Joint Information Center & Crisis Communication Plan

May 25, 2012 Edition

Section: FOREWORD | **Effective Date:** November 10, 2009

This plan is intended to provide procedures for members of the Central Ohio Public Information Network (COPIN) to systematically mobilize, establish, and operate a joint information center (JIC) to assist in communicating information to the media, public and stakeholders regarding any type of all-hazard event or disaster. It is primarily designed to supplement other local disaster response plans by providing competent, trained communications professionals to requesting agencies during a major emergency.

Depending on the type of disaster, each member may find themselves at times as part of the lead agency in responding to a disaster or major incident. This plan provides the ability for each agency/jurisdiction public information officer (PIO) to assist other departments with their communication needs, and to come together and operate a JIC.

COPIN has established this *Joint Information Center & Crisis Communication Plan* that can be implemented in the event of an emergency if deemed appropriate by the incident commander and the Lead PIO. Public information officers from other response partner agencies may also be asked to staff the JIC to insure consistent information.

This document establishes the procedure by which the JIC will be operated. It also includes guidance and general policy for the activation and deactivation of the JIC, and includes position-specific task checklists.

The JIC serves as the central point for the coordination and dissemination of public information during an emergency. In Franklin County, the primary JIC site is located at the Franklin County Emergency Management and Homeland Security Agency (FCEMA&HS), located at 5300 Strawberry Farms Boulevard in Columbus. This document also lists alternate JIC locations which may be utilized by the incident commander at the time of the emergency.

The COPIN JIC Logistics and Planning Committee is responsible for performing an annual review of this plan. Suggested revisions will be forwarded to the COPIN chairperson for submittal to and approval by the proper oversight groups.

_____   _____
Chairperson   Date
Central Ohio Public Information Network

_____
Date adopted by the majority of the membership of the
Central Ohio Public Information Network

1. In a JIC a group of public information representatives from various agencies are located together to provide communications about a significant, large-scale event. It is designed to handle public information needs on a larger scale than could be effectively managed by a single agency. The JIC structure is designed to work equally well for any type of large or medium-sized situations, and can expand or contract to meet the needs of the incident. The JIC is supervised by the Lead Public Information Officer (PIO) or their designee. The Lead PIO is assigned by the Incident Commander (IC) and has three primary responsibilities:

   - **Gather incident data:** Obtain verified, up-to-date information from appropriate sources.

   - **Inform the public:** Serve as the source of accurate and comprehensive information about the incident and the response to a specific set of audiences.

   - **Analyze public perceptions of the response:** Employ techniques for obtaining feedback to provide response agencies with insight into community information needs, their expectations for the role to be played by the response agencies, and the lessons to be learned from specific response efforts.

2. The IC or designee will determine the JIC site based on the incident at hand. There can be only one primary JIC for an incident, but satellite JICs may be established if the scale of the emergency makes it necessary.

1. Typically, the activities at a JIC can be divided into three phases: activation, operations and deactivation.

2. ACTIVATION

   a. Lead PIO designated

   b. JIC activated

   c. COPIN membership advised via the Central Ohio Health Alert Network (COHAN)

   d. Preliminary event information sent via outgoing voice mail

   e. First media advisory faxed

   f. JIC equipment and supplies set-up

   g. JIC job assignments made

   h. Media notified that JIC has been activated

3. OPERATIONS

   a. JIC staff given initial internal briefing

   b. Methods to ensure coordinated information established

   c. System developed for approval of fact sheets, talking points and media releases

   d. Hotline operations launched

   e. Periodic briefings for media scheduled and held

   f. Periodic briefings for partners and other stakeholders scheduled and held

   g. Website content updated

   h. Physical and mental well-being of JIC staff monitored

   i. Feedback monitored and rumors controlled

   j. Staff shift changes prepared and scheduled

4. DEACTIVATION

   a. Situation and media/public interest monitored & determination made to deactivate JIC

   b. Media notified of JIC closing, and to contact specific agencies with questions

   c. After-action debriefing held

   d. Equipment disassembled and stored

   e. After-action report written

Central Ohio Public Information Network
JOINT INFORMATION CENTER & CRISIS COMMUNICATION PLAN

1. The JIC will be activated during any emergency at the discretion of the Incident Commander (IC). Notification of the JIC staff will be made through the Central Ohio Health Alert Network (COHAN) using the steps detailed in this manual.

2. **Media Notification Before JIC Activation.** Because it may take time to activate the JIC staff and equip the location, initial information about the emergency should be provided within the first 30 minutes through a media advisory. The Lead PIO will send this advisory once approval is obtained from the IC. Preliminary information about the event should also be placed on a voice mail recording.

3. **Media Notification of JIC Activation.** Once the JIC is open and staffed and has phone, computer and fax capability in place, a second media advisory will be issued. This advisory will announce that the JIC has been activated and will provide important information for news media representatives covering the emergency.

4. **JIC Facility and Equipment.** Equipment in a JIC facility should include phone lines to handle media inquiries, government official contacts, and outgoing calls; fax machine; and a computer/T1 line connection. Space should be reserved for:

   - Spokesperson/Lead PIO Workstation
   - Administrative Support Workstation
   - Media Info Line & Monitoring Workstation
   - Professional & Public Info Line Workstation
   - Media Briefing Room/Area

5. If the FCEMA&HS JIC is utilized, it can be divided to provide an on-site media briefing area. The Lead PIO will need to determine if that space is sufficient for the scope of the event, and if it affords soundproofing from the main JIC work space. Site surveys with additional JIC and media briefing locations are also in this manual.

6. The first person to arrive at the JIC will assist facility staff with setup. Potential room layouts for each of the JICs that have had a site survey performed are in this manual.

7. Each JIC staff member will sign a log sheet at the Administrative Support Workstation and obtain an identification badge or name tag if they do not have one from their agency. The JIC Operations Manager will provide security staff with a copy of the roster for subsequent check-ins (if applicable).

8. **JIC Job Duties.** The Lead PIO will assign JIC positions to members as deemed necessary, based on the number of staff available. Detailed job duties are found in this manual. (NOTE: More than one person can fill a job duty if additional staff is available.)

1. JIC operations may include the following functions: communications with the respective emergency operations centers (EOCs); preparation of information about the emergency; coordination of information among PIOs; presentation of information to the media and public; feedback and rumor control; and administrative and operational support.

2. **Becoming Operational.** The JIC may be declared operational when a minimum of one media information line is open and staffed.

3. **Initial Internal Briefing of JIC Staff.** The Lead PIO should hold a situation briefing as soon as possible. It should, at a minimum, include the following:

    - Incident status
    - Report on media notification
    - Report on partner notification and participation in JIC
    - A list of organizations or persons to whom information has been promised but calls have not been returned
    - Briefing of any rumors or misinformation

4. **Information Coordination.** Each agency/jurisdiction staff person represented at the JIC is responsible for initiating and maintaining communications with their respective EOC or agency. Each agency retains the ability to issue its own single-agency special topic news release during JIC activation. Those releases should always be shared with the JIC before being released to help assure one consistent message. The following process will be used for the coordination of information among agencies at the JIC:

    - Each PIO is responsible for gathering the information (from their respective EOC or agency) to be used in the upcoming media briefings.

    - Before federal, state and local information is released it will be coordinated to the maximum extent possible to ensure consistency and accuracy.

    - Information will be relayed to the other spokespersons, posted on JIC status boards, and provided to the Hotline Coordinator, Media Monitors, Media Briefing Room Manager, Web Manager and the COHAN Coordinator.

    - When sufficient information has been gathered by the JIC staff, the Incident Commander, Lead PIO and JIC Operations Manager will make a decision about when to schedule a media briefing. Prior to the scheduled media briefing, the spokespersons will meet to ensure understanding and coordination of the information to be presented to the media.

5. **Important Note:** PIOs unable to leave their jurisdiction or agency to work in the JIC should make every attempt to assure their information is accurately shared with the JIC. If the Lead PIO does not receive information, it is their responsibility to assign a JIC staff

member to call the PIO to obtain the needed information to assure one consistent message.

6. **Development and Approval of Media Releases.** The development and approval process for JIC media releases is detailed below:

- The Lead PIO decides there is sufficient information to issue a news release.

- The Lead PIO, working with the Writer and JIC partners, drafts the news release in the approved format and obtains the necessary approval from the Incident Commander or their designee.

Once information is reviewed and approved by all agencies, the news release is ready for distribution. The JIC Operations Manager will be responsible for duplicating, filing and distributing the media advisory to the JIC staff. If timing is appropriate, the advisory will be provided as a handout to media present at the beginning of the next media briefing. If a briefing wasn't timely and/or for media not present at the briefing, the JIC Operations Manager will assure the news release is faxed and/or e-mailed.

7. **Media Coordination at the JIC.** Media access at the media briefing location will be coordinated by the JIC Operations Manager and the Media Briefing Manager, with support as necessary by a Security Officer, and will be conducted as follows:

- Media will register at the building entrance or the entrance to the media briefing area.

- Once registered, media will be provided badges or name tags and an information packet. They will then be directed to the media briefing room or the media work area.

8. **Media Briefings.** The primary means of communicating with the media and the general public will be through regularly scheduled media briefings (a sample media advisory on scheduling a news briefing is found in this manual). For major incidents, a regular schedule of news briefings should be established by the Lead PIO. There should be a minimum of two news media briefings each day for as long as the size of the media contingent covering the event warrants that number of briefings. Briefings should be scheduled to help reporters meet news deadlines.

9. **Schedule.** Although the specific times for news briefings will be determined by the Lead PIO in conjunction with the Incident Commander, a typical daily news availability schedule may be as follows:

- Morning media availability — technical experts and/or PIO
- Afternoon media availability — Incident Commander and selected experts
- Evening media availability — technical experts and/or PIO

If the incident occurs during the evening or early morning, every effort should be made to hold the first news briefing before noon (10 a.m. or 11 a.m.). If it happens late morning or early afternoon, efforts should be made to conduct the first news briefing by 3 p.m.

Prior to each media briefing, the Lead PIO or Media Briefing Manager will advise the media of the briefing protocol and provide information as needed on JIC facilities/services available to reporters.

Spokespersons from the involved agencies will provide statements, updated information and answer questions. Technical advisers or subject matter experts will be available during each media briefing to respond to questions or provide additional details as needed. A summary of each media briefing will be prepared by the Assistant PIO and provided to all JIC staff, spokespersons, and the Incident Commander.

Response to a rumor or incorrect information may be disseminated through a media advisory, an announcement at subsequent media briefings, or direct contact with members of the public or the media.

10. **Briefing Pre-Meeting.** At least 30 minutes before each news briefing, the Lead PIO should meet with the spokesperson participants. A review of logistics, order of presenters, anticipated questions and use of graphics/props should be discussed. Between briefings, a list of anticipated questions should be developed by the Lead PIO in conjunction with the JIC staff, especially the media hotline staff. Suggested responses should be discussed during the pre-briefing meeting. Review the news briefing checklist found in this manual.

11. **Elected Officials and Other VIPs.** There will be times when elected officials and other VIPs will need to be available for news briefings. It is very important that the Lead PIO and the Incident Commander meet in advance to discuss the logistics, messages and other issues regarding the inclusion of these individuals. The JIC Operations Manager or designee can be assigned the protocol task of coordinating the VIP visit.

12. **After the Media Briefing.** During each news briefing, the Media Briefing Manager, Assistant PIO, or other staff should take notes of responses to reporter questions and record any unanswered questions. If possible, a video recording should be made of each briefing (for playback to the JIC staff and others). As soon as possible after the news briefing, the Lead PIO or Assistant PIO should provide a briefing to the JIC staff of any new information or policy statements that were presented. The Lead PIO should also ensure information is obtained and disseminated to address any unanswered media questions.

13. **Hotline Operations.** The goal of hotline operations is to answer general public questions, address concerns and to detect, track and nullify rumors or incorrect information during an emergency.

- The hotline operators will respond to questions about the emergency through the use of fact sheets, prepared statements and media advisories. The operators will maintain a log of citizen, medical and media queries. The Hotline Managers at the hotline centers will provide feedback to the JIC Hotline Coordinator regarding the flow of emergency public information.

- Information provided through the hotline will be consistent with information provided to the media. When a hotline operator does not have the answer to a question, they should log the caller's name and phone number on the inquiry form and submit it to the JIC Hotline Coordinator, who will consult with the appropriate subject matter expert and forward the info to the hotline team member so they can return the call.

14. **Web Content Updates.** The Lead PIO should immediately assign duties to a Web Manager to assure accurate, timely information is available on all websites as soon as possible. All partner agencies should do the same. The COHAN Coordinator can assist with sending pertinent info to stakeholders and request it be added to their websites.

15. **Stakeholder Communication.** The COHAN Coordinator must work closely with the Lead PIO and the Incident Commander to assure that all stakeholders (partners, elected officials, etc.) receive accurate and timely information regarding the emergency. Every effort should be made to inform these audiences prior to media briefings.

16. **Communications Feedback and Rumor Control.** During any emergency there is always the possibility for rumors or incorrect information being generated. Media monitoring should be performed to detect the broadcast of incorrect emergency information. This involves monitoring and/or taping local television and radio news programs and viewing media web sites. Media Monitors will normally conduct these tasks at the JIC as a rumor control function, but they may also be conducted at the EOC or individual agencies. When incorrect information is detected by a Media Monitor or via other means, this information should be logged on an inquiry form and forwarded to the Lead PIO, who should direct the Writer to prepare a response. JIC personnel shall advise the EOC of rumors and incorrect information and the proposed response. All JIC staff members shall report rumors to the Lead PIO. Generally, the Hotline Staff and Media Monitors will have the best opportunity to detect rumors and incorrect information from individual citizens and the media.

17. **JIC Security.** If necessary, a local law enforcement agency or building security staff will provide security for the JIC during operations. They are responsible to the JIC Operations Manager for security within the JIC, but they report directly to their normal supervisor. The officers will control traffic access to the JIC.

18. **JIC Shift Change.** Depending upon the level of the emergency and the extent of media interest, the Lead PIO and JIC Operations Manager, in coordination with the participating agencies, may elect to suspend JIC operations during non-business hours, typically overnight. A voice mail system will be used during the overnight suspension to receive media or public calls**.** Follow-up will be handled when JIC operation resumes. When around-the-clock staffing is provided, the JIC schedule will normally consist of two 12.5 hour shifts.

19. **Informing JIC Staff of Shift Change.** The JIC Operations Manager will be responsible for coordinating communications with the JIC staff regarding shift changes. The JIC Deputy Operations Manager will assist by calling shift members to inform them of the time the shift changes. The COHAN can be used to call in PIOs for the shift change.

20. **JIC Staff Shift Change Duties.** JIC members arriving on the next shift will:

- Arrive 30 minutes prior to shift change for the briefing
- Sign in and receive badges or don their agency badge or ID
- Participate in briefing prior to shift change
- Brief incoming shift member (if going off-shift)
- Turn over logs, notes and other pertinent data
- Sign out and turn in badges if going off-shift

1. **When to Deactivate the JIC.** Following the conclusion of the emergency and/or at the point where there is diminishing media or public interest, the JIC will enter a deactivation phase. The decision to deactivate is a decision made by the Incident Commander upon the recommendation of the Lead PIO and JIC Operations Manager.

2. **Media Notification of JIC Deactivation.** Media will be notified that the JIC is being deactivated in the final Media Briefing. A media advisory will also be issued to the media. Media will be referred to the appropriate PIO representatives for follow-up queries.

3. **JIC Staff All-Hands Meeting.** Once operations have ceased, the JIC Operations Manager will lead a debriefing and after-action meeting for the purpose of identifying problems or concerns that occurred during JIC operations. Following deactivation, each position will provide the JIC Operations Manager with a report stating his/her individual perspective of how the public information function was executed. The JIC Operations Manager will work with the Lead PIO and the Writer to submit a final after-action report to the Unified or Incident Commander.

4. **Disassembly and Storage of Equipment.** All JIC staff members are responsible for assisting in the disassembly and storage of JIC equipment. The JIC Operations Manager is responsible for coordinating equipment disassembly and storage with JIC staff. JIC staff will retrieve all equipment/materials containers and re-shelve them in the storage room. Missing materials or equipment requiring replacement or repair will be noted on the container inventory sheet. "Go-kits" will be inventoried and replenished.

County	Location	Contact
Franklin	**Franklin County Emergency Management and Homeland Security Agency**	**Mark Anthony, Public Affairs Director 614-794-0213 or 614-206-1162 (24/7)**
Any	**Franklin County Public Health Mobile JIC**	**Mitzi Kline, Director of Communications 614-525-3028 or 614-374-1924 (24/7)** **Randy Carver 614-525-3699 or 614-561-3200 (24/7)**
Union	**Union County Government Services Building**	**Jennifer Thrush, PIO 937-642-2053 or 937-243-2987 (24/7)**
Fairfield	**Fairfield County Government Services Center**	**Jon Kochis, EMA Director 740-654-7961 740-438-5304 (24/7)**
Franklin	**Columbus Police Headquarters**	**Sgt. Rich Weiner, PIO 614-645-4593 or 614-774-7603 (24/7)**

MEDIA INFO LINE & MONITORING WORKSTATION

JIC ADMINISTRATIVE SUPPORT WORKSTATION

Printer/FAX

Copier

Whiteboard

PROFESSIONAL & PUBLIC INFO LINE WORKSTATION

SPOKESPERSON/ LEAD PIO WORKSTATION

Whiteboard

MEDIA BRIEFING ROOM

Media Registration Table

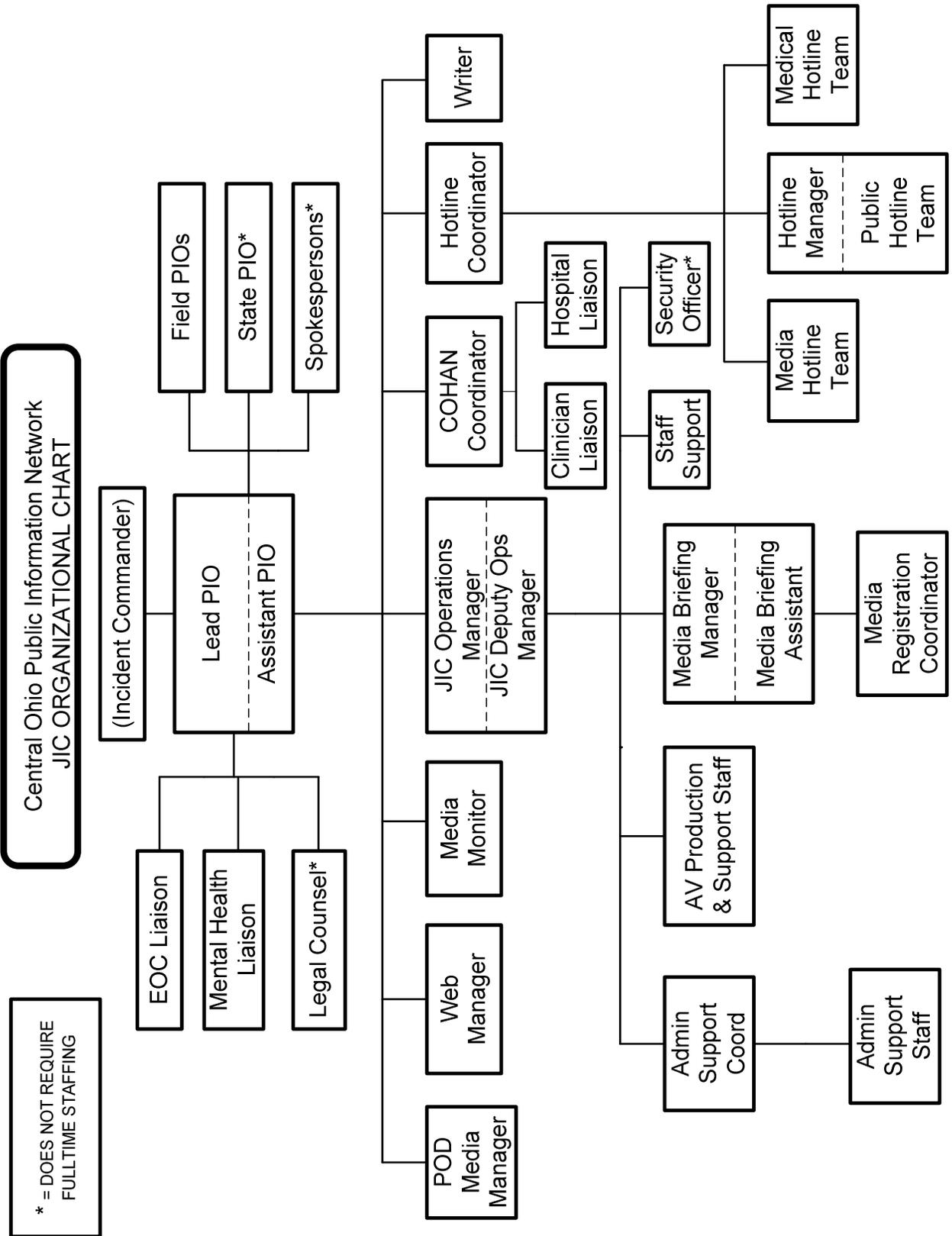Whiteboard
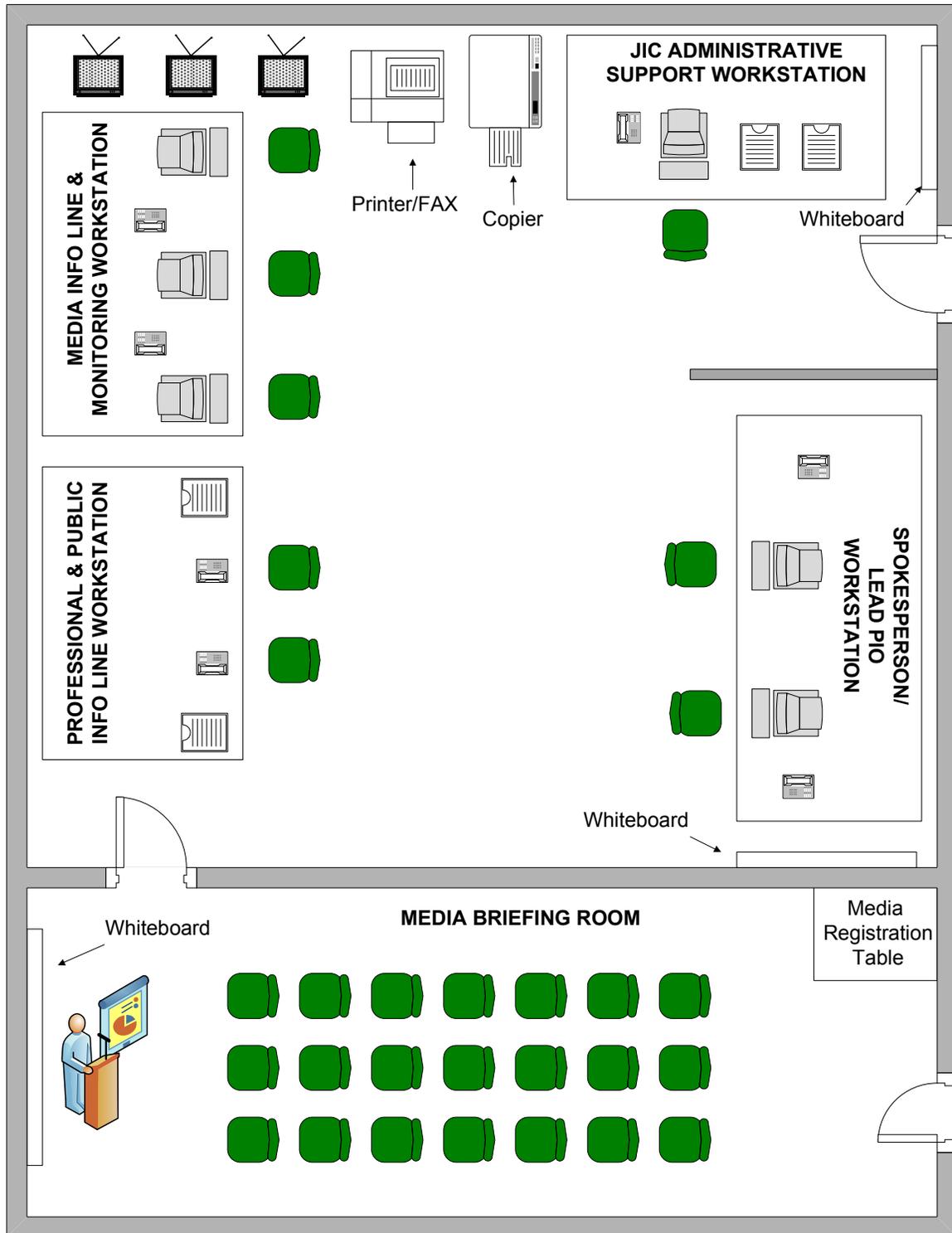
	IMPORTANT NOTE: MORE THAN ONE PERSON CAN FILL A JOB DUTY IF ADDITIONAL STAFF IS AVAILABLE.		THE FOLLOWING POSITIONS MAY OR MAY NOT BE LOCATED AT THE JIC AND DO NOT REQUIRE STAFFING.
1.	Administrative Support Coordinator	26.	Legal Counsel
2.	Administrative Support Staff	27.	Security Officer
3.	Assistant PIO	28.	Spokesperson
4.	AV Production & Support Staff	29.	State PIO
5.	Clinician Liaison		
6.	COHAN Coordinator		
7.	EOC Liaison		
8.	Field PIO		
9.	Hospital Liaison		
10.	Hotline Coordinator-Franklin County		
11.	JIC Deputy Operations Manager		
12.	JIC Operations Manager		
13.	Lead PIO		
14.	Media Briefing Assistant		
15.	Media Briefing Manager		
16.	Media Hotline Team-Franklin County		
17.	Media Monitor		
18.	Media Registration Coordinator		
19.	Medical Hotline Team		
20.	Mental Health Liaison		
21.	Point of Distribution (POD) Media Manager		
22.	Public Hotline Team-Franklin County		
23.	Staff Support		
24.	Web Content Manager		
25.	Writer		

Central Ohio Public Information Network
JIC ORGANIZATIONAL CHART

(Incident Commander)

Lead PIO
Assistant PIO

Field PIOs
State PIO*
Spokespersons*

Writer

Hotline Coordinator

Medical Hotline Team

Hotline Manager
Public Hotline Team

Media Hotline Team

COHAN Coordinator

Hospital Liaison
Clinician Liaison

Security Officer*

Staff Support

JIC Operations Manager
JIC Deputy Ops Manager

Media Briefing Manager
Media Briefing Assistant

Media Registration Coordinator

AV Production & Support Staff

Admin Support Coord
Admin Support Staff

EOC Liaison
Mental Health Liaison
Legal Counsel*

Media Monitor

Web Manager

POD Media Manager

* = DOES NOT REQUIRE FULLTIME STAFFING

REPORTS TO: JIC Operations Manager

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ If equipment/materials are not already present at workstations, retrieve from storage

❑ Assist with workstation set-up as needed

❑ Check operation of fax, computers, printers, and photocopiers

❑ Check for faxed media advisories released by affected agencies during activation

❑ Distribute media advisories to JIC staff

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Provide clerical support to spokespersons and other JIC staff

❑ Provide all JIC staff with copies of news releases, fact sheets, talking points and current command messages

❑ Ensure proper documentation and filing of news summaries, updates and handouts

❑ Manage logistics, including communications, equipment, supplies and shift changes

❑ Display current news releases, fact sheets, incident news clips and meeting notes

❑ Assist in distribution of news summaries

❑ Produce a casebook as a reference for future events (a compilation of all public information about the incident, including copies of news releases, fact sheets, talking points, news clippings, JIC-produced video and photographs, incident-specific reports that contain daily updates, and situation reports).

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes or other pertinent data if going off-shift

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

AT JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Forward a copy of the casebook to all the major response participants

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Administrative Support Coordinator

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ If equipment/materials are not already present at workstations, retrieve from storage

❑ Assist in distribution of supplies and workstation setup as needed

❑ Assist supervisor in operational check of fax, computers, printers, and photocopiers

❑ Check for faxed media advisories released by affected agencies during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Provide clerical support as needed during JIC operation

❑ Perform document control, including monitoring of hard copies of documents and faxes

❑ At the request of spokespersons, distribute (by fax, email, or hand delivery) media briefing summaries to JIC staff, EOC and other relevant partners

❑ Maintain other reports as deemed necessary

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes or other pertinent data if going off-shift

❑ Sign-out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

AT JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the Administrative Support Coordinator

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Lead PIO

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Consult with the Lead PIO to receive initial task list

❑ Establish computer and telephone link to the EOC and/or lead agency

❑ Read all media advisories released by the affected agencies during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

❑ Report the JIC operational to the EOC or lead agency

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Help coordinate information with other spokespersons

❑ Consult with management and public affairs personnel on public communications policies

❑ Schedule periodic media briefings upon direction of Lead PIO

❑ Respond to citizen and media information line queries as needed

❑ Assist in the activities for news and notifications

❑ Assist the Lead PIO in the overall management and coordination of media activities

❑ Assist and advise the Lead PIO on all public information matters relating to the incident, act as his/her representative during absences, and may be called upon to lead staff during the overnight shift as necessary

❑ Work with Writer to develop communication and outreach products (e.g. talking points, briefings, fact sheets, news releases and public service announcements)

❑ Support the communications needs of the Incident Commander

❑ Gather and coordinate information about the emergency with federal, state, county and city spokespersons/PIOs

❑ Maintain a comprehensive and current media list containing points of contact, phone, pager, cellular and fax numbers and e-mails addresses

❑ Assist in the implementation of communication requirements

❑ Collect prep questions for the next media briefing from the JIC staff, especially the Media Hotline team, and present them to the Lead PIO and Media Briefing Manager

- ❑ Help prepare speakers for interviews
- ❑ Provide a written summary of each media briefing to all JIC staff and the Incident Commander
- ❑ Assure information is being sent to all stakeholders through the Central Ohio Health Alert Network (COHAN)
- ❑ Help respond to inquiries from local, state and national governmental agencies
- ❑ Help identify special needs populations (e.g., non-English speakers, cultural differences, population age) which may require additional planning to ensure the information from the JIC is received and understood
- ❑ Help analyze public perception of ongoing events and make adjustments, if necessary, to messages
- ❑ Advise other spokespersons and the EOC of public rumors or incorrect information in media

DURING SHIFT CHANGES:

- ❑ Arrive 30 minutes prior to shift change
- ❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation
- ❑ Brief incoming shift member if going off-shift
- ❑ Turn over logs, notes or other pertinent data if going off-shift
- ❑ Sign-out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

AT JIC DEACTIVATION:

- ❑ Issue final news media advisory on termination of JIC operations
- ❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager
- ❑ Participate in final JIC staff debriefing
- ❑ Assist in the disassembly, inventory, and storage of all equipment and materials
- ❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)
- ❑ Be available for consultation on after-action report

REPORTS TO: JIC Operations Manager or Deputy Manager

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ If equipment/materials are not already present in the work areas, retrieve from storage

❑ Set up work areas

❑ Brief the JIC Operations Manager on status

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Assist in setup and use of audiovisual equipment during media briefings

❑ Produce and develop visual records of the incident for the JIC and provide audiovisual support as needed for use in JIC work areas

❑ Produce photographs of newspaper/magazine quality. Produce video and/or audio of broadcast quality

❑ Videotape and photograph within the JIC or at the incident scene as needed or requested

❑ Edit video and provide dubs/copies of digital photographs to media or JIC staff as requested

❑ Provide audiovisual support as needed for use in JIC work areas

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes or other pertinent data if going off-shift

❑ Sign-out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

AT JIC DEACTIVATION:

❑ Provide audiovisual documentation of the deactivation as requested.

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: COHAN Coordinator

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ If equipment/materials are not already present in the work areas, retrieve from storage

❑ Obtain briefing from COHAN Coordinator on status

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Identify critical liaison groups

❑ Identify clinician groups

❑ Prepare information for and briefings to clinicians and coordinate information dissemination

❑ Coordinate information dissemination with COHAN coordinator and hospital liaison

❑ Arrange for routine briefings to key clinician networks

❑ Prepare information in appropriate formats for clinicians

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes or other pertinent data if going off-shift

❑ Sign-out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

AT JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Assistant PIO. **(Must have organization leader status to be able to effectively fill this job. See COHAN procedures in appendix to this document).**

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Receive briefing from Assistant PIO

❑ If equipment/materials are not already present in the work areas, retrieve from storage

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Log-in to the COHAN system

❑ Develop and clear for release any additional COHAN messages

❑ Attend all media briefings

❑ Write, organize, and send all messages through the COHAN using the Everbridge system at www.everbridge.com

❑ Work with the Assistant PIO and assigned liaisons to determine when and what information needs to be sent to all key stakeholders

❑ Keep a record of all messages sent through the COHAN

❑ Document all message delivery results

❑ Communicate with the Everbridge system in the result of a system error or interruption

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes or other pertinent data if going off-shift

❑ Sign-out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

AT JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the Assistant PIO

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

JOB DESCRIPTION: Serve as the primary liaison between the JIC and the EOC. Coordinate with Lead PIO on information regarding EOC activities. Obtain copies of all updates distributed by the EOC. Assure important EOC information is shared with Writer and Lead PIO and is incorporated in JIC media briefings to assure one consistent message. Respond to EOC related hotline queries as needed. Advise EOC of public rumors/incorrect information in media from JIC.

REPORTS TO: Lead PIO

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Consult with EOC to obtain information on initial response to emergency

❑ Read all updates released by the EOC during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Coordinate with Lead PIO on information regarding EOC activities

❑ Advise EOC of public rumors/incorrect information in media

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes or other pertinent data if going off-shift

❑ Sign-out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

AT JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the Lead PIO

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Incident Commander/Lead PIO

ON ARRIVAL AT INCIDENT COMMAND POST:

❑ Don agency ID badge and/or PIO vest

❑ Give personal accountability tag (PAT) to Accountability Officer

❑ Obtain situational briefing from the field incident command staff

❑ Obtain JIC briefing and review initial media objectives with Lead PIO

❑ Set up briefing area for media under the direction of the field Incident Commander

DURING FIELD INCIDENT OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Serve as a liaison between JIC operations and the field incident command

❑ Provide regular updates to Lead PIO and field Incident Commander

❑ Prioritize, track, and respond to all on-site media requests

❑ Obtain approvals for release of information from Lead PIO

❑ Request any needed communication materials from the Lead PIO

❑ Coordinate on-site media briefings and/or interviews

❑ Work with JIC operations to coordinate and triage all field/on-site media requests

❑ Assign or act as spokesperson for basic media inquiries

❑ Organize, brief and provide talking points/message materials to spokesperson

❑ Provide approved materials to on-site media

❑ Direct media requests that cannot be sufficiently handled on-site to Lead PIO

❑ Establish schedule of regular briefings for on-site media as appropriate, working with Lead PIO and the field Incident Commander

❑ Coordinate with Lead PIO to distribute relevant materials to media as needed

❑ Provide regular updates to Lead PIO and field Incident Commander

❑ Inform on-site media of the physical areas to which they have access and those areas that are restricted

❑ Coordinate with Lead PIO to schedule expert spokespersons that are needed

❑ Document media activities and media requests on log form

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Don agency ID badge and/or PIO vest

❑ Give personal accountability tag (PAT) to Accountability Officer

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes or other pertinent data if going off-shift

❑ Turn in PIO vest (as applicable) and retrieve PAT if going off-shift

AT FIELD COMMAND POST DEACTIVATION:

❑ Coordinate with Lead PIO and field Incident Command for on-site deactivation procedures

❑ Participate in final field command post staff debriefing

❑ Turn in PIO vest (as applicable) and retrieve PAT

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the Lead PIO

❑ Be available for consultation on the after-action report

REPORTS TO: COHAN Coordinator

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Establish telephone, radio or email link with hospitals

❑ Consult with hospitals to obtain information on initial response to emergency

❑ Locate and read all media advisories released by the hospitals during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Coordinate with COHAN Coordinator about information regarding hospital activities

❑ Serve as the primary liaison between the JIC and the hospitals

❑ Obtain copies of all releases distributed by the hospitals

❑ Assure important hospital information is shared with the Writer and Lead PIO and is incorporated in JIC media briefings for consistent messaging

❑ Arrange hospital spokesperson(s) for media briefings

❑ Work with the Lead PIO and the hospital spokesperson(s) prior to each media briefing

❑ Respond to hospital-related public/media hotline queries

❑ Advise hospitals of public rumors/incorrect information in media

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes or other pertinent data if going off-shift

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign-out at the Admin Support Workstation and turn-in badge (as applicable)

❑ Be available for consultation on the after-action report

Franklin County Hospital Public Information Officers (Last Updated 08/07/09)				
Agency	**PIO**	**Cell/Pager**	**Work**	**Email**
Nationwide Children's Hospital	Mary Ellen Fiorino	614-847-7939	614-722-4595	fiorinoM@chi.osu.edu
Nationwide Children's Hospital	Pam Barber	614-847-7939	614-722-4595	pbarber@chi.osu.edu
Mt. Carmel Health Systems	Janice Piscitelli		614-234-2000	jpiscitelli@mchs.com
OSU Medical Center	David Crawford		614-293-3737	crawford.1@osu.edu
OhioHealth	Mark Hopkins	614-309-8674	614-566-5060	mhopkins@ohiohealth.com

REPORTS TO: Lead PIO.

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Activate the Emergency Hotline system

❑ Assure the capability for calls to roll to the City of Columbus' 311 Call Center and Public Utilities Call Center, if needed, once HandsOn Central Ohio call capacity is reached

❑ Read all media advisories released by affected agencies during activation

❑ Setup phone equipment for use by PIOs in the JIC

❑ Provide each call center manager with an initial statement, if available

❑ Brief the JIC Operations Manager and the Lead PIO on status of hotline

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Attend all media briefings

❑ Follow the All-Hazard Franklin County and Columbus Emergency Hotline Activation Protocol

❑ Serve as the primary liaison with the on-site Hotline Managers at HandsOn Central Ohio, the City of Columbus 311 Call Center, and Department of Public Utilities

❑ Assure that all hotline scripts, fact sheets, etc, are distributed to the on-site Hotline Managers for distribution to all operators

❑ Assure that all old scripts are discarded as necessary

❑ Work with the on-site Hotline Managers to assure all operators record each incoming call on the Hotline Log Sheet

❑ Retrieve and maintain logs of incoming calls (at end of shift) from the on-site Hotline Managers

❑ Report call log data to the Lead PIO

❑ Determine information needs (including rumors) of the community and discuss with Lead PIO about methods to meet those needs

❑ Receive questions from the Hotline Manager that are unable to be answered, and work with the Lead PIO to find the answers and provide the new information back to the on-site Hotline Managers

❑ Return all calls to the public awaiting the answers and log that information

❑ Maintain a comprehensive and current log of information released

❑ Provide updates, information and news summaries to the on-site Hotline Coordinators at HandsOn Central Ohio, the City of Columbus 311 Call Center, and Public Utilities Call Center

❑ Report public or media-derived rumors to the Lead PIO

❑ Ensure proper use of inquiry forms and logs

❑ Provide copies of generated documentation to the JIC Operations Manager

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes or other pertinent data if going off-shift

❑ Sign-out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the Lead PIO

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: JIC Operations Manager

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Obtain briefing from JIC Operations Manager

❑ Help ensure setup of sign-in sheets and availability of ID badges at Admin Support Workstation

❑ Assist in setting up the JIC workstations (Admin Support, Spokesperson/Lead PIO, Media Info Line & Monitoring, Professional & Public Info Line, Media Briefing Room)

❑ Ensure all workstation signs are in place

❑ If equipment/materials are not already present in the work areas, retrieve from storage

❑ Read all media advisories released during activation, and help ensure they are distributed to spokespersons and JIC staff

❑ Ensure all JIC staff members have signed in and have ID badges

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Assist the JIC Operations Manager as needed

❑ Coordinate VIP visits to JIC or incident area

❑ Help in providing updates for JIC staff

❑ Attend all media briefings

❑ Help in providing updates on JIC operational status to PIOs and spokespersons

❑ Help maintain records of all news summaries and media advisories issued by JIC

❑ Maintain incident map for JIC staff and media with information to include:

- General area affected
- Exact boundaries of evacuation areas
- Shelters opened
- Access control points
- Command post location

- Road closures
- Traffic reroutes around affected area
- Evacuation routes
- Worst disaster area

❑ Maintain status board for:

- Casualty figures
- Property damage
- Utility damage and repair status
- Major events/timeline in the course of the incident

❑ Assist the JIC Operations Manager in helping Lead PIO identify upcoming concerns and action items required for good JIC performance

❑ Be prepared to fill role of JIC Operations Manager during night shift

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes or other pertinent data if going off-shift

❑ Sign-out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Acquire copies of documentation generated from self and other JIC staff

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Participate in final JIC staff debriefing

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Lead PIO

ON ARRIVAL AT JIC:

❑ Setup Admin Support Workstation with sign-in logs, and prepare ID badges

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Assist in setting up the JIC workstations (Admin Support, Spokesperson/Lead PIO, Media Info Line & Monitoring, Professional & Public Info Line, Media Briefing Room) and ensure all workstation signs are in place

❑ If equipment/materials are not already present in the work areas, retrieve from storage

❑ Read all media advisories released during activation, and ensure they are distributed to spokespersons and JIC staff

❑ Ensure all JIC staff members have signed in and are wearing ID badges

❑ If Media Briefing Manager is unavailable, setup media registration desk in Media Briefing Room

❑ If Media Briefing Manager is unavailable, ID and escort media as needed

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Provide updates for JIC staff

❑ Attend all media briefings

❑ Assure JIC Staff complete ICS-214 "Unit Log" and any other required documentation

❑ Supervise JIC daily operations

❑ Execute plans and policies as directed by the Lead PIO

❑ Assure JIC is established and functioning including adequate staffing and equipment

❑ Complete the "JIC Staff Contact List"

❑ Coordinate with security officer to control media access during JIC operations

❑ Consult with Lead PIO to establish staff work hours and daily operating schedule

❑ Notify stakeholders that the JIC has been activated

❑ Fax, duplicate and file all media advisories if admin support staff is not available

❑ Coordinate VIP visits to the JIC and media briefings

❑ Track all expenses

- ❑ Work with Lead PIO to procure needed equipment following standard procedure
- ❑ Coordinate activities with spokespersons/PIOs
- ❑ Maintain JIC operations log book
- ❑ Work with Lead PIO to assess skills and capabilities of available JIC staff and match with appropriate positions when possible
- ❑ Provide orientation for newly arriving or assigned JIC staff (this task may be delegated)
- ❑ Consult Lead PIO about unresolved or sensitive issues
- ❑ Ensure relevant information is easily accessible for use by JIC personnel and to staff answering phones and producing written products
- ❑ Manage overall operations and administrative activities including media briefing room, administrative support and facility management
- ❑ Provide updates on JIC operational status to PIO and spokespersons
- ❑ Maintain records of all news summaries and media advisories issued by JIC
- ❑ Help Lead PIO I.D. upcoming concerns and action items
- ❑ Coordinate flow of information among spokesperson, workroom, and media monitoring rooms to facilitate rumor control and responses to inquiries
- ❑ If Media Briefing Manager is unavailable, perform media registration, issue media name tags, and direct media to proper locations
- ❑ Assist in the coordination of media access during activation and operations
- ❑ Maintain contact with security officer
- ❑ Maintain other reports as deemed necessary

DURING SHIFT CHANGES:

- ❑ Arrive 30 minutes prior to shift change prepared to coordinate JIC staff changes
- ❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation
- ❑ Brief incoming shift member if going off-shift
- ❑ Turn over logs, notes, or other pertinent data if going off-shift
- ❑ Debrief JIC staff and brief relief staff
- ❑ Sign-out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

- ❑ Acquire copies of documentation generated from self and other JIC staff
- ❑ Ensure all equipment and materials are disassembled, inventoried and stored
- ❑ Lead the final JIC staff debriefing
- ❑ Sign-out at the Admin Support Workstation and turn in badge (as applicable)
- ❑ Work with the Writer and Lead PIO to produce an After-Action Report

REPORTS TO: Incident Commander (most often the Lead PIO will be the Public Information Officer from the authority having jurisdiction)

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Assign JIC job duties

❑ Establish and maintain communications (by phone, email or MARCS radio) with the Incident Commander

❑ Establish computer/telephone link to the EOC

❑ Assign JIC job duties

❑ Consult with the JIC Operations Manager to confirm all critical positions are staffed

❑ Coordinate with the Incident Commander on the frequency and number of media briefings and post the time for the first briefing

❑ Read all media advisories released by the affected agencies during activation

❑ Establish set times to meet with the JIC staff during operation

❑ Advise Incident Commander when the JIC is operational

❑ Issue JIC activation advisory to the media when JIC is adequately staffed (see sample document in this manual)

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Assist in the implementation of communication requirements

❑ Perform overall management and coordination of media activities

❑ Perform duties of Assistant PIO if staffing is insufficient

❑ Support the information needs of the response

❑ Establish, maintain and deactivate the JIC

❑ Represent and advise the IC on all incident public information matters

❑ Attend all Emergency Operation Center (EOC) meetings/briefings

❑ Submit news release and other communication to the IC for approval prior to public release

❑ Release information to the media and the EOC about the JIC being operational

❑ Work with the JIC Operations Manager to fill needed JIC staff positions

❑ Lead JIC staff meetings using "Meeting Checklist" found in this manual

- ❏ Hold meetings with JIC staff immediately following each media briefing to assure all new information, policies or outcomes are shared

- ❏ Encourage open and successful internal communications among JIC participants

- ❏ Determine frequency of media briefings

- ❏ Immediately follow-up on any unanswered media questions following each media briefing

- ❏ Oversee the activities for news and notifications

- ❏ Oversee all preparation for media briefings

- ❏ Analyze public perception of ongoing events and make any needed adjustments to messages

- ❏ Moderate all news briefings using "News Briefing Checklist" found in this manual

- ❏ Act as spokesperson upon request

- ❏ Assure information is being sent to all stakeholders through the Central Ohio Health Alert Network (COHAN)

- ❏ Create an open line of communication with PIOs who may be involved in the scene but do not have representation in the JIC to assure one consistent message

- ❏ Coordinate information with other spokespersons

- ❏ Schedule periodic media briefings

- ❏ Respond to public and media information line queries as needed

- ❏ Advise other spokespersons and the EOC of public rumors and incorrect info in media

DURING SHIFT CHANGES:

- ❏ Arrive 30 minutes prior to shift change

- ❏ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

- ❏ Brief incoming shift member if going off-shift

- ❏ Turn over logs, notes, or other pertinent data if going off-shift

- ❏ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

- ❏ Issue final news media advisory on termination of JIC operation

- ❏ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

- ❏ Lead final JIC staff debriefing

- ❏ Assist in disassembly, inventory, and storage of all equipment and materials

- ❏ Sign out at the Admin Support Workstation and turn in badge (as applicable)

- ❏ Work with the JIC Operations Manager and Writer to complete an After-Action report for the Incident Commander

REPORTS TO: Media Briefing Manager

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Assist in setup of media registration desk

❑ If equipment/materials are not already present in work area, retrieve from storage

❑ Assist the Media Briefing Manager with the coordination and control of media

❑ Assist in setup of status boards, maps and visual aids in briefing area

❑ Assist in setup of tables, podium, microphones and audiovisual equipment

❑ Read all media advisories released by affected agencies during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ If media briefings need to be held offsite, follow the "Offsite Media Briefing Protocol" found in this manual, and assure parking is arranged for spokespersons

❑ If media briefings will be held off-site, arrive at that determined location early for set-up and coordination

❑ Assist Media Registration Staff as needed in directing media to proper location

❑ Assist Media Briefing Manager, as needed, in directing media to proper locations

❑ Assist in the coordination and control of media access during JIC operations and media briefings

❑ Assist in update of status boards and subsequent media briefing clock

❑ Prepare a summary of each media briefing

❑ Assist with all duties of the Media Briefing Manager

❑ Assist in deactivation of JIC and storage of briefing room equipment and supplies

❑ May be called upon to be Media Briefing Manager during night shift

DURING SHIFT CHANGES:

- ❑ Arrive 30 minutes prior to shift change

- ❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

- ❑ Brief incoming shift member if going off-shift

- ❑ Turn over logs, notes, or other pertinent data if going off-shift

- ❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

- ❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

- ❑ Participate in final JIC staff debriefing

- ❑ Assist in disassembly, inventory, and storage of all equipment and materials

- ❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

- ❑ Be available for consultation on the after-action report

REPORTS TO: JIC Operations Manager

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Ensure /assist with setup of media registration desk outside media briefing room

❑ Ensure media representatives are identified and escorted to either the media briefing room or the media workroom

❑ If equipment/materials are not already present in work area, retrieve from storage

❑ Ensure proper arrangement of tables, podium, microphones and organization signs

❑ Setup status board, maps and other visual aids in briefing area

❑ Report status of briefing room to the JIC Operations Manager

❑ Read all media advisories released by affected agencies during activation

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Maintain status board, maps and other visual aids in the briefing room and media workroom with current data

❑ Escort media as needed and coordinate media access during JIC activation and operations

❑ Promote story and feature ideas to media

❑ Update media as needed on logistics (time, place) regarding upcoming media briefings

❑ If the media briefing needs to be held offsite, follow the "Offsite Media Briefing Protocol" found in this manual

❑ Assure parking is arranged for spokespersons

❑ Work with the Lead PIO to schedule appropriate spokespersons and VIPs necessary to conduct interviews with the media, community and distinguished visitors

❑ Work with the Lead and Assistant PIOs to prepare answers to anticipated questions and prepare spokespersons for the next media briefing

❑ If the media briefing needs to be held offsite, follow the "Offsite Media Briefing Protocol" found in this manual

❑ Assist reporters with any additional needs immediately following each media briefing

❑ Work with the Assistant PIO in taking notes of all media briefings

❑ If media briefings will be held off-site, arrive at that determined location early for set-up and coordination

❑ Assist the media with their technical needs (e.g., best location for media vans, setup of satellite dish, electrical hookup locations)

❑ Provide pre-briefing welcome and overview, including discussion of media-briefing ground rules if the Lead PIO is unavailable

❑ Ensure summaries of media briefings are prepared

❑ Update status boards and time of subsequent media briefing

❑ Distribute any media advisories or handouts to media

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes, or other pertinent data if going off-shift

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Hotline Coordinator.

ON ARRIVAL AT JIC:

- ❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation
- ❑ If equipment/materials are not already present in the work area, retrieve from storage
- ❑ Assist in installation/test of telephones
- ❑ Obtain adequate supplies
- ❑ Review media advisories
- ❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

- ❑ Document significant actions taken on form ICS-214 "Unit Log"
- ❑ Answer all incoming media calls
- ❑ Report rumors to Lead PIO and Hotline Coordinator
- ❑ Log all calls on the media log sheet
- ❑ Return all pending media calls
- ❑ Report media call questions to the Assistant PIO for media briefing preparation
- ❑ Respond to routine inquiries using pre-approved talking points, speaker preparation, news releases and fact sheets
- ❑ Report rumors quickly to the Lead PIO

DURING SHIFT CHANGES:

- ❑ Arrive 30 minutes prior to shift change
- ❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation
- ❑ Brief incoming shift member if going off-shift
- ❑ Turn over logs, notes, or other pertinent data if going off-shift
- ❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the Hotline Coordinator

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Lead PIO

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Read all media advisories released by affected agencies during activation

❑ Distribute media advisories to other media monitoring team members

❑ If equipment and materials are not already present in work area, retrieve from storage

❑ Set TV monitors to designated stations

❑ Set radios to designated stations

❑ Check operation of cassette recorder for radio broadcasts

❑ Begin media report log

❑ Brief the JIC Operations Manager on media monitoring status

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Determine primary newspaper, radio, television and Internet outlets to monitor

❑ Monitor pre-designated TV and radio stations

❑ Monitor and record appropriate news broadcasts (see "Media Monitoring Worksheet" located in this manual)

❑ Work with Audiovisual Support Staff to provide video/audio tapes of news broadcasts and printed clips to the Lead PIO, Assistant PIO or the EOC if requested

❑ Provide a report of updated information at any time upon request

❑ Identify potential issues, problems and/or detrimental rumors and report the information immediately to the Lead PIO and appropriate agency or office

❑ Monitor the perceptions of the affected communities concerning the progress of the response and report to Lead PIO

❑ Review media advisories

❑ Report any discrepancies in news reports to the Lead PIO

❑ Respond to inquiries using news summaries or previously approved information

❑ Using inquiry forms, provide questions to the Lead PIO as needed

❑ Report rumors quickly to the Lead PIO

❑ Maintain such logs or other reports as deemed necessary

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes, or other pertinent data if going off-shift

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Participate in final JIC staff debriefing

❑ Assist in deactivation of JIC and storage of briefing room equipment and supplies

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Media Briefing Manager

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ If equipment/materials are not already present in work area, retrieve from storage

❑ Set up media registration desk in the hall outside of media briefing room

❑ Assist the Media Briefing Manager in identifying media representatives and escorting them to the media briefing room or the media workroom

❑ Secure supply of media folders and badges

❑ Inform the Media Briefing Manager on status of media registration

❑ Read all media advisories released by affected agencies during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Assure that, upon arrival, all media personnel register at the media briefing location

❑ Dispense media name tags

❑ Direct media to proper locations

❑ Ensure media registration

❑ Work with security officer in coordinating media access during JIC operations

❑ Disperse media name tags

❑ Direct media to proper locations

❑ Assist in the coordination of media access during activation and operations

❑ Maintain contact with Security Officer and Media Briefing Manager

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes, or other pertinent data if going off-shift

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the Media Briefing Manager

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Hotline Coordinator. (****Important Note:** The Medical Hotline Team should have an extensive medical background and training. Suitable candidates for this position would be doctors or nurses. The Medical Hotline Team operates from the Franklin County Public Health or Columbus Public Health. Refer to the "Hotline Protocol" located in this manual for details.)

ON ARRIVAL AT FRANKLIN COUNTY OR COLUMBUS HEALTH:

❑ Sign-in and don agency ID badge

❑ Obtain situational briefing from Hotline Coordinator

❑ Obtain orientation to hotline workstation

DURING HOTLINE OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Respond to medical related questions from the public that have been triaged from HandsOn Central Ohio, the City of Columbus 311 Call Center, or the Department of Public Utilities

❑ Respond to professional inquiries (e.g., doctors, nurses) concerning the activities and conditions in the affected area

❑ Respond to inquiries using news summaries or previously prepared information

❑ Log any inquiry that cannot be answered immediately; notify the Hotline Coordinator and return the call when the answer is known

❑ Using inquiry forms, provide questions to Hotline Coordinator as needed

❑ Report rumors to Hotline Coordinator

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes, or other pertinent data if going off-shift

❑ Sign out if going off-shift

DURING MEDICAL HOTLINE DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the Hotline Coordinator

❑ Participate in final medical hotline staff debriefing

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the Hotline Coordinator

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out from hotline location

❑ Be available for consultation on the after-action report

REPORTS TO: Lead PIO

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Set up work area

❑ Establish telephone link with participating agency mental health counselors

❑ Locate and read all media advisories released by affected agencies during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Assess ongoing situation from a mental health perspective and make recommendations

❑ Confer with mental health counselors within or assisting in affected area

❑ Draft supporting documents such as talking points or fact sheets as needed

❑ Participate in media briefings as needed

❑ Work with Staff Support personnel to provide mental health recommendations for JIC staff

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes, or other pertinent data if going off-shift

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Lead PIO

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Consult with the Lead PIO to receive initial task list

❑ Read all media advisories released by the affected agencies during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Work with the Lead PIO and Incident Commander to determine which POD location has been designated as the "Media POD"

❑ Establish telephone and/or radio link to the Safety Officer/Media Liaison Officers on-site at each operating POD location

❑ Help coordinate information with the Safety Officer/Media Liaison Officers on-site at each operating POD location

❑ Schedule media briefings at a POD location as directed by the Lead PIO and Incident Commander

❑ Ensure relevant information is displayed for use by JIC staff and it is easily accessible to staff answering phones and producing written products

❑ Elevate unresolved or sensitive issues to Lead Agency PIO

❑ Provide orientation for newly arriving or assigned Safety Officer/Media Liaison Officers (this task may be delegated as appropriate)

❑ After consult with lead agency PIO, follow SOP to procure needed equipment

❑ Track all expenses

❑ Help analyze public perception of ongoing events and make necessary adjustments to messages

❑ Help identify diverse groups (e.g., non-English speakers, cultural differences, population age) which may require additional planning to ensure the information from the PODs is received and understood

❑ Help prepare speakers before interviews. Help respond to inquiries from local, state and national governmental agencies

❑ Assist in the implementation of communication requirements

- ❑ Assist in the activities for news and notifications
- ❑ Work with JIC Operations Manager to maintain a comprehensive and current media list containing points of contact, phone, pager, cellular and fax numbers and e-mail
- ❑ Help to gather and coordinate information about the emergency with federal, state, county and city spokespersons/PIOs
- ❑ Assure all media functions at the PODs are well organized and operating effectively
- ❑ Work with Writer and the Lead PIO to develop clear communication to the media about which POD has been designated as the "Media POD" (include hours and contact info)
- ❑ Coordinate control of media access during activation and operations with the Safety Officer/Media Liaison Officers who are on-site at the PODs
- ❑ Serve as the primary point of contact in the JIC with the Safety Officer/Media Liaison Officers who are on-site at the PODs and help support their communications needs
- ❑ Work with Writer and the Lead PIO to develop communication and outreach products (e.g., talking points, briefings, fact sheets, news releases and public service announcements) for distribution at the PODs and through the media and hotlines
- ❑ Provide direction to the Safety Officer/Media Liaison Officer at each POD to ensure all functions are well organized and operating efficiently
- ❑ Execute plans and policies as directed by the Lead PIO
- ❑ Supervise the media operations occurring in all operating POD locations
- ❑ Respond Safety Officer/Media Liaison Officer and media queries as needed
- ❑ Advise other spokespersons and the EOC of public rumors or incorrect info in media

DURING SHIFT CHANGES:

- ❑ Arrive 30 minutes prior to shift change
- ❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation
- ❑ Brief incoming shift member if going off-shift
- ❑ Debrief Safety Officer/Media Liaison Officers at end of shift
- ❑ Turn over logs, notes, or other pertinent data if going off-shift
- ❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

- ❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager
- ❑ Participate in final JIC staff debriefing
- ❑ Assist in disassembly, inventory, and storage of all equipment and materials
- ❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)
- ❑ Be available for consultation on the after-action report

REPORTS TO: Hotline Manager at offsite call center **(**During a large scale emergency the public hotline team will be housed at HandsOn Central Ohio, the City of Columbus 311 Call Center, and the Department of Public Utilities, and medical calls will be handled at the Franklin County Public Health and Columbus Public Health. See protocol located in this manual).**

ON ARRIVAL AT OFFSITE CALL CENTER:

❑ Sign-in and don agency ID badge, or obtain an ID from call center

❑ Assist in installation/test of telephones (if requested)

❑ Obtain adequate supplies

❑ Review initial media advisories

DURING CALL CENTER OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Maintain such logs or other reports as deemed necessary

❑ Respond to public inquiries concerning the activities and conditions in the affected area

❑ Report rumors to the Hotline Manager who is onsite at the telephone bank location

❑ Use only information previously approved in writing; other questions should be referred back to the JIC through the Hotline Coordinator to be answered

❑ Note any inquiry that cannot be answered immediately; notify the Hotline Coordinator and return the call when the answer is known (in the case of more technical or follow-up questions, the Hotline Coordinator may request the spokesperson who answered the question call the inquirer directly)

❑ Respond to inquiries using news summaries or previously prepared information

❑ Using inquiry forms, provide questions to Hotline Coordinator/Manager as needed

❑ Report rumors to your Hotline Manager who will forward them to the Hotline Coordinator in the JIC

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from call center

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes, or other pertinent data if going off-shift

❑ Sign out and turn in badge (as applicable) if going off-shift

DURING CALL CENTER DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the Hotline Coordinator

❑ Participate in final call center staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: JIC Operations Manager

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Set up work area

❑ Establish telephone link with participating agency mental health counselors

❑ Locate and read all media advisories released by affected agencies during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Assist JIC staff with critical "off site" responsibilities

❑ Work with mental health liaison to provide appropriate activities for JIC staff during breaks

❑ Observe JIC staff for signs of stress and inappropriate behavior. Report concerns to Mental Health Liaison and JIC Operations Manager

❑ Provide for staff rest periods and relief

❑ Display non-incident morale boosters, e.g. other news, sports, comics, etc

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes, or other pertinent data if going off-shift

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Assistant PIO

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Set up work area

❑ Establish telephone link with web offices at participating agencies

❑ Locate and read all media advisories released by affected agencies during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Format and publish cleared and approved materials on the appropriate web site as determined by the Lead PIO and the Incident Commander

❑ Assist in preparing documents and materials for distribution via web sites

❑ Organize and manage event-related web sites and web pages

❑ Create links to other governmental agency web sites as appropriate

❑ Update web sites frequently with new and changing information

❑ Expect to start publishing information within one to two hours of JIC activation

❑ Release information to other partner web site operators as appropriate

❑ If the incident warrants, begin developing special web pages for the event

❑ Assist the Central Ohio Health Alert Network Coordinator with distribution of messages to stakeholders

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes, or other pertinent data if going off-shift

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Assure final information is available on all web sites; be sure to include all pertinent recovery information

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Lead PIO

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Establish computer and telephone link to the EOC or lead agency

❑ Consult with the Lead or Assistant PIO to receive initial task list

❑ Read all media advisories released by the affected agencies during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Develop and clear for release communication products (e.g., news releases, talking points, briefings, fact sheets and public service announcements)

❑ Coordinate information with other spokespersons

❑ Submit prepared communication and outreach products to the Lead PIO for the approval process

❑ Assist in preparing speakers before interviews

❑ With the Lead and Assistant PIO, write and work on the development of communication and outreach products (e.g., news releases, talking points, briefings, fact sheets and public service announcements)

❑ Assist in the implementation of communications requirements as needed

❑ Attend all media briefings

❑ Assist with responding to citizen and media information line queries as needed

❑ Advise other spokespersons and the EOC of public rumors/incorrect information in media

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes, or other pertinent data if going off-shift

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Issue final news media advisory on termination of JIC operation

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Work with the Lead PIO and JIC Operations Manager to complete an After-Action report for the Incident Commander

Additional Staff

**The following positions may or may not be located
at the JIC and do not require full-time staffing**

REPORTS TO: Lead PIO or the Incident Commander

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Set up work area

❑ Establish telephone link with participating agency legal counselors

❑ Locate and read all media advisories released by affected agencies during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log

❑ Coordinate notification to outside agencies and elected officials through government liaison

❑ Assess ongoing situation from a legal perspective and make recommendations

❑ Confer with legal counsel from participating agencies

❑ Draft legal documents as needed

❑ Participate in media briefings as needed

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes, or other pertinent data if going off-shift

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: JIC Operations Manager.

UPON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Establish security command post

❑ Monitor and have authority over the security of the JIC

❑ Organize and enforce facility protection and traffic flow/security

❑ Secure the JIC and other sensitive or strategic areas from unauthorized access

❑ Work with Media Briefing Manager to establish access protocols, identification, etc

❑ Communicate with law enforcement to secure and post non-entry signs around unsafe areas

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes, or other pertinent data if going off-shift

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Lead PIO

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Establish telephone or computer link with department/agency

❑ Advise department/agency of the JIC status

❑ Read all media advisories released by affected agencies during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Maintain communications with department/agency

❑ Act as spokesperson for department/agency during news briefings

❑ Respond to citizen information line and media queries as needed

❑ Advise JIC staff of public rumors/incorrect information in media

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes, or other pertinent data if going off-shift

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

REPORTS TO: Lead PIO

ON ARRIVAL AT JIC:

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Establish telephone/computer link with State EOC

❑ Advise State EOC of the JIC status

❑ Assist in setting up the spokesperson workroom

❑ Consult with State EOC to obtain info on initial state response to the emergency

❑ Establish contact with all county/city EOCs

❑ Read all media advisories released by affected agencies during activation

❑ Meet with the JIC staff prior to the JIC being declared operational

DURING JIC OPERATIONS:

❑ Document significant actions taken on form ICS-214 "Unit Log"

❑ Maintain communications with State EOC

❑ Act as PIO for State during news briefings (if requested)

❑ Determine appropriate spokesperson for State

❑ Respond to citizen and media hotline queries as needed

❑ Advise other spokespersons, Lead PIO, and the state EOC of public rumors/incorrect info in media

DURING SHIFT CHANGES:

❑ Arrive 30 minutes prior to shift change

❑ Sign-in and don agency ID badge, or obtain an ID from Admin Support Workstation

❑ Brief incoming shift member if going off-shift

❑ Turn over logs, notes, or other pertinent data if going off-shift

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable) if going off-shift

DURING JIC DEACTIVATION:

❑ Forward this completed checklist, completed form ICS-214, and any other generated documentation to the JIC Operations Manager

❑ Participate in final JIC staff debriefing

❑ Assist in disassembly, inventory, and storage of all equipment and materials

❑ Sign out at the Admin Support Workstation and turn in badge (as applicable)

❑ Be available for consultation on the after-action report

Central Ohio Public Information Network
JOINT INFORMATION CENTER & CRISIS COMMUNICATION PLAN

Section: APPENDIX 34: JIC Staffing at Various Levels | **Effective Date:** November 10, 2009

No.	Job Title	25	18	13	8	5
1.	Administrative Support Coordinator	X	X			
2.	Administrative Support Staff	X				
3.	Assistant PIO	X	X	X	X	X
4.	Audiovisual Production and Support	X	X			
5.	Clinician Liaison	X				
6.	COHAN Coordinator	X	X	X	X	X
7.	EOC Liaison	X				
8.	Field PIO	X				
9.	Hospital Liaison	X	X	X	X	
10.	Hotline Coordinator	X	X	X	X	X
11.	JIC Deputy Operations Manager	X	X	X		
12.	JIC Operations Manager	X	X	X	X	X
13.	Lead PIO	X	X	X	X	X
14.	Media Briefing Assistant	X				
15.	Media Briefing Manager	X	X	X		
16.	Media Hotline	X	X	X		
17.	Media Monitor	X	X	X	X	
18.	Media Registration Coordinator	X				
19.	Medical Hotline Team	X	X	X		
20.	Mental Health Liaison	X	X	X		
21.	Point of Distribution (POD) Manager	X	X			
22.	Public Hotline Team	X	X			
23.	Staff Support	X				
24.	Web Content Manager	X	X	X	X	
25.	Writer	X	X	X		

When the number of available personnel does not allow for full JIC staffing, it is recommended critical tasks be combined. An example would be for the assistant PIO to assume the duties of the writer. (**Important Note: More than one person can fill a job duty if additional staff is available. For example, you may need more than one writer.)**

Central Ohio Public Information Network
JOINT INFORMATION CENTER & CRISIS COMMUNICATION PLAN

Section: APPENDIX 35: JIC Staff Contact List | **Effective Date:** November 10, 2009

Position	Name	Agency	Phone
Administrative Support Coordinator			
Administrative Support Staff			
Assistant PIO			
Audiovisual Production and Support			
Clinician Liaison			
COHAN Coordinator			
EOC Liaison			
Field PIO			
Hospital Liaison			
Hotline Coordinator			
JIC Deputy Operations Manager			
JIC Operations Manager			
Lead PIO			
Media Briefing Assistant			
Media Briefing Manager			
Media Hotline Team			
Media Monitor			
Media Registration Coordinator			
Medical Hotline Team			
Mental Health Liaison			
POD Media Manager			
Public Hotline Team			
Staff Support			
Web Manager			
Writer			

Instructions to Activate the Central Ohio Health Alert Network (COHAN)

Overview of the COHAN

COHAN is a web-based system designed to keep local public health leaders in communication with their stakeholders during a health-related emergency. Columbus Public Health and the Franklin County Public Health have allowed COPIN to use their COHAN system to call out COPIN members during an emergency.

The COHAN system will notify COPIN members based on the user's personal settings. It is able to contact via e-mail, telephone, fax, Blackberry, and other devices. If the user does not confirm receipt of the message on one device the system moves to the second device chosen, and so on.

****

To Activate COPIN Members through the COHAN:

When the Incident Commander has determined that a JIC is to be opened you may utilize the COHAN to contact the Central Ohio Public Information Network (COPIN) to help staff the JIC. Calling on COPIN is simple.

1. Call 614-525-6303. This is a 24-hour number that is dedicated to taking COPIN call out requests. The operator at this number will pass your request onto the COPIN Board Member on call who will then return your call to gather more information regarding the emergency and what resources are needed and available.

2. The COPIN Board Member will then call for COPIN members to volunteer to serve during your emergency.

3. You will be provided with information regarding who is coming and when.

If you have any questions regarding how to call COPIN during an emergency, contact any COPIN Board Member.

****

To Use the COHAN for Stakeholder Notification:

When the Incident Commander has determined that a JIC is to be opened, you may utilize the COHAN to contact the Central Ohio Public Information Network (COPIN) to help staff the JIC. The following are detailed instructions on how to contact stakeholders via the COHAN system. ****It is ideal to fill the COHAN Coordinator position with one of the staff members mentioned below**:**

4. Call Mike McNutt with Columbus Public Health.
   Work: 614-645-2404
   Cell: 614-604-5895
   E-mail: mmmcnutt@columbus.gov

5. If you are unable to reach McNutt, contact Randy Carver with Franklin County Public Health.
   Work: 614-525-3699
   Cell: 614-561-3200
   E-mail: randycarver@franklincountyohio.gov

6. If you are unable to reach McNutt or Carver, contact Mitzi Kline with Franklin County Public Health.
   Work: 614-525-3028
   Cell: 614-374-1924
   E-mail: mrkline@franklincountyohio.gov

7. If you are unable to reach McNutt, Carver, or Kline, contact Leslie diDonato with Columbus Public Health.
   Work: 614-645-7944
   Cell: 614-604-4955
   E-mail: ljdidonato@columbus.gov

8. Inform the reachable contact above that a JIC is opening and that you need to send a message out to all COPIN members asking them to help staff the JIC.

9. Email them a script of what you need COPIN Members to know:
   a. Where to report
   b. When to report
   c. Your Contact Information
   d. What to bring
   e. Overview of situation

10. The contact above will send your pre-written message via the COHAN system.

11. The contact will need to know if:

   a. You have a specific (or maximum) number of people you need

   b. If you would like the notification to ask the COPIN members a specific question (i.e. what time they can arrive)

12. Inform the contact above if there are any other messages that need to be sent via the COHAN prior to reporting to the JIC.

Note: Only COHAN users determined as an "Organization Leader" will be able to send messages to the entire COHAN system of users. COHAN users determined as a "Group Leader" can only send messages out to their group. "Members" can receive but not send messages.

If you have any questions or need to assign a user Organization Leader status contact:

- Randy Carver, Franklin County Public Health
  Work: 614-525-3699
  Cell: 614-561-3200
  E-mail: randycarver@franklincountyohio.gov

- Mike McNutt, Columbus Board of Health
  Work: 614-645-2404
  Cell: 614-604-5895
  E-mail: mmmcnutt@columbus.gov

NOTIFICATIONS CAN BE INITIATED IN FOUR WAYS:

1. Log on to www.everbridge.net to send your message via the web-based application.

2. Automated phone system, dial: 888-440-4911 and follow the prompts. (Dial 303-825-2212 if outside the United States.)

3. Everbridge live operator, dial: 877-220-4911 and follow the prompts. (Dial 877-230-9797 if outside the United States.)

4. Use the mobile application "Everbridge Aware". The app can be installed for free on most mobile devices.

THERE ARE FOUR TYPES OF NOTIFICATIONS THAT CAN BE SENT:

1. Send Notification. Notifications are messages (either text or voice) that are sent via contact paths to selected members.

2. Quota Notification. A notification where the sender chooses how many accepted responses he or she needs in order for the notification to stop broadcasting.

3. Polling Notification. A notification containing poll questions that members can respond to. You can use a polling notification to gauge your members' opinions.

4. Conference Notification. A notification that invites members to join a conference call.

Groups in the COHAN System (August, 2007)
(Note: not all groups contain all the necessary contacts.)

1. Assisted Living Facilities
2. Biowatch
3. CDRS – Children's Close to Home
4. CDRS – CPH and FCBH Group
5. CDRS – CPH Epi
6. CDRS – Infection Control Practitioners
7. CDRS – Laboratories
8. CDRS – Providers
9. CDRS – Sentinel Providers
10. CDRS – Urgent Care Centers
11. Central Ohio Public Information Network (COPIN)
12. Central Region CD Nurses
13. Central Region Emergency Preparedness
14. Central Region Epi
15. Central Region Health Commissioners
16. CMMRS Biowatch Advisory Committee
17. Columbus Elected Officials
18. Columbus Public Health Employees
19. Day Care Centers
20. Franklin County Elected Officials
21. Fire
22. Franklin County Public Health Employees
23. Franklin County City/Township/Village Officials
24. Franklin County Commissioners/Administration
25. Franklin County Emergency Management and Homeland Security
26. Hospitals
27. Large Businesses
28. Law Enforcement
29. Mental Health
30. Neighborhood Health Centers
31. Nursing Homes
32. ODH Food and Water Born Contacts
33. Rehabilitation Facilities
34. School Nurses
35. Schools
36. State Epi
37. Substance Abuse
38. Unified Command
39. University/College

(To be issued while JIC is being activated;
can also be read as an outgoing voice mail message)

(Your contact information)

NEWS MEDIA ADVISORY

At about **(time)** today, the **(your agency)** received reports of **(nature of the incident).**

We have a (system, plan, procedure, operation) **in place for just such an** (emergency, event) **and we are being assisted by** (other health officials, police, FBI, EOC) **as part of that plan.**

The situation is (under) (not yet under) **control and we are working with** (local, state, federal) **authorities to** (contain this situation, determine how this happened, determine what actions may be needed by individuals and the community to prevent this from happening again)**.**

Additional information will be provided as soon as possible.

Approved by: _____
Date: _____
Time: _____

NEWS MEDIA ADVISORY

MEDIA ADVISORY: NOT FOR PUBLICATION OR BROADCAST

CONTACT: **(name of contact)**   PHONE: **(number of contact)**

Date:

(County/name) Joint Information Center Opened

(Two or three sentences describing current situation)
(YOUR CITY) At about **(time)** today, the **(your agency)** received reports of **(nature of the incident)**. Due to this situation, the **(county or name)** joint information center (JIC) is being opened at the **(location).** See attached map.

(Insert actions being taken e.g., staff arriving at EOC and/or JIC)
Spokespersons from the **(your department)** and **(other agencies and partners)** will be available in the JIC to provide immediate updates on the situation and developments that may occur as a result of the situation. Media briefings, background information and interviews will be available at the JIC.

Reporters should enter the **(describe)** entrance of the building to sign in. A media workroom, equipped with telephones, is available at the JIC. A JIC representative will be present to meet with media representatives. All news briefings will be held in the JIC media briefing room.

NOTE TO EDITORS, ASSIGNMENT DESKS:
For information updates by telephone, a media telephone bank has been installed in the JIC.

The following telephone number is *FOR MEDIA USE ONLY*: **(123) 456-7890**.
Please do not release this number to the public. This is for media use only. The public will be given a different number for information.

 (Provide address, phone number for media and directions or a map to JIC).

Approved By: _____ *Date:* _____ *Time:* _____

Section: APPENDIX 40: All-Hazard Franklin County & Columbus Emergency Hotline System Activation	**Effective Date:** May 25, 2012

How to Activate the All-Hazard Franklin County and Columbus Emergency Hotline System

A. The Franklin County and Columbus Emergency Hotline system is built of many existing systems and is designed to be used for all-hazards incidents. The system uses HandsOn Central Ohio (211), the City of Columbus Call Center (311), and the City of Columbus Department of Public Utilities. Each entity will need to be notified when the hotline needs to be activated.

B. Call each agency representative and ask them to set up their hotline systems as necessary by following their individual protocols. For each agency contact the first representative. If that representative is unavailable, move on to the secondary contact if there is one. (All contact information is in the chart below.)

1. Requesting Agency PIO or designee (or agency can contact Franklin County Emergency Management & Homeland Security, which can then activate the system).

2. HandsOn Central Ohio-211
   a. Marilee Chinnici-Zuercher
   b. Beth Eck

3. City of Columbus-311
   a. Lois Bruce
   b. Patty Zeier

4. City of Columbus-Department of Public Utilities/Tech Help Desk
   a. Sue Young
   b. Karen Schuman

C. Each agency should know who to contact if their individual hotline is not functioning properly. The following people can be contacted if their agency's phone bank is not functioning:

1. HandsOn Central Ohio-211
   a. Marilee Chinnici-Zuercher
   b. Beth Eck

2. City of Columbus–311
   a. Missy Brewer
   b. Jessica Trocchio

3. City of Columbus-Department of Public Utilities/Tech Help Desk
   a. Sue Young
   b. Karen Schuman

			Hotline Activation Contacts		
Name	Title	Agency	Work	Cell	Home
July 2009		Columbus Telecomm Help-Desk	614.645.0031 After hours- staff can be paged		
Sandy Elswick	Customer Service Manager	Columbus	614.645.5428	614.330.3878	614.863.6575
Candace Jones	Telecom Specialist	Columbus	614.645.0537	614.989.5580	614.940.3902
Jessica Trocchio	Network Admin.	Columbus	614.645.0557	330.307.3098	
Missy Brewer	Telecom Supervisor	Columbus	614.645.0538	614.270.4778	614.406.8337 614.777.0731
Beth Eck	VP of Training & Volunteer Services	211-HandsOn Central Ohio	614.221.6766 ext. 126		614.260/0578
Marilee Chinnici-Zuercher	CEO	211-HandsOn Central Ohio	614.221.6766		614.441.3715
Mitzi Kline	Director of Comm.	Franklin Co. Public Health/ Hotline Chair	614.525.3028	614.374.1924	
Sima Gelman	Account Manager	Columbus-DOT	614.645.6161	614.769.8742	
Sue Young		Columbus-Public Utilities	614.645.3711		
Karen Schuman	Service Desk Supervisor	Columbus DOT	614.645.8562	614.930.8363	
Lois Bruce	311 Manager	Columbus-311	614.645.1550	614.402.4349	614.352.8689 614.421.2443
Patty Zeier	Lead Rep-311	Columbus-311	614.645.1534		

D. **City of Columbus Overflow Setup/Information.** In the event of a public emergency and the City of Columbus has been called upon to take overflow calls from 211, the following telephone system configuration has been set up:

1. The 211 call center sets an overflow limit on their phone system, once the limit is reached overflow calls are transferred off their system to the City's system on phone number 724-1321.

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2. The City's system is configured (and will remain configured) to transfer overflow calls to the 211 EmergencyRoute Workgroup. By default, (and will remain configured) all 311 call center agents are a member of that workgroup.

3. If call volumes are high or additional resources are needed, the City will add the DPU Call center agents and the Technology Help Desk agents into the 211 EmergencyRoute workgroup.

4. During an overflow situation, the City's agents will be able to take both 211 overflow calls and their regular business calls. At the digression of each individual call center and inbound City numbers, we can limit the amount of business calls.

E. The following is the order of contact is the overflow is not working correctly:

1. Jessica Trocchio
2. Missy Brewer
3. Candace Jones
4. Technology Help Desk

F. Additionally, the requesting agency's public information officer must also assign a Hotline Coordinator to provide the hotline supervisors a script/information for the call takers. This coordinator serves as the point person between the requesting agency and the call centers.

G. A Hotline Coordinator Job Action Sheet is part of this protocol. However, if the Joint Information Center has been activated, then the position can be coordinated through the JIC in accordance with the Franklin County Joint Information Center Plan.

Pandemic Communication Information Call Flow
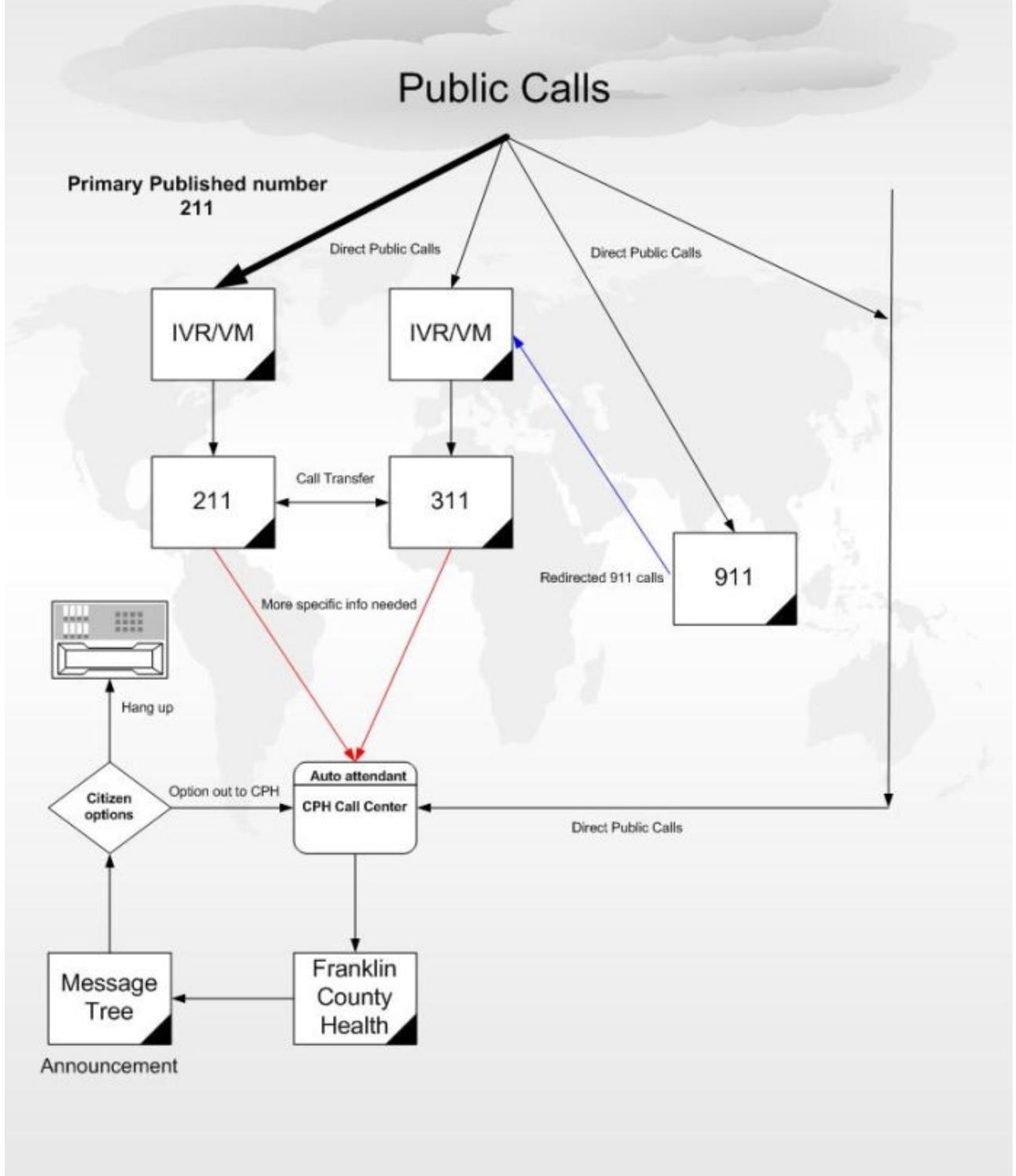
Public Calls

Primary Published number 211

Direct Public Calls

Direct Public Calls

IVR/VM

IVR/VM

211

Call Transfer

311

Redirected 911 calls

911

More specific info needed

Hang up

Citizen options

Option out to CPH

Auto attendant

CPH Call Center

Direct Public Calls

Message Tree

Franklin County Health

Announcement

Hotline Call Log Sheet

Check which inquiry:

❑ Citizen Inquiry
❑ Media Inquiry (refer directly to the Joint Information Center or requesting agency)
❑ Professional Inquiry

Caller*: _____

Telephone Number*: _____

Received By: _____

Date: _____ Time:_____

Inquiry: _____

_____

_____

_____

Response: _____

_____

_____

_____

Date Completed: _____ Time Completed:_____

** Callers should be asked for name and phone number only if they wish a return call for information

Media Call Log Sheet

Name: _____

Media Outlet: _____

Telephone Number*: _____

Received By: _____

Date: _____ Time: _____

Inquiry: _____

_____

_____

_____

Response: _____

_____

_____

_____

_____

Date Completed: _____ Time Completed: _____

Follow-Up Needed: _____ Yes _____ No

If Yes, Date of Follow-up: _____ Time of Follow-up: _____

Specifics of Follow-Up : _____

_____

_____

_____

JIC Administrative Support Workstation

- JIC Operations Manager
- JIC Deputy Operations Manager
- Administrative Support Coordinator
- Administrative Support Staff

Administrative Supply Kit	Letterhead paper, JIC
CAT-5 cables (5)	MARCS radio
Chairs	Nameplate for workstation
Clock	Paper for copy machines, FAX, printers
Copy machine	Phone books
Dry-Erase markers, multiple colors	Phone jack ports
Dry-Erase whiteboard	Phone, regular
Electrical outlets, duplex, 110V	Press release template paper
Extension cord reels, multi-outlet (2)	Printer
FAX machine	Sign-in sheets
First-aid kit	Table
Flash drives with plans & templates	Three-hole punch
ID badges for JIC staff	Trash can
Internet service, wired or wireless	Trays, desk (2)
JIC setup and operation manuals	

Spokesperson/Lead PIO Workstation

- Lead PIO
- Assistant PIO
- Spokesperson
- Writer
- Web Content Manager

Administrative Supply Kit	Maps, area
AP Style Book	Media directory
CAT-5 cable	Nameplate for workstation
Chairs	Phone books
Computer	Phone jack ports
Dictionary	Phone, regular
Dry-Erase markers, multiple colors	Status boards
Dry-Erase whiteboard	Table
Electrical outlets, duplex, 110V	Thesaurus
Flash drives with plans & templates	Trash can
Internet service, wired or wireless	Trays, desk (2)

Media Info Line & Monitoring Workstation

- Media Hotline Team
- Media Monitors
- AV Production & Support

Administrative Supply Kit	Phone books
Answering machine or VM capability for phones	Phone jack ports
Audio tapes, blank (5)	Phones, regular (2)
Audio tape recorders (2)	Radios, AM/FM (2)
CAT-5 cable	Remote controls (VCR, TV, DVR)
Computer	Trash can
DVD-R or DVD-RW disks (blank)	Trays, desk (2)
Electrical outlets, duplex, 110V	TV connections (antenna, cable, or satellite)
Internet service, wired or wireless	TV monitors (3)
Media directory	VCRs or DVRs (3)
Media inquiry forms	Videotapes, blank (10)
Nameplate for workstation	

Professional & Public Info Line Workstation

- Support Staff
- Hospital Liaison

Administrative Supply Kit	Phone inquiry forms
Answering machine or VM capability for phones	Phone jack ports
Chairs	Phones, regular (4)
Electrical outlets, duplex, 110V	Table
Nameplate for workstation	Trash can
Phone books	Trays, desk (2)

Media Briefing Room

- Media Briefing Manager
- Media Briefing Assistant
- Media Registration Coordinator

Administrative Supply Kit	Mult box
Chairs	Nameplates for media panel
Computer	PA system
Easels	Podium
Electrical outlets, duplex, 110V	Podium sign
Laser pointer	Projection screen
LCD projector	Table (for computer)
Maps, area	Table (for panel)
Microphones	

Central Ohio Public Information Network
JOINT INFORMATION CENTER & CRISIS COMMUNICATION PLAN

OUTLET	PHONE	FAX	WEBSITE & EMAIL
Associated Press	614-885-2727 614-885-3248 (Westerville)	614-224-9561 (General) 614-221-5134 (Westerville)	www.ap.org info@ap.org
Business First	614-461-4040	614-365-2980 (Main) 614-365-2967 (News)	www.columbus.bizjournals.com columbus@bizjournals.com
Call & Post	614-224-8123	614-224-8517	www.callandpost.com advertising@callandpost.com
Columbus Alive	614-221-2449	614-461-8746	www.columbusalive.com blindamood@columbusalive.com
Columbus Monthly & Columbus CEO (CM Media)	614-888-4567	614-848-3838	www.columbusmonthly.com pressreleases@cm-media.com
Columbus Post	614-224-6723	614-224-7998	www.columbuspost.com news@columbuspost.com
Communicator, The (The Minority Communicator)		614-781-1160	www.communicatornews.com tcneditor@aol.com
Daily Reporter	614-224-4835	614-224-8649	www.sourcenews.com editor@sourcenews.com
Dispatch, The Columbus	614-461-5000	614-461-7580	www.dispatch.com County Gov't: rvitale@dispatch.com Environmental:shuut@dispatch.com
Lantern, The	614-292-2031 614-292-5721	614-292-5240	www.thelantern.com lantern@osu.edu

Messenger	614-272-5422	614-272-0684	www.columbusmessenger.com
National League of Cities	202-626-3120	202-626-3043	www.nlc.org info@nlc.org
Other Paper, The (CM Media – Affiliated with SNP & Columbus Monthly)	614-847-3800	614-848-3838	www.theotherpaper.com pressreleases@cm-media.com
Smart Business	614-430-8266	614-430-8306	www.sbnonline.com djackson@sbnonline.com
Suburban News Publications (CM Media – Columbus Monthly, The Other Paper, Columbus CEO)	614-785-1212 866-354-6030	614-842-4760	www.snponline.com snpeditor@cm-media.com
This Week (Subsidiary of the Dispatch)	740-888-6000	740-888-6006	www.thisweeknews.com editorial@thisweeknews.com

OUTLET	PHONE	FAX	WEBSITE & EMAIL
WBNS-TV (CBS Affiliate)	614-460-3950 614-460-3700	614-460-2891	www.10tv.com wbnsdesk@10tv.com
WCMH-TV (NBC Affiliate)	614-263-4444 614-263-5555	614-263-0166	www.nbc4i.com newsdirector@nbc4i.com stories@nbc4i.com
WSYX-TV (ABC Affiliate)	614-481-6666 614-481-6672	614-481-6624	Send press releases via web site: www.wsyx6.com/ sections/station/contact.shtml
WTTE-TV (Fox Affiliate)	614-481-6666 614-481-6672	614-481-6624	Send press releases via web site: www.wsyx6.com/ sections/station/contact.shtml
ONN (Ohio News Network)	614-280-3600	614-280-6305	www.10tv.com wbnsdesk@10tv.com
WWHO-TV (CW Affiliate)	614-485-5300	614-485-5339	www.wwhotv.com mail@wwhotv.com
WCLL-TV	614-358-1900	614-358-6400 614-358-6403	
GTC-3 (Government Access)	614-645-6555	614-645-5880	www.columbus.gov/tv mmordstrom@columbus.gov

Section: APPENDIX 46: Radio Media Contact Directory | **Effective Date:** November 10, 2009

OUTLET	PHONE	FAX	WEBSITE & EMAIL
WCBE-FM (90.5)	614-365-5555 614-365-5711	614-365-5060	www.wcbe.org wcbe-news@wcbe.org
WTVN-AM (610) (Clear Channel Affiliate)	614-486-6101 614-481-6397	614-487-2559 614-487-2555	www.wtvn.com newsroom@610wtvn.com
WCOL-FM (92.3) (Clear Channel Affiliate)	614-273-9265 614-486-6101 614-481-6397	614-487-2559 614-487-2555	
WNCI-FM (97.9) (Clear Channel Affiliate)	614-486-6101	614-821-9790	www.wnci.com
WCKX-FM (107.5)	614-487-1444 614-487-5862	614-487-5863	www.power1075.com
WLVQ-FM (96.3) (WHOK-FM & CBS Affiliate)	614-227-9696	614-461-1059	www.qfm96.com
WAZU-FM (107.1)	614-227-9696	614-461-1059	
WHOK-FM (95.5) (WLVQ-FM & CBS Affiliate)	614-225-9465 614-229-3819 (traffic)	614-677-0116 614-677-0083	
WOSU-AM (820)	614-292-9678 614-292-7330 614-224-6397	614-292-0513	www.wosu.org wosu@osu.edu
WOSU-FM (89.7)	614-292-9678 614-292-7330 614-224-6397	614-292-0513	www.wosu.org wosu@osu.edu
WSNY-FM (94.7)	614-451-2191 614-459-6397	614-451-1831 614-821-9595	mornings@sunny95.com
WODB-FM (107.9)	614-451-2191 614-459-6397	614-451-1831 614-821-9595	
WMNI-AM (920)	614-481-7800 614-232-0289	614-486-9970	news@nabco-inc.com
WBZX-FM (99.7)	614-481-7800 614-232-0289	614-486-9970	news@nabco-inc.com
WBNS-AM (1460)	614-460-3850 614-460-3817 614-460-2876	614-460-3757 614-460-2822	
WBNS-FM (97.1)	614-460-3850 614-460-3817 614-460-2830	614-460-3757 614-460-2822	
METRO NETWORK	614-844-5252	614-844-5250	

1. **Prepare a statement of commitment, empathy or concern** to use as an introduction. Put yourself into the shoes of your audience and address what they are most concerned about.

   Example: "Before I give you an update of the incident, I'd like to say our number one concern is the safety of the community" or *"The most important objective in our operation is ensuring a resolution to this situation as soon as possible."*
   NOTE: From this point on, sentences should be short – seven to 12 words in length.

2. **Prepare one to three key messages** you want to address and incorporate them into a bridge between the sentence above and the body of your statement.

   Example: "Precautionary vaccination is the best course of events and we're starting clinics later today."

3. **Clarify facts and give a call for action.**

   Who_____

   What _____

   Where _____

   When_____

   Why_____

   How_____

4. What we don't know: _____

5. Explain process to get answers: _____

6. Repeat statement of commitment: _____

7. Give referrals: _____

   For more information _____

   Next scheduled update _____

8. Finally, check your message for the following:

▪ Positive action steps	▪ No jargon
▪ Honest/open tone	▪ No judgmental phrases
▪ Applied risk communication principles	▪ No humor
▪ Clear, simple words, short sentences	▪ No extreme speculation

Section: APPENDIX 48: News Briefing Checklist | **Effective Date:** November 10, 2009

Action	Assigned to
1. Select the appropriate time for the news briefing. (**NOTE: If possible, should be no less than two hours before the majority of news deadlines or as soon as possible after a major development.**)	*Lead PIO *JIC Operations Manager
2. Select and schedule an appropriate location and set up space (AV, chairs, PA system, and nameplates for participants, etc.). See the list of approved locations elsewhere in this manual. (**NOTE: The location should be easily accessible, with plenty of parking, power, phones and phone lines, minimal background noise and a good visual back drop if possible.**)	*Lead PIO *JIC Operations Manager
3. Notify media of place and time for the news briefing.	*Lead PIO *Media Monitor .
4. Produce briefing packets for distribution to the media.	*Assistant PIO *JIC writer
5. Identify spokespeople, schedule and conduct speaker preparation for as much time as possible before the news briefing starts.	*Lead PIO *JIC Operations Manager
6. Appoint a news briefing moderator who will: • Set the agenda – discuss format; • Greet the assembly; • Explain the purpose of the news briefing; • Introduce the speakers; • Provide sources for additional information; • Control the time spent on any given subject; • End the conference on time.	*Lead PIO
7. Assist reporters with any additional needs immediately following the news briefing.	*JIC Operations Manager
8. Videotape news briefings.	*Media Monitor *Audiovisual Support Team

Central Ohio Public Information Network
JOINT INFORMATION CENTER & CRISIS COMMUNICATION PLAN

Section: APPENDIX 49: Media Advisory on Upcoming News Briefing

Effective Date: November 10, 2009

MEDIA ADVISORY: NOT FOR PUBLICATION OR BROADCAST

CONTACT: **(name of contact)**   PHONE: **(number of contact)**

Date:
AREA OFFICIALS TO HOLD NEWS BRIEFING ON **(EVENT)**

WHAT: Officials from the **(your department)** and **(other agencies and partners)** will hold a news briefing to discuss the local and state response to the **(event)** and answer questions about the recovery effort.

WHEN: **(Time), (Day and date)**

WHERE: The **(county/name)**
                       (Building name)
                       (Room number, floor, exact location)
                       (Street address)
                       (City, state)
                       (JIC media phone number)

PARTICIPANTS: **(List all)**

BACKGROUND: **Provide one or two sentences explaining the situation.** *Example:* The president's designation of (NUMBER) counties in (STATE) opens the way for a wide range of disaster assistance for (DISASTER) victims affected by the disaster as well as emergency protective measures and assistance to repair and replace public facilities. Federal coordinating officer (NAME) will provide information on the response and recover process now under way and specifics regarding the kinds of assistance available to the residents of (STATE).

Media representatives should enter the **(describe)** entrance of the building to sign-in. A media workroom, equipped with telephones, is available at the JIC. A JIC representative will be present to meet with media representatives. All news briefings will be held in the media briefing room.

NOTE TO EDITORS, ASSIGNMENT DESKS:
For information updates by telephone, a limited media-only telephone bank has been installed in the JIC. The following telephone number is *FOR MEDIA USE ONLY*: **(123) 456-7890**. *Please* do not release this number to the public. This is for media use only. The public will be given a different number for information.

(Provide directions or a map to JIC)

Approved by: _____ Date: _____ Time: _____

(For Lead PIO or Designee)

General Guidelines

1. As the moderator it is your responsibility to set the tone for the news briefing.
2. Have a predetermined message for each news briefing. If you do not have a message, you do not need a news briefing.
3. Provide correct spellings for all names. Ensure you state the person's position in the JIC/unified command.
4. Set a time limit with your speakers prior to starting the news briefing. Stick to that time. Do not let any one person dominate the time during the news briefing. Take charge and use time as your authority.
5. Make yourself available at the end of the news briefing. This will build relationships and your trust and credibility with the members of the media attending your news briefing.

Checklist

- ❑ Introduce yourself
- ❑ Explain the format of the news briefing
- ❑ Provide the time frame (usually 30 to 45 minutes)
- ❑ Read the incident statement
- ❑ Introduce the speakers
- ❑ Moderate the question and answer period
- ❑ End the news briefing and announce the time for the next news briefing

Moderator Script Template

*Welcome, ladies and gentlemen to today's (**this morning's, tonight's**) news briefing.*

We will be presenting information on_____ today.

With us today is _____.

We will begin with some brief statements from the representatives of the JIC/unified command. Then we will open the floor to your questions. Because of the ongoing operations we will be available for __ minutes today.

Please allow time for everyone here to ask questions.

Following the news briefing, the joint information center staff and I will be available to help you with any further needs.

Central Ohio Public Information Network
JOINT INFORMATION CENTER & CRISIS COMMUNICATION PLAN

Section: APPENDIX 51: JIC Staff Meeting Checklist | **Effective Date:** March 26, 2010

Date: _____   Time: _____

AGENDA ITEM	RESULTING TASKS	ASSIGNED TO

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)

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Section: APPENDIX 53: Media Monitoring Worksheet | **Effective Date:** November 10, 2009

Date and time period monitored: _____

Name of TV, radio station, newspaper, or web site: _____

Name of media monitor: _____

Number of most current news release issued: _____

Synopsis of coverage: _____

_____

_____

_____

Issues or inaccuracies: _____

_____

_____

_____

Suggested fixes: _____

_____

_____

_____

Fixes assigned to: _____

Fixes accomplished: _____

_____

_____

_____