meetings

4.5. JIS Staffing and Organization

In the Incident Command System the Public Information Officer (PIO) is a command staff position and reports to the Incident Commander, or whoever is in charge. The PIO is responsible for developing and releasing public information to the media, the public, and to responders. The lead PIO is responsible for establishing and managing JIS operations. The size of a JIS is flexible and can grow or shrink to fit the situation.

4.6. JIS Organization Chart

The following chart is just one example of how a JIS may be organized. Each box represents staff assigned to the JIS. The job function of any position that is not staffed is the responsibility of the next level higher in the organization.



4.7. Joint Information System Staff

4.7.1. Lead Public Information Officer

A Lead PIO will be assigned for each incident, including multi-jurisdictional incidents operating under a UC and/or from the County EOC. The Lead PIO may expand the staff as required by the incident. Those filling Unit Leader and Specialist functions may also represent other agencies, jurisdictions or response partners in addition to working within the JIS. The Lead Public Information Officer should be from the agency that has the lead in handling the crisis, if possible.

4.7.2. Media Coordination Unit

The Media Coordination Unit conducts the following activities:

- Oversee coordination and contact with the media
- Prepare and maintain a contact list for the PIO's use
- Recommend and support facilities for public information briefings

Section 7.2 of the plan provides additional information on the roles and responsibilities of the Media Coordination Unit.

4.7.3. Information Coordination Unit

The Information Coordination Unit conducts the following activities:

- Monitor and provide analysis of all available media sources
- Validate and deconflict incoming information
- Develop approved messages for all platforms, consistent with established public information objectives

Section 7.3 of the plan provides additional information on the roles and responsibilities of the Information Coordination Unit.

4.7.4. Citizen Inquiry Unit

The Citizen Inquiry Unit conducts the following activities:

- Facilitate and maintain a phone bank with operators to respond to citizen inquiries
- Provide a public focal point for incident related communications
- Ensure statements issued to citizens are consistent and approved by the PIO

4.7.5. Joint Information Center Manager

In some circumstances the members of the JIS will operate from one central location. The JIC Manager will be the Lead PIO or designated by the Lead PIO and is responsible for the daily operations of the JIC facility. Responsibilities include supplies, staffing, and security. Facilities support for the JIC should be provided by the hosting jurisdiction either through the County EOC or a City Coordination Center (CCC).

4.8. *Functional and Access Needs Populations*

PIOs gather, verify, prepare, coordinate, and disseminate information to all audiences, including those with disabilities, special needs, or language requirements. It is important to have materials translated into common non-English area languages and to use other formats such as Braille, large print, audio, etc. Contacts should be established to translate emergency information.

4.9. Communications Resources

Communication is critical to effectively help the community through an incident. Methods of communicating with the public may include the use of the Emergency Alert System (EAS), Web sites, hotlines, phone banks, Code Red, social media, news media, and other alerting messaging systems.

4.10. ICS and EOC Forms Available for PIO Use

Below is a list of ICS forms that JIS personnel should be familiar with.

Form	Description
ICS 214	Unit Log
ICS 204	Assignment List
ICS 209	Incident Status Summary
ICS 213	General Message

JIS personnel assigned to the EOC should also be familiar with the forms below. The most up to date version of these documents may be found in the Ada County EOC Standard Operating Procedures.

Form	Description
EOC-03	Assignment List
EOC 14	Staff Log
EOC 14A	Section Status Report
EOC – JIS-93	Media Log
EOC – JIS-95	Call Center Script
EOC – JIS-96	Query Record
EOC – JIS-97	Citizen Inquiry Log

4.11. Demobilization of the JIS/JIC

The Lead PIO, in consultation with the IC/UC/EOC Manager will determine when to demobilize the JIS/JIC. This decision will be made when the recovery and mitigation operations are underway or complete and/or there is no longer a need for coordination of public information releases. Demobilization may occur in a step-down fashion as the coordination needs of the incident diminish.

5. Reviewing, Exercising, and Updating the Plan

5.1. *Reviewing the Plan*

This plan should be reviewed by the Local Emergency Planning Committee (established by Federal and State law and responsible for all-hazards planning in Ada County) and area public information officers at least annually or more often as needed.

5.2. *Exercising the Plan*

This plan should be exercised as part of any functional or full-scale Emergency Operations Center exercises.

5.3. *Updating the Plan*

- 5.3.1. This plan should be reviewed every two years or sooner if needed.
- 5.3.2. Recommended updates to the plan should be sent to the Ada County Emergency Management Office.
- 5.3.3. Plans will be provided to agencies and individuals on the plan distribution list. It is the responsibility of the copy holder to keep individual plans current.

6. JIC/JIS Roles and Responsibilities

6.1 Lead Public Information Officer (PIO)

1. Check in and obtain initial briefing from IC, UC or EOC Management.
2. Support public information needs of the Command/Management structure.
3. Work closely with the Liaison Officer, Safety Officer and Planning Section Situation Unit.
4. Gather and verify facts about the incident.
5. Develop and monitor information strategies in support of overall response effort.
6. Coordinate with members of the JIS, develop and modify as needed a JIC/JIS Operations Schedule that will meet the needs of the event (See [Section 6.1.1](#)).
7. Monitor the media and identify trends and issues.
8. Provide IC/UC/EOC Manager with timely information about external perceptions, concerns and needs regarding the incident response.
9. Obtain approval from Command/Management to disseminate public information products.
10. Identify misinformation in media and social media; issue statements with correct information.
11. As required, establish a dedicated phone line for providing information and managing telephone and e-mail inquiries from the media, stakeholders and the general public.
12. Advise Command on public information issues and concerns.
13. Attend all Command Staff briefings and meetings.
14. Share information gathered at Command Staff briefings and meetings with JIS Staff.
15. Ensure appropriate and timely communications are maintained by the JIS with government, community and media outlets throughout the response.
16. Ensure the speakers for the media briefings are prepared by the JIS well before conferences.
17. Represent the IC/UC/EOC Manager during all public functions where the actual members of the IC/UC/EOC Manager are not in attendance.
18. Monitor any request identified by either the IC/UC/EOC Manager as “special.” VIPs, special interest, local issues, etc.
19. Ensure all work of the JIS is well documented and delivered to the appropriate places.

20. Establish, staff, and equip a Joint Information Center (JIC), when necessary, and oversee its operations.
21. If a JIC will be established other than at the primary location (Sheriff's Briefing Room in the Public Safety Building), consider 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.
 - Access to a computer and/or access to the Internet.
 - Access to phone lines.
 - Access to a fax machine.
 - Located at or near the ICP, CCC or EOC.
 - Special parking area for media vehicles with boom antennas, if possible.
22. Activate the following units as needed:
 - Media Coordination Unit (see [Section 6.2](#)).
 - Information Coordination Unit (see [Section 6.3](#)).
 - Citizen Inquiry Unit (see [Section 6.4](#)).
23. Ensure JIC/JIS staff has the necessary resources to conduct their assigned functions whether those functions are virtual or physically located within a JIC or other facility (Command Post/CCC/EOC).
24. As required, coordinate with the CCC/EOC to facilitate phone lines, office supplies and physical space needed to operate the Citizen Inquiry Unit.
25. Complete Daily Log (ICS- 214/EOC 14).
26. Brief incoming shift.
27. Demobilize when requested by IC/UC/EOC Management (see [Section 6.5](#)).

6.1.1 Developing the Operating Schedule

1. Conduct transition briefing between shifts. Consider a one hour overlap between shifts to allow for briefing and transition.
2. Determine the appropriate interval for JIS operations. Some incidents may be handled with one or two daily shifts, with meetings conducted in-person or virtually. Some incidents can be coordinated with weekly or bi-weekly meetings conducted in person or virtually. Only incidents that draw national or international attention may require round-the-clock staffing. In the event of a 24-hour schedule a Deputy PIO should be assigned to perform the PIO's responsibilities, with full authority of the PIO.
3. Assign JIS/JIC staff members to appropriate roles and work hours.
4. Coordinate with Planning Section Chief regarding daily meeting schedule (ICS form 204) of Command Staff briefings and meetings.
5. Coordinate with Information Coordination Unit to set deadlines for writing, approval and dissemination of all information products.
6. Coordinate with the Media Coordination Unit to set the schedule of media briefings, community meetings, media/VIP tours and other JIC events, including deadlines for speaker preparation.
7. Gather Command Message(s) for the Information Coordination Unit from IC/ UC.
8. PIO will coordinate with JIS/JIC staff on messages and strategies for meeting target audiences.
9. JIC/JIS to collect, synthesize and deliver media analysis to PIO.
10. Ensure preparation for news briefings.

6.2 Media Coordination Unit

The Media Coordination Unit responsibilities include:

1. Oversee coordination and contact with media.
2. Create and maintain a list of media contacts.
3. Maintain a file of significant media products (articles, video etc.) related to the incident.
4. Establish and maintain contact with media outlets to deliver JIS/JIC products and update media on briefing schedule.
5. Identify, schedule and prepare appropriate personnel and subject matter experts for news briefings and media interviews.
6. Provide support to and facilitate the needs (supplies, signage etc.) of any venue used for media briefings.
7. Complete a Media Log (EOC JIS-93) for each operational period. Document the time and details of responses to media inquiries. Track inquiries to ensure response and closure within a timely manner.
8. Respond to routine inquiries using talking points, speaker preparation, news releases and fact sheets.
9. Coordinate with the IC/UC Safety Officer to ensure it is safe to escort others to the incident scene; ensure media are properly equipped and informed about the location.
10. Escort media to incident scene or other field locations; disseminate approved incident information to members of the media.
11. As required by circumstance, credential media.
12. In coordination with all members of the JIS, promote story and feature ideas to media contacts.
13. Complete a Unit/Staff Log (ICS 214/EOC 14).
14. Brief incoming shift.

6.3 Information Coordination Unit

The Information Coordination Unit responsibilities include:

1. Monitor and analyze information from all relevant media sources, including traditional and electronic media, to help determine strategies and tactics for message development in support of incident objectives.
2. Gather information about the incident from IC/UC, Planning Section's Situation Unit and Agency Representatives from each response partner.
3. Verify the accuracy of rumors or other unfamiliar information obtained from social or mass media sources and the public.
4. Identify and report any rumors or misinformation that may create issues or problems for the flow of accurate and approved messaging; prepare a response for release.
5. Produce visual content for JIS/JIC staff and media (photos/videos); obtain maps from IC/UC/EOC for use in media products.
6. Coordinate with members of the unit/JIS participants to develop approved messages for all platforms including visual content such as photos, videos, maps, etc.
7. Design information products that describe the risks associated with the incident and appropriate actions for the public to take in relation to the risk.
8. 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.
9. Respond rapidly to breaking news; quickly gather information from appropriate experts, response agencies and other JIC/JIS members.
10. When needed, disseminate crisis messaging that explains the severity of the situation and what actions to take.
11. Develop and maintain information products in multiple languages or for segments of the community with various functional and access needs as dictated by the needs of a specific incident or event.
12. Establish and manage an incident news website; obtain approval of all items prior to posting the information.
13. Coordinate with web support personnel for all agencies represented in the JIS to ensure site meets individual agency requirements.
14. Ensure all items posted to the incident website are Section 508 compliant, if possible.
15. Complete a Unit/Staff Log (ICS 214/EOC 14).
16. Brief incoming shift.

6.3.1 Addressing Rumors

1. The Information Coordination Unit Specialist (ICU) receives rumor from someone in other response position (e.g., media or community relations).

NOTE: rumors can be received by anyone from many different means – by field workers through interaction with the public, by other JIS/JIC members who work with the media, etc.

Intake of rumors to the JIS/JIC may be via telephone, face-to-face interaction, social media, General Message, or other means.

2. The ICU documents rumors, all amplifying sources and impacts.
3. The ICU seeks out appropriate response organization subject matter expert to validate/invalidate identified rumor (e.g., Situation Unit Leader for collected incident data or Liaison Officer for list of assisting agencies).
4. Based on information provided by experts, the ICU confirms or invalidates the rumor, records results of the research.
5. The ICU provides the results of rumor research to PIO for appropriate dissemination.

6.4 Citizen's Inquiry Unit

The Citizen's Inquiry Unit responsibilities include:

8. As instructed by the PIO, organize, facilitate and staff a telephone bank to answer citizen's questions about the incident.
8. Coordinate with the CCC/EOC Logistics to obtain location, telephone resources and office supplies required for unit operation.
8. Staff Citizen Inquiry phone lines, answer citizens' questions with approved messaging and information provided by the PIO on the Call Center Script (EOC JIS-95). Refer callers to additional official information resources (i.e. Flood Event webpage)
8. Maintain a record of calls received and the status of those calls on the Citizen Inquiry Log (EOC JIS-97).
8. For questions that are not currently addressed by information available to the Citizen Inquiry Unit, staff should complete a Query Record (EOC JIS-96) and submit it to the Unit Leader/PIO. Query Record will include what needs to be researched and how to contact the person originally asking for the information.
8. When possible, using information provided by the PIO/Unit Leader, complete Query Records. Contact the person that initiated the request and furnish the updated information.
8. If additional information not captured on other forms is needed to document activities, complete an ICS 214/EOC 14 at the end of shift.
8. Brief incoming shift.

6.5 Demobilizing a JIC

1. Receive Demobilization Plan from Planning Section Chief or Demobilization Unit Leader.
2. Brief personnel regarding demobilization.
3. Debrief appropriate personnel prior to departing incident:
 - Incident Commander/EOC Manager
 - Planning Section Chief
 - Logistics Section Chief
 - Agency Representatives
4. Supervise demobilization of unit, including inventory, return and storage of equipment and supplies.
5. Ensure all staff complete Check-out sheet.
6. Notify media and other stakeholders when JIC will demobilize, whether Virtual JIC website will continue to be updated and which agency or organization PIOs to contact for any future inquires or updates.

7. JIC/JIS Examples and Worksheets

7.1 Writing Guidelines for News 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 (i.e., the inverted Pyramid Journalism style) 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 PIO for review and approval by the IC/UC/EOC. (Review by subject matter specialists, technical experts and/or legal counsel may be helpful prior to approval by the IC/UC/EOC.)
4. Give copies of approved release to all JIS staff members, maintain a file of all releases to respond to media and community inquires.
5. Through appropriate channels, disseminate to media and other internal/external stakeholders.

7.2 Sample News Release

(Unified Command logos/names here)

News Release

Date: (date)

Contact: Joint Information Center

(###) ###-####

UNIFIED COMMAND RESPONDS TO (INCIDENT)

(City, State -) Write one sentence for the LEAD paragraph being as brief as possible. Include the most important information in this first sentence such as what happened, where, to whom and when.

The BRIDGE paragraph is next and covers more detailed information than the lead. The release should be written in inverted pyramid style. *Inverted pyramid means that you start with the most important information at the beginning of the release and the least important goes at the end.* Why and how are mentioned here (if available) as well as secondary facts and identification (Lead paragraphs do not contain names of individuals.).

The BODY section covers the remaining relevant information. Stick to the facts. Use active, not passive, voice. (e.g., *Rather than writing "entered into a partnership" use "partnered" instead.*) Use only enough words to tell your story. Beware of jargon. Avoid the hype. (*The exclamation point (!) is your enemy.*) Always have someone proof read your release and be prepared for changes.

###

(this signifies the end of the release)

7.3 Speaker Preparation Worksheet

1. Statement
2. Key Message(s)
3 – 4. Key Message(s) with Supporting Facts
5. Repeat Key Message(s)
6. Future Action(s)

7.4 Media Briefing Worksheet

General Guidelines:

As the moderator it is your responsibility to set the tone for the media briefing.

Have a predetermined message for each media briefing. If you do not have a message, you do not need a media briefing.

Provide correct spelling for any of the names with peculiar spellings. Ensure you state the person's position in the Unified Command.

Determine proper local pronunciations. (For example, Biloxi is pronounced Beh-lux-ee not Beh-lox-ee.)

Set a time with your speakers prior to starting the media briefing. Stick to that time. Do not let any one person dominate the time during the media briefing. Take charge and use time as your authority.

Make yourself available at the end of the media briefing. This will build relationships and your trust and credibility with the members of the media attending your media briefing.

Moderator Script:

Welcome. Ladies and Gentleman to today's (this morning's, tonight's) MEDIA BRIEFING.

With us today is _____ .

We will begin today with some brief statements from the representatives of the Unified

Command. Then we will open the floor to your questions. Because of on-going operations we

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 myself will be

available to help you with any further needs.

7.5 Sample Media Advisory (JIC Established)

(Unified Command logos/names here)

Media Advisory

Date: (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.

(###) ###-####

(###) ###-####

(###) ###-####

(If incident response information is posted to the web list the website here. e.g., A website with incident response information can be found at the following URL:)

###

(this signifies the end of the release)

8. Sources

This Ada County Joint Information System Plan was created from the following sources:

- The National Incident Management System core document, December 2008.
- The Basic Guidance for Public Information Officers (PIOs), FEMA 517/November 2007.
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