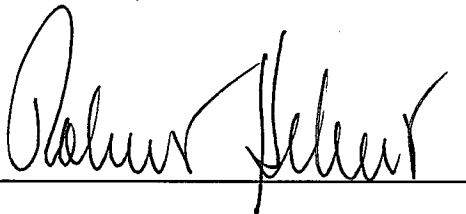


APPROVAL & IMPLEMENTATION

Annex I

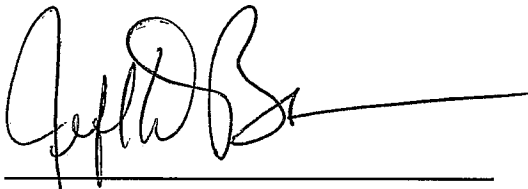
EMERGENCY PUBLIC INFORMATION



Robert Hebert
County Judge
Fort Bend County

July 7 2015

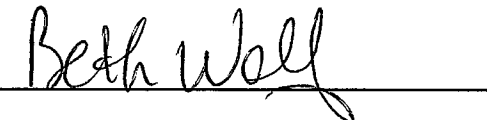
Date



Jeff D. Braun
Emergency Management Coordinator
Fort Bend County

6/25/15

Date

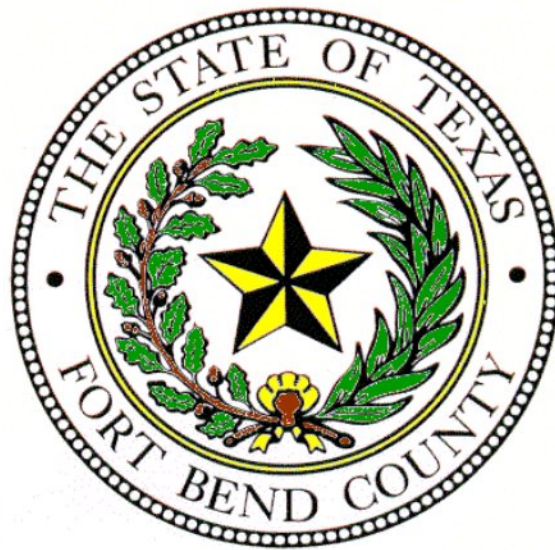


Beth Wolf
Community Relations Manager
Fort Bend County

July 7, 2015

Date

ANNEX I



EMERGENCY PUBLIC INFORMATION

Fort Bend County

APPROVAL & IMPLEMENTATION
Annex I
EMERGENCY PUBLIC INFORMATION

Robert Hebert
County Judge
Fort Bend County

Date

Jeff D. Braun
Emergency Management Coordinator
Fort Bend County

Date

Beth Wolf
Community Relations Manager
Fort Bend County

Date

RECORD OF CHANGES

Annex I

EMERGENCY PUBLIC INFORMATION

Change #	Date of Change	Entered By	Date Entered
1	10-14-05	Danny Jan – (NIMS)	10-14-05
2	07-08-10	D’Neal Krisch	07-08-10
3	09-29-10	Alan Spears	09-29-10
4	02-13-15	Caroline Egan, Lach Mullen	02-13-15
	05-22-15	Lach Mullen (Legal)	05-22-15

ANNEX I EMERGENCY PUBLIC INFORMATION

I. Authority

- A. See Section I of the Basic Plan for general authorities.
- B. Texas Local Government Code, Chapter 203 (Management and Preservation of Records).

II. Purpose

- A. The purpose of this annex is to outline the means, organization, and process by which we will provide appropriate information and instructions to the public during emergencies. This annex also provides for disaster-related public education to be conducted in advance of emergencies to reduce the likelihood that citizens will place themselves in hazardous situations that may require an emergency response.
- B. The Fort Bend County Joint Information Center Standard Operating Procedures are a collection of standard operating procedures, checklists, and job aids that explain how to activate, operate, and demobilize a Joint Information Center. These procedures are designed to expand/contract as needed to fit the type of incident, incorporate virtual Joint Information Center capabilities, and coordinate with city, county, state, federal, school, hospital, private sector, and non-governmental organizations within Fort Bend County that may participate as response partners under the Joint Information System.
- C. The Fort Bend County Joint Information Center will be established in conjunction with the activation of the Fort Bend County Emergency and/or Joint Resolution Jurisdictions' Emergency Operations Center(s).
- D. Under the Incident Command/Unified Command System, the Public Information Officer whose agency or jurisdiction has authority for the incident leads the Joint Information Center.

III. Explanation of Terms

A. Acronyms

AM.....	Amplitude Modulation
AM Alert.....	Fort Bend County AM Alert Radio System
APIO.....	Assistant Public Information Officer

ARC.....	American Red Cross
EAP	EOC Action Plan (See IAP)
EAS	Emergency Alert System
EEI	Essential Elements of Information
EM.....	Emergency Management
EMC	Emergency Management Coordinator
EOC	Emergency Operations or Operating Center
EPI	Emergency Public Information
EPIP	Emergency Public Information Plan
FBC.....	Fort Bend County
FCC.....	Federal Communications Commission
FEMA	Federal Emergency Management Agency
FM	Frequency Modulation
IAP	Incident Action Plan (See EAP)
IC.....	Incident Command/Commander
ICP	Incident Command Post
ICS	Incident Command System
ISD	Independent School District
JFO	Joint Field Officer
JIC.....	Joint Information Center
JIS.....	Joint Information System
JRJ	Joint Resolution Jurisdictions
LWP	Local Warning Point
MVDR.....	Mobile Voice and Data Redundancy
NIMS	National Incident Management System
NOAA	National Oceanic and Atmospheric Administration
PIER.....	Public Information Emergency Response System
PIO	Public Information Officer
SMS	Short Messaging Service (text messaging)
SOP.....	Standard Operating Procedures

TDEM	Texas Division of Emergency Management
UASI	Urban Area Security Initiative
UHF	Ultra-High Frequency
VHF	Very High Frequency

B. Definitions

Alert FM

A warning system used throughout the Houston Urban Area Security Initiative region that utilizes all forms of communications from FM radio to handheld mobile devices. Alert FM provides alert messages region-wide or to an area as small as a key map grid.

Emergency Alert System

The Emergency Alert System is a national warning system in the United States put into place in 1997, superseding the Emergency Broadcast System, and is jointly coordinated by the Federal Communications Commission and the National Weather Service. The Whitehouse utilizes the system to allow the President of the United States to speak to the United States population within 10 minutes of activation and alerts the public of local weather emergencies.

Emergency Alert System messages are transmitted via AM, FM, broadcast television, cable television and Land Mobile Radio Service, as well as VHF, UHF, and FiOS (wireline video providers). Digital television, satellite television, and digital cable providers, along with Sirius XM satellite radio, In-band On-channel, digital audio broadcast, and digital radio broadcasters, are required to participate in the Emergency Alert System. DirecTV, Dish Network, and all other direct-broadcast satellite providers are also required to participate.

Broadcasters and cable companies must carry national security warnings and messages initiated by the President; they may broadcast alerts and messages initiated by state and local governments. The FCC encourages licensees to broadcast local warning and instruction messages, but the final decision on broadcasting such messages rests with the broadcasters. Broadcasters and cable operators expect the system to be used for life-threatening emergencies.

Emergency Public Information

Information provided to citizens in accordance with Texas Government Code, sections 418.175 – 418.183 before, during, and after emergency situations/incidents specifically including instructions on how to protect personal health, safety, and property or how to obtain assistance.

Joint Information Center

A physical or virtual location established to coordinate all incident-related public information activities. It is the central point of contact for all news media at the scene of the incident. Public information officials from all participating agencies should collocate at the Joint Information Center.

Joint Information System

The Joint Information System integrates incident information and public affairs into a cohesive organization designed to provide consistent, coordinated, accurate, accessible, timely, and complete information during crisis or incident operations. The goals are: provide a structure and system for developing and delivering coordinated interagency messages; develop, recommend, and execute public information plans and strategies on behalf of the Incident Commander; highlight public affairs issues that could affect a response effort; and control rumors and inaccurate information that could undermine public confidence in the emergency response effort.

Local Warning Point

A local facility designated to receive and relay warning information received via the National Warning System and disseminate local warning messages.

Public Information Emergency Response (PIER)

PIER integrates Joint Information Center functions, including a hosted and branded web site (www.fbcjic.com). It stores text documents and multimedia files for use in posting and distribution to predefined contacts on the system.

IV. Situation and Assumptions

A. Situation

1. Fort Bend County and its Joint Resolution Jurisdictions face a number of hazards. Section IV of the Basic Plan provides a summary of those hazards and their possible impact.
2. During emergencies, the public needs timely, accurate emergency information and appropriate instructions regarding protective actions to minimize injuries, loss of life, and damage to the environment.
3. For some slowly developing emergencies (such as river flooding or hurricanes), there may be several days for local government to provide detailed information about the hazard and what citizens should do.
4. For other emergencies, there may be no warning; leaving the public information system unable to react rapidly enough to properly inform the public about the hazard and what to do about it. It is important for Fort Bend County and its Joint Resolution Jurisdictions to advise the public of likely hazards and protective measures to lessen the effects thereof.

B. Assumptions

1. An effective program combining both education and emergency information can significantly reduce loss of life and property. However, most people are not concerned with hazards until the time they may be affected and will not participate in or retain pre-emergency education; therefore, special emphasis must be placed on the delivery of emergency information during emergencies and disasters.
2. Local media will cooperate in disseminating warning and emergency public information during emergencies and may participate in pre-disaster awareness programs and other disaster education activities.
3. Some emergencies may generate substantial interest and draw local media, media from outside the local area, and Internet news sources, overwhelming the available emergency public information staff.
4. The public relies on Fort Bend County and its Joint Resolution Jurisdictions to provide audio, video, and textual emergency information directly through a variety of devices rather than waiting for updates from the media.
5. The public needs emergency information to be accessible to the whole community, regardless of their physical or technological abilities. Fort Bend County and its Joint Resolution Jurisdictions must formulate information with accuracy and accessibility as primary objectives. Officials must consider the public's need for diverse methods of emergency information distribution.
6. Each organization participating in the Joint Information Center contributes to the overall unified message through joint new releases and briefings, but organizations do not lose their individual identities or responsibility over their own policies and programs.

V. Concept of Operations

A. General

1. Pursuant to the National Incident Management System operating principles and protocols, public information efforts should generally focus on specific event-related information. This information will generally be of an instructional nature focusing on such things as warning, evacuation, and shelter. Appendix 1 describes some basic emergency information needs.

2. Fort Bend County and its Joint Resolution Jurisdictions must keep the public informed of the general progress of events in accordance with Texas Government Code, sections 418.175 – 418.183. Reporting positive information regarding emergency response will help to reassure the community that the situation is under control. Rumor monitoring and response is a major aspect of the informational program, with traditional information releases, and public feedback is a measure of the program’s effectiveness. Regular updates, even if there are no changes to the situation, are critical to keep the public’s confidence in the response.
3. Fort Bend County and its Joint Resolution Jurisdictions must direct education efforts toward increasing public awareness about potential hazards and preparedness. All information and education efforts will rely heavily on the cooperation of every type of media organization and the use of PIER for direct communication.
4. The Joint Information Center is organized around three functions:
 - a. Information Gathering of facts from Command, WebEOC, and reports from Response Partners, media, public, and other stakeholders;
 - b. Information Production of accurate information approved by Command and disseminated to the media and public using virtual Joint Information Center website, email, and other tools;
 - c. Information Communication by conducting briefings and responding to inquiries from the media, public, and other stakeholders received by phone, email, website, or in-person.

B. Information Dissemination

1. In the initial stages of an emergency, the Local Warning Point may have to take action on time-sensitive hazards. Within the limits of the authority delegated to it, the Local Warning Point will determine if a warning needs to be issued, formulate a warning if necessary, and disseminate it. Pre-scripted emergency messages have been prepared for likely hazards and are included in Annex A, Warning; a list of these messages is provided in Appendix 2. These pre-scripted messages may be used as written or tailored as needed for specific circumstances. Warning messages can be broadcasted through PIER and social media.
2. Since Emergency Alert System messages are limited to two minutes, warning messages may have to be supplemented with Special News Advisories prepared by the Public Information Officer containing extended emergency information. Special News Advisories are disseminated to media outlets by fax and email.

3. When the Incident Command System is activated in an emergency, the Incident Commander will normally warn the public in and around the incident site. A designated Public Information Officer at the Incident Command Post, assisted by the Fort Bend County and its Joint Resolution Jurisdictions' Public Information Officer's staff if necessary, will normally provide information to the media if the Emergency Operations Center has not been activated. All information relayed to the media by the Public Information Officer will be approved by the Incident Commander and the Fort Bend County Judge and/or Mayor of Joint Resolutions Jurisdictions, regardless of the command structure.
4. Once the Emergency Operations Center has been activated, the Emergency Management Director will normally determine the need for additional warning and instructions. The Public Information Officer staff will formulate additional warning messages and public instructions, using the sample messages contained in Annex A as a basis, where appropriate. The Local Warning Point will normally execute such warnings by activating the warning system, including transmitting Emergency Alert System messages to broadcasters. The Public Information Officer staff will disseminate Special News Advisories and other emergency public information materials to the media directly using its contact list.
5. In the case of large-scale emergencies or disasters where there are substantial external responders from other jurisdictions and/or state or federal agencies and the response and recovery effort may continue for an extended period, a Joint Information Center may be established.
6. The following means will be used to provide emergency information and instructions to the public:
 - a. Emergency Alert System broadcasts by radio, television, and cable companies.
 - b. Special news broadcasts by radio, television, and cable companies.
 - c. Email, phone, and Short Messaging Service text messaging through PIER.
 - d. Social Media.
 - e. Local newspapers.
 - f. Cable local government access channels.
 - g. Telephone warning/information systems.
 - h. Mobile units with public address systems.
 - i. Recorded information on the Citizen's Information Hotlines.
 - j. The local governments' Internet sites.
 - k. Radio Alert Systems (AM and FM)
 - l. Flyers and leaflets distributed directly or posted centrally

C. Joint Information Center

1. Emergency Public Information activities are coordinated through a Joint Information System, which provides the mechanism for integrating public information activities among Joint Information Centers, across jurisdictions, and with private sector and non-governmental organizations.
2. The Joint Information Center can be virtual or a physical working facility where the emergency public efforts of all participating jurisdictions, agencies, school districts, volunteer organizations, and other responders can be coordinated to ensure consistency and accuracy. In federally declared disasters, a Joint Information Center will typically be set up as part of the Disaster Field Office.
3. Refer to Appendix 3 for activation, operations, and demobilization of a Joint Information Center.

D. Joint Information Center Policies and Procedures

1. The Public Information Officer, Assistant Public Information Officers, and Joint Information Center staff members represent the entire Incident/Unified Command organization, not just his or her own individual organization.
2. Under the National Incident Management System, each person reports to only one supervisor (“Unity of Command”), and each supervisor only manages 3-7 staff (“Span Of Control”). Each Assistant Public Information Officer can re-assign or combine their personnel as needed to meet changes in workload, match a staff member’s skills and training to the tasks required, and accomplish the responsibilities assigned to that function.
3. Whether in a Physical or Virtual Joint Information Center, staff can coordinate and communicate with all positions simultaneously using the PIER Conference Room. Staff can send private messages to other individuals using the PIER Message Center.
4. Pre-written forms and templates can help speed up the documentation and production process, but they are just “starting points.” Forms and templates can be modified to fit the size, scope, and unique characteristics of every incident and issue that may surface.
5. Staff members are authorized to share any facts or information contained in any statement, news release and other document that has been approved by the Public Information Officer and Command. Response Partners can help draft and evaluate documents, but no other approvals are required. Rumors that are not yet confirmed, incident information still being gathered, any information not authorized for sharing under Texas Government Code, sections 418.175 – 418.183, or documents pending approval should not be shared outside the Joint Information Center or Command.

6. Inquiries about a specific Response Partner (not addressed in an approved News Release) should be routed to the lead representative for that Response Partner. The Public Information Officer or Assistant Joint Information Center Manager Assistant Public Information Officer can identify who the lead representative is for each Response Partner. The lead representative determines which of its own organization's Joint Information Center staff members are authorized to speak for their organization to the media and other stakeholders.
7. Each Response Partner retains its own authority and identity, so any Response Partner can issue its own News Release or Statement speaking on its own behalf. Response Partners should coordinate with the Public Information Officer or Joint Information Center Manager Assistant Public Information Officer to make sure the information is accurate and consistent with what the Joint Information Center has released. As a professional courtesy, copies of all individual and joint news releases should be distributed to all Response Partners.
8. Staff shall treat everyone fairly, politely, and professionally. Do not play favorites; treat all media outlets and stakeholders equally. Staff should not promise what cannot be delivered or lose composure, even if an aggressive reporter or angry community resident does not back down. Staff should stay calm and focused on what needs to be communicated.
9. Staff members who are overwhelmed, unsure of procedures, or behind schedule should notify their supervisor.

E. Providing Emergency Information to Whole Community

The whole community will be provided information on emergencies and appropriate instructions by the following methods:

1. Visually-impaired: Emergency Alert System messages and news advisories on radio, NOAA Weather Radio, by door-to-door notification, and the Fort Bend County Office of Emergency Management Website;
2. Hearing-impaired: Captioned Emergency Alert System messages and news advisories on television, print media, the Fort Bend County OEM Website, and social media;
3. Non-English Speakers: Interpreters, radio, TV, cable language newscasts, door-to-door, the Fort Bend County OEM Website, and social media.

F. Resources

1. The Public Information Officer shall maintain a Media Roster that contains the primary and secondary point-of-contact names, telephone and facsimile numbers, and email addresses of each of the media resources listed below. See Appendix 4 for Media contact information.
 - a. Broadcast Television

- i. KPRC – Channel 2
- ii. KHOU – Channel 11
- iii. KTRK – Channel 13
- iv. KRIV – Channel 26
- b. Cable Television: Comcast
- c. Radio
 - i. KTRH – AM 740
 - ii. KUHF – FM 88.7
- d. Newspapers
 - i. Houston Chronicle
 - ii. Fort Bend Herald
 - iii. Fort Bend Star
 - iv. Fort Bend Independent

G. Phases of Management

1. Mitigation
 - a. Conduct hazard awareness programs.
 - b. Develop systems to enhance information dissemination during emergencies.
2. Preparedness
 - a. Develop and distribute educational materials; conduct public education programs.
 - b. In coordination with the Emergency Management Coordinator, prepare pre-scripted warning and public instruction messages for known hazards. See Appendix 2 to this annex for a list of those messages included in Annex A, Warning.
 - c. Brief local media on local warning systems and coordinate procedures for transmitting emergency information to media.
 - d. Conduct public education on warning systems and the actions that should be taken for various types of warnings.
 - e. Train public information staff.
 - f. Brief local officials and emergency responders on working with the media. See Appendix 5
 - g. Maintain this annex.
 - h. Identify suitable facilities for a Joint Information Center.
 - i. Conduct Public Awareness Campaigns through PIER.
3. Response
 - a. Develop and release emergency public information.
 - b. Conduct media monitoring to determine the need to clarify issues and distribute updated public instructions.
 - c. Manage rumor control.
 - d. Directly reply to citizen and media inquiries through PIER.
 - e. Conduct news conferences and arrange interviews as needed.
4. Recovery
 - a. Provide public information relating to recovery process and programs.
 - b. Gather response and communication feedback from citizens via PIER Surveys and inquiries.
 - c. Compile record of events.
 - d. Assess effectiveness of public information and education program.

VI. Organization and Assignment of Responsibilities

A. General

1. The overall responsibility for providing emergency information and instructions to the public rests with the County Judge of Fort Bend County and/or the Mayors or City Managers of the Joint resolution Jurisdictions.
2. The County Judge of Fort Bend County and/or the Mayors or City Managers of the Joint Resolution Jurisdictions shall provide general guidance for Emergency Public Information programs and appoint a Public Information Officer.
3. The Public Information Officer will manage and coordinate all emergency public information related activities and direct such staff as may be assigned or recruited to assist in those activities.
4. Trained public information specialists will staff Public Information Officer positions at the Incident Command Post and in the Emergency Operations Center.

B. Task Assignments

1. The County Judge of Fort Bend County and/or the Mayors or City Managers of Joint Resolution Jurisdictions will:
 - a. Serve as or appoint a Public Information Officer.
 - b. Ensure that the jurisdiction has implemented and institutionalized processes and procedures to coordinate and integrate public information functions including the development of a public education program for emergencies.
 - c. Authorize release of all IC approved incident information to the media.
 - d. Ensure that a Joint Information Center is activated when warranted by the incident.
2. The Public Information Officer will:
 - a. Represent and advise the IC on all public information matters relating to the management of the incident.
 - b. Ensure the IC approves the release of all incident-related information.
 - c. Coordinate and integrate public information functions across jurisdictions and functional agencies as required.
 - d. Develop accurate and complete information on the incident for both internal and external consumption.
 - e. Coordinate the overall emergency public information efforts of local government.
 - f. Serve as the official representative or will designate the appropriate person to be representative in the Joint Information Center.

- g. Conduct public education programs as an ongoing activity.
- h. Develop and disseminate public information materials and maintain a stock of materials for emergency use based on hazards likely to confront the jurisdiction. Such materials should include:
 - i. General materials dealing with the nature of hazards and basic protective actions to take in the event of an emergency, including shelter-in-place and evacuation.
 - ii. Hazard specific instructions on “where to go and what to do” in an emergency.
 - iii. Information on how emergency warnings are disseminated and the meaning of warning signals.
- i. In coordination with the Fort Bend County Sheriff’s Office, and/or Joint Resolution Jurisdiction Police Chiefs, Fire Chiefs and volunteer Fire Chiefs and the Emergency Management Coordinator develop pre-scripted warning messages for known hazards for use by the local warning point and the Emergency Operations Center.
- j. Develop methods (i.e., newspaper supplements, prepared TV/radio scripts for broadcast stations) for distribution of EPI materials to the public, to include materials for non-English speaking groups, if appropriate.
- k. In cooperation with the Emergency Management Coordinator, coordinate with broadcasters (radio and television stations and cable television companies) to develop procedures for local government to disseminate warning messages and emergency information through the broadcast media.
- l. Authenticate sources of information and verify for accuracy before issuing news releases.
- m. Publish news releases to the Internet and distribute to the public and media while keeping the Fort Bend County Judge and/or the Joint Resolution Jurisdiction Mayors or City Managers informed of message content.
- n. Monitor media/social media coverage of emergency operations for accuracy of reports and issue corrections where necessary.
- o. Take action to control rumors by addressing them directly at their source when possible, and by providing a significant enough quantity of accurate information.
- p. Brief potential Incident Commanders, department heads and key staff, and the Emergency Operations Center staff on basic public information needs, working with the media, and media access during emergency operations. See Appendices 1, 5 and 6 for further information on these subjects.
 - i. Maintain a media briefing area near the Emergency Operations Centers, or at a staging area a safe distance from the incident.

- q. Periodically brief the media and public on local warning systems and procedures.
 - r. Maintain a Media Contact Roster. See Appendix 4.
 - s. Compile printed and photographic documentation of the emergency/disaster.
 - t. Develop emergency public information checklists for known hazards: See Appendix 7.
 - u. Handle unscheduled inquiries from the media and the public.
 - v. Train a group of government employees and/or volunteers to staff Public Information Officer positions at the Incident Command Post and in the Emergency Operations Centers.
3. The Fort Bend County Public Information Officer Network will:
- a. Attend public information officer position-specific training as well as training in PIER, Social Media, WebEOC and other public information systems and tools.
 - b. Participate in Fort Bend County Joint Information Center notification tests and exercises to validate training and evaluate the Fort Bend County Joint Information Center standard operating procedures as laid out in Appendix 3, the Fort Bend County Joint Information Center Standard Operating Procedures.
 - c. Respond in a timely fashion to Joint Information Center activation requests, report on availability to participate in a physical or virtual Joint Information Center, provide mutual aid assistance, and provide staffing and resources to other Fort Bend County Public Information Officer Network members.
 - d. Share incident information, media and public inquiries, media and other stakeholder contact data, media monitoring and public rumors, and other information using common platforms such as the PIER and WebEOC.
 - e. Develop, evaluate, and communicate joint news releases, media briefings, and other joint activities produced collaboratively by the Joint Information Center, while retaining authority and independence to speak for one's own organization.
4. The Emergency Management Coordinator will:
- a. Advise the Fort Bend County Judge and/or Mayors or City Managers on when to disseminate emergency instructions to the public.
 - b. Coordinate with the Public Information Officer (or Joint Information Center, if formed) in the development of pre-scripted emergency messages.
 - c. Work with the Public Information Officer in public education activities relating to emergency management.
 - d. Identify concerns raised by the public, rumors, and other issues involving citizens to the Public Information Officer (or Joint Information Center, if formed) so they may be addressed in public information activities.

5. All local government departments and agencies will:
 - a. Refer public and media inquiries during emergencies to the Public Information Officer (or Joint Information Center, if formed).
 - b. Assist the Public Information Officer (or Joint Information Center, if formed) in responding to requests for information from the public or the media.
6. Media companies are expected to:
 - a. Disseminate warning messages and special news advisories provided by local government to the public as rapidly as possible.
 - b. Participate in periodic tests of the Emergency Alert System and other warning systems.
 - c. Provide coverage of emergency management activities.
 - d. Work with Public Information Officer and Emergency Management Coordinator on public educational programs relating to emergencies.
 - e. Check accuracy of information on emergency operations with the Public Information Officer or Emergency Management Coordinator.
 - f. Link back to official source documents when republishing content from IC.

VII. Direction and Control

A. General

1. The Fort Bend County Judge and/or Mayors or City Managers have overall responsibility for the emergency public information program, shall provide general guidance for emergency-related public education and information activities, shall appoint a Public Information Officer, and in conjunction with the IC, approve all information released to the news media.
2. The Public Information Officer shall direct all emergency public information activities, coordinating as necessary with other individuals, departments, and agencies performing other emergency functions.
3. To the extent possible, the Public Information Officer shall release, upon approval, all information to the public and the media during emergency operations. During emergency operations, departments and agencies shall refer media and public inquiries to the Public Information Officer.

B. Line of Succession

1. The Fort Bend County line of succession for the Public Information Officer is:
 - a. County Judge

- b. Emergency Management Coordinator
 - c. Executive Assistant to the County Judge
2. The Joint Resolution Jurisdiction line of succession for the Public Information Officer is designated by the Mayor of each jurisdiction.

VIII. Readiness Levels

A. Readiness Level IV: Normal Conditions

See the mitigation and preparedness activities in Section V.E, Emergency Management Activities by Phase.

B. Readiness Level III: Increased Readiness

- 1. Monitor the situation.
- 2. Notify Fort Bend County Public Information Officer Network for possible assistance and support.
- 3. Check and update Media Contact Roster.
- 4. Alert media of the increased threat so they are aware of the situation and are prepared to disseminate warnings and public instructions if necessary.
- 5. Monitor Social Media sites for public response, monitor rumors.

C. Readiness Level II: High Readiness

- 1. Monitor the situation.
- 2. Review pre-scripted warning messages and public instruction messages; draft updated versions or additional messages tailored for the impending threat.
- 3. Perform rumor control on social media sites.
- 4. Alert personnel for possible emergency operations; identify personnel for increased staffing during primary vulnerability period.
- 5. Determine requirements for additional pre-emergency public information and instructions and produce and disseminate those materials.
- 6. Consider placing public information personnel on shifts to provide for increased situation monitoring and to conduct additional public information planning.

D. Readiness Level I: Maximum Readiness

- 1. Monitor the situation.
- 2. Update PIER website, social media sites, and warning messages as necessary.

3. Update and disseminate public information materials based on current threat.
4. Update information on the PIER website and with the media on local readiness activities.
5. Place selected off-duty personnel on standby to increase staffing if necessary
6. Staff public information positions in the Emergency Operations Center or at the Incident Command Post when activated.

IX. Administration and Support

A. Facilities

1. Joint Information Center
 - a. The Fort Bend County Joint Information Center is located on the first floor of the Fort Bend County Emergency Operations Center at 307 Fort Street, Richmond, Texas 77469.
2. Additional information relating to the Fort Bend County Joint Information Center can be found in Appendix 3, Joint Information Center Standard Operating Procedures.

B. Media Contact Roster

The Public Information Officer shall maintain a contact roster for the media organizations that are involved in local emergency management programs. See Appendix 4.

C. Records

1. The Public Information Officer shall maintain a file of all news advisories and news releases issued during emergency operations.
2. The Public Information Officer shall also compile and maintain copies of newspaper articles, videotapes of emergency operations and news broadcasts relating to an emergency, and other media materials distributed for use in post-incident analysis and future training activities.

D. Educational Programs

1. The Public Information Officer and the Emergency Management Coordinator shall conduct disaster educational programs to increase citizen preparedness. Educational programs may include presentations in schools and for community organizations, displays at local public gatherings, community meetings, distribution of educational materials, and other activities. The local media may be willing to assist with such activities and local businesses may be willing to sponsor such events and assist with costs. Educational brochures may also be distributed with regularly scheduled government, utility, or business mailings.

2. The Public Information Officer is expected to obtain and maintain materials for disaster-related public education. A wide variety of educational materials dealing with emergency management and disaster preparedness are available. Materials include brochures, pamphlets, posters, DVDs, and complete training curricula for schoolchildren. Many publications are available in ready-to-distribute form or as fact sheets whose content can be incorporated into locally developed materials. Materials available include emergency preparedness information of general interest and specialized preparedness publications for schoolchildren, the elderly, and people with functional and access needs. Public education materials relating to emergency management are available in a variety of foreign languages.
3. The principal providers of disaster-related educational materials are Ready Houston, Ready.gov, the Federal Emergency Management Agency, the American Red Cross (ARC), and the Texas Division of Emergency Management; many agencies and volunteer organizations published specialized disaster-related educational materials. FEMA publishes a catalog of their publications and Ready Houston, Ready.gov, FEMA, and the ARC include educational materials on their websites; see Section XI, References, for their addresses. The Texas Division of Emergency Management also distributes hazard-specific awareness materials periodically throughout the year to local Emergency Management Coordinators as part of state awareness campaigns.

E. Training

1. Public Information Officers in the Fort Bend County Joint Information Center must take the following required training, and should take the following recommended training:

Position	Training Class														
	PIER	WebEOC	IS-100	IS-700	IS-702	IS-200	IS-800	Risk Com	ICS-300	G-290/289/291	ICS-400	IS-250	S-203	E/L-952	S-420
PIO	●	●	●	●	●	●	●	○	●	●	●	○	○	○	○
Joint Information Center Manager APIO	●	●	●	●	●	●	●	○	●	●	●	○	○	○	○
Information Gathering APIO	●	●	●	●	●	●	●	○	○						
Fact Gathering Specialist	●	●	●	●	●	●	●								
Status Board Specialist	●	●	●	●	●	●	●								
Media Monitoring and Analysis Spec.	●	●	●	●	●	●	●								
Rumor Control Specialist	●	●	●	●	●	●	●								
Information Products APIO	●	●	●	●	●	●	●	○	○						
Writing Specialist	●		●	●	●	●	●								
Multimedia Specialist	●		●	●	●	●	●								
Administrative Specialist	●	●	●	●	●	●	●								
Website Specialist	●	●	●	●	●	●	●								
Media Relations APIO	●	●	●	●	●	●	●	○	○						
Media Relations Specialist	●		●	●	●	●	●	○							
Speaker Support Specialist	●		●	●	●	●	●	○							
Community Relations APIO	●	●	●	●	●	●	●	○	○						
Community Relations Specialist	●		●	●	●	●	●	○							
Speaker Support Specialist	●		●	●	●	●	●	○							
AM Alert	●		●	●	●	●	●	○							
Phone Bank	●		○	○	○	○	○		○		○				
Field Specialist	●	●	●	●	●	●	●	○	○						

2. The Fort Bend County Office of Emergency Management records training records in the NIMS Training Matrix. When any of the completed training above is completed, members of the Fort Bend County Public Information Officer Network must email caroline.egan@fortbendcountytx.gov with their training certificate attached to have their training counted in the training matrix. The training matrix will be the primary source of information for Joint Information Center staffing decisions.

X. Annex Development and Maintenance

- A. The Public Information Officer is responsible for developing and maintaining this annex.
- B. This annex will be reviewed annually and updated in accordance with the schedule outlined in Section X of the Basic Plan.
- C. The Public Information Officer is responsible for developing and maintaining SOPs covering recurring emergency public information tasks.

XI. References

- A. Federal Emergency Management Agency Publications Catalog
- B. Federal Emergency Management Agency, Guide to All-Hazard Emergency Operations Planning (SLG-101)
- C. Federal Emergency Management Agency website: www.fema.gov
- D. American Red Cross website: www.redcross.org
- E. Ready Houston website: www.readyhouston.tx.gov
- F. Ready.gov website: www.ready.gov
- G. Department of Homeland Security, National Incident Management System
- H. Basic Guidance for Public Information Officers (FEMA 517)
- I. Fort Bend County Joint Information Center Plan
- J. National Response Team Joint Information Center Model
- K. Texas Division of Emergency Management Annex I Template
- L. Fort Bend County Office of Emergency Management Joint Information Center Plan (superseded)
- M. Houston Urban Area Security Initiative Regional Emergency Public Information Plan
- N. Humboldt County, California Emergency Operations Plan Joint Information Center Plan

XII. APPENDICES

Appendix 1 Emergency Public Information Needs

Appendix 2 Local Warning and Emergency Public Information Messages

 Tab A Warning Message – General Incident

 Tab B Warning Message – Road/Facility Closure

Tab C Warning Message – Shelter-in-Place

Tab D Special News Advisory – Pre-Evacuation Information

Tab E Warning Message – Urgent Evacuation

Tab F..... Warning Message – Mandatory Evacuation

Tab G Special News Advisory – Supplemental Evacuation Information

Tab HSpecial News Advisory – Schools & Public Facilities

Appendix 3 Fort Bend County Joint Information Center SOP

 Tab A Joint Information Center Mobilization

 Tab B Virtual Joint Information Center

 Tab C Operations

 Tab D Job Aids

 Tab E Demobilization

 Tab F..... Checklist

 Tab G Forms and Templates

 Attachment 1 Staff Assessment Survey

 Attachment 2 Media Monitoring Report

 Attachment 3 Media Interview Request

 Attachment 4 Inquiry Form

Appendix 4 Media Contact Roster

Appendix 5 Working with the Media

Appendix 6 Media Access and Identification

Appendix 7Emergency Public Information Checklists

 Tab A Public Information Checklist for Flooding

 Tab B Public Information Checklist for HazMat Incidents

 Tab C Public Information Checklist for Hurricanes

APPENDIX 1 PUBLIC INFORMATION NEEDS
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A. Background

1. During emergencies, it is important to provide the public with adequate information on the situation as rapidly as possible to alleviate concerns and reduce the likelihood of panic or inappropriate actions. The news media are the primary means of disseminating such information, by providing up-to-date information quickly to a wide audience. The information they provide reduces the time and labor that local government would have to divert from response and recovery tasks to deal with what could be an overwhelming number of inquiries from the public. Every effort should be made to cooperate with the news media in providing information and in recognition of the rights of the news media to perform their proper function.

B. Determination of Essential Elements of Information

1. Essential Elements of Information are foundations for emergency public information, and determine what incident command will communicate with the public during a response. Essential Elements of Information should answer the questions of who, what, when, where, why during a response.
2. Essential Elements of Information is information that
 - a. Contribute to situational awareness for the public and the Joint Information Center, as in number of injuries or agencies involved.
 - b. Requires actions to be taken, as in the case of a shifting plume.
 - c. May have cascading effects, as in the case of an instable levee.
3. For the purposes of this plan, Essential Elements of Information focus on the information needs of the public.

C. Sources of Essential Elements of Information

1. Essential Elements of Information can be found in:
 - a. Situation reports (“Sit. Reps.”)
 - b. Emergency Operations Center Action Plans
 - c. Incident Action Plans
 - d. Emergency Declarations
 - e. News Releases

D. Formulation of Essential Elements of Information

1. Once a Public Information Officer is designated or a Joint Information Center is established, establishing Essential Elements of Information is a primary task. The table below is a template for an Information Collection Plan. Once an Information Collection Plan is established, it should be approved by the Joint Information Center Manager Assistant Public Information Officer and posted in a highly visible location within the Joint Information Center. If sufficient whiteboard space is available, Essential Elements of Information can be displayed there.

2. Information Collection Plan Template

EEI #	EEI	Information Required	Data Collector	Data Sources	Delivery Mechanism	Update Frequency
001	What Happened	Nature of incident or emergency	Assistant PIO for Information Gathering	IAP	Regular Distribution	As necessary
002	What Happened	Location	Assistant PIO for Information Gathering	IAP	Regular Distribution	As necessary
003	What Happened	Time of occurrence	Assistant PIO for Information Gathering	IAP	Regular Distribution	As necessary
004	What Happened	Situation resolved or response on-going	Assistant PIO for Information Gathering	IAP	Regular Distribution	As necessary
005	What Happened	Cause (do not speculate)	Assistant PIO for Information Gathering	IAP	Regular Distribution	As necessary
006	What Happened	Chemical identification	Assistant PIO for Information Gathering	IAP	Regular Distribution	As necessary
007	What Happened	Expected economic impact (if known)	Assistant PIO for Information Gathering	IAP	Regular Distribution	As necessary
008	Current Response Actions	When EOC was activated	Assistant PIO for Information Gathering	EAP	Regular Distribution	As necessary
009	Current Response Actions	When JIC was activated	Assistant PIO for Information Gathering	EAP	Regular Distribution	As necessary

EI #	EI	Information Required	Data Collector	Data Sources	Delivery Mechanism	Update Frequency
010	Current Response Actions	When mutual aid was activated	Assistant PIO for Information Gathering	EAP	Regular Distribution	As necessary
011	Current Response Actions	Disaster declaration information	Assistant PIO for Information Gathering	EAP	Regular Distribution	As necessary
012	Current Response Actions	Planned response activities	Assistant PIO for Information Gathering	EAP	Regular Distribution	As necessary
013	Known Damages	Homes	Assistant PIO for Information Gathering	Initial Damage Assessment	213GM/Phone	As necessary
014	Known Damages	Businesses	Assistant PIO for Information Gathering	Initial Damage Assessment	213GM/Phone	As necessary
015	Known Damages	Government buildings	Assistant PIO for Information Gathering	Initial Damage Assessment	213GM/Phone	As necessary
016	Known Damages	Infrastructure	Assistant PIO for Information Gathering	Initial Damage Assessment	213GM/Phone	As necessary
017	Known Damages	Livestock/wildlife issues	Assistant PIO for Information Gathering	Initial Damage Assessment	213GM/Phone	As necessary
018	Causalities	Deceased and cause of death	Assistant PIO for Information Gathering	Health and Human Services	213GM/Phone	As necessary
019	Causalities	Number of injuries	Assistant PIO for	Health and Human	213GM/Phone	As necessary

EEI #	EEI	Information Required	Data Collector	Data Sources	Delivery Mechanism	Update Frequency
			Information Gathering	Services		y
020	Causalities	Severity of injuries	Assistant PIO for Information Gathering	Health and Human Services	213GM/Phone	As necessary
021	Causalities	Where injured are being treated	Assistant PIO for Information Gathering	Health and Human Services	213GM/Phone	As necessary
022	Causalities	Number of missing	Assistant PIO for Information Gathering	Health and Human Services	213GM/Phone	As necessary
023	Causalities	Circumstance of missing	Assistant PIO for Information Gathering	Health and Human Services	213GM/Phone	As necessary
024	Causalities	Demographics of casualties (Adults, Children, Relationship to response)	Assistant PIO for Information Gathering	Health and Human Services	213GM/Phone	As necessary
025	Causalities	Names (Only following Legal Next-of-Kin and adhering to guidance from medicolegal authority)	Assistant PIO for Information Gathering	Health and Human Services	213GM/Phone	As necessary
026	Evacuations	Areas and facilities evacuated	Assistant PIO for Information Gathering	Transportation	213GM/Phone	As necessary
027	Evacuations	Number of evacuees	Assistant PIO for Information Gathering	Transportation	213GM/Phone	As necessary

EI #	EI	Information Required	Data Collector	Data Sources	Delivery Mechanism	Update Frequency
028	Evacuations	Destination of evacuees	Assistant PIO for Information Gathering	Transportation	213GM/Phone	As necessary
029	Evacuations	Means for contacting	Assistant PIO for Information Gathering	Transportation	213GM/Phone	As necessary
030	Sheltering and Mass Care	Facility names and locations	Assistant PIO for Information Gathering	Red Cross	213GM/Phone	As necessary
031	Sheltering and Mass Care	Facility status (Open, Closed, Full)	Assistant PIO for Information Gathering	Red Cross	213GM/Phone	As necessary
032	Sheltering and Mass Care	Numbers and demographics of sheltered/cared	Assistant PIO for Information Gathering	Red Cross	213GM/Phone	As necessary
033	Sheltering and Mass Care	Heating/Cooling Centers	Assistant PIO for Information Gathering	Red Cross	213GM/Phone	As necessary
034	Sheltering and Mass Care	Family Reunification Center locations	Assistant PIO for Information Gathering	Red Cross	213GM/Phone	As necessary
035	Infrastructure Status	Electric service	Assistant PIO for Information Gathering	Utilities	213GM/Phone	As necessary
036	Infrastructure Status	Telephone system	Assistant PIO for Information Gathering	Utilities	213GM/Phone	As necessary
037	Infrastructure Status	Internet service	Assistant PIO for	Utilities	213GM/Phone	As necessary

EEI #	EEI	Information Required	Data Collector	Data Sources	Delivery Mechanism	Update Frequency
			Information Gathering			y
038	Infrastructure Status	Cable service	Assistant PIO for Information Gathering	Utilities	213GM/Phone	As necessary
039	Infrastructure Status	Water system	Assistant PIO for Information Gathering	Utilities	213GM/Phone	As necessary
040	Infrastructure Status	Sewer system	Assistant PIO for Information Gathering	Utilities	213GM/Phone	As necessary
041	Infrastructure Status	Natural gas distribution	Assistant PIO for Information Gathering	Utilities	213GM/Phone	As necessary
042	Infrastructure Status	Roads	Assistant PIO for Information Gathering	Road and Bridge	213GM/Phone	As necessary
043	Infrastructure Status	Rail lines	Assistant PIO for Information Gathering	Road and Bridge	213GM/Phone	As necessary
044	Infrastructure Status	Airports	Assistant PIO for Information Gathering	Road and Bridge	213GM/Phone	As necessary
045	Infrastructure Status	Dams/Levees	Assistant PIO for Information Gathering	Road and Bridge	213GM/Phone	As necessary
046	Response Information	Local government responding agencies	Assistant PIO for Information	Operations Section Chief	213GM/Phone	As necessary

EEI #	EEI	Information Required	Data Collector	Data Sources	Delivery Mechanism	Update Frequency
			Gathering			
047	Response Information	Impacted areas	Assistant PIO for Information Gathering	Operations Section Chief	213GM/Phone	As necessary
048	Response Information	Weather information if applicable	Assistant PIO for Information Gathering	Operations Section Chief	213GM/Phone	As necessary
049	Response Information	Debris removal plans or procedures	Assistant PIO for Information Gathering	Operations Section Chief	213GM/Phone	As necessary
050	Response Information	State government responding agencies	Assistant PIO for Information Gathering	Operations Section Chief	213GM/Phone	As necessary
051	Response Information	Federal government responding agencies	Assistant PIO for Information Gathering	Operations Section Chief	213GM/Phone	As necessary
052	Response Information	Volunteer groups	Assistant PIO for Information Gathering	Operations Section Chief	213GM/Phone	As necessary
053	Response Information	Private sector partners	Assistant PIO for Information Gathering	Operations Section Chief	213GM/Phone	As necessary
054	Restrictions	Flight	Assistant PIO for Information Gathering	Operations Section Chief	213GM/Phone	As necessary
055	Restrictions	Water/No Wake Zones	Assistant PIO for Information Gathering	Operations Section Chief	213GM/Phone	As necessary
056	Restrictions	Access	Assistant	Operations	213GM/Phone	As

EEI #	EEI	Information Required	Data Collector	Data Sources	Delivery Mechanism	Update Frequency
			PIO for Information Gathering	Section Chief	ne	necessar y
057	Restrictions	Information	Assistant PIO for Information Gathering	Operations Section Chief	213GM/Phone	As necessar y
058	Restrictions	Media	Assistant PIO for Information Gathering	Operations Section Chief	213GM/Phone	As necessar y
059	Restrictions	Curfew	Assistant PIO for Information Gathering	Operations Section Chief	213GM/Phone	As necessar y
060	Recovery	Disaster assistance programs	Assistant PIO for Information Gathering	Planning	213GM/Phone	As necessar y
061	Recovery	Applying for disaster assistance	Assistant PIO for Information Gathering	Planning	213GM/Phone	As necessar y

E. Collection and Dissemination of Information

1. Information shall be collected and disseminated as soon as possible by the appropriate personnel as follows:
 - a. Where an Incident Command Post has been established and a qualified public information staff member is at the scene, that individual may provide information directly to the media if the Emergency Operations Center is not activated. If no qualified public information staff member is present at the scene, the Incident Commander or a member of his staff should pass situation information to the Public Information Officer for release to the media.
 - b. Where an Incident Command Post has been established and the Emergency Operations Center has been activated, information from the incident scene will normally be passed to the Public Information Officer at the Emergency Operations Center. The Public Information Officer will utilize reports from the scene and other available pertinent information to brief the media and prepare news advisories for release to the media.
2. The Shelter and Mass Care Officer is responsible for collecting information on shelter and mass care activities and providing that information to the Public Information Officer.
3. The Energy and Utilities representative in the Emergency Operations Center is responsible for obtaining information on the status of utilities and providing it to the Public Information Officer.
4. Law Enforcement and Public Works/Engineering are responsible for obtaining information on road closures and facility closures and providing it to the Public Information Officer.
5. The Public Information Officer is responsible for collecting information from the Incident Commander, the Emergency Operations Center staff, and other sources and agencies. The Public Information Officer staff is responsible for preparation of news releases, for the dissemination of information directly to the news media, and, where appropriate, for arranging for announcements directly to the public via radio and/or television hookups.
6. Hospitals are responsible for disseminating information concerning casualties and deaths. They generally have policies restricting the release of detailed information without permission of patients or their families. The information that they choose to release will normally be disseminated directly to the news media. The Public Information Officer should request that the Emergency Operations Center be provided copies of any information released to the media.

APPENDIX 2
LOCAL WARNING & EMERGENCY PUBLIC INFORMATION MESSAGES

A. This appendix provides two types of warning messages for a number of emergencies.

1. Warning Messages

These messages alert the public to emergencies and provide directions on what they should do and not do to protect them. As the time limit for warning messages transmitted via the Emergency Alert System is approximately two minutes, and the capability of television warning displays is limited, warning messages are generally short and concise. Warning messages are generally disseminated through warning systems and broadcast every 15 minutes until they are canceled or replaced by an updated message.

2. Special New Advisories

Special News Advisories amplify information contained in the warning messages, provide further information regarding an emergency, and may be used to provide information on impending threats that do not yet warrant public warning. Special News Advisories are generally sent to the media through normal communications channels for further dissemination to the public.

3. Warning messages and Special News Advisories have been pre-scripted to expedite timely dissemination; however, it may be necessary to modify the pre-scripted text and/or add additional information.

4. Copies of the messages in this appendix are maintained on computers in the Emergency Operations Center.

B. The following warning messages and Special News Advisories are provided in this appendix:

Tab A: Warning Message – General Incident

Tab B: Warning Message – Road/Facility Closure

Tab C: Warning Message – Shelter-in-Place

Tab D: Special News Advisory – Pre-Evacuation Information

Tab E: Warning Message – Urgent Evacuation

Tab F: Warning Message – Mandatory Evacuation

Tab G: Special News Advisory – Supplemental Evacuation Information

Tab H: Special News Advisory – Schools & Public Facilities

C. General Guidance for Warning & Public Information Messages

1. Protective Action Areas

Areas in which protective actions, such as evacuation or shelter-in-place, are being implemented should be described with reference to obvious geographic features, such as roads and rivers, rather than with abstract descriptions such as a one-mile radius of some intersection. The preferred method of describing the area should use compass directions and neighborhood and landmark names where appropriate.

Example:

The area to be evacuated is north of Green Street, east of Olive St, south of James Road, and west of Rainy Road. This area includes the Green Tree and Hidden Hollow subdivisions and the Big Bargains Shopping Center.

2. Evacuation Routes

The description of evacuation routes should make it clear which direction(s) evacuees should go and which travel directions they should avoid.

Example:

People who are west of Meridian Avenue should go west on Kingman Road or Exeter Drive. People who are east of Meridian Avenue should go east on 10th, 11th, or 12th Streets or Easy Street. Do not leave the evacuation area by going north.

3. Road Closures

Road Closures in the County will be described by specific road, area, and instructions on avoiding the area affected.

<p style="text-align: center;">TAB A TO APPENDIX 2 WARNING – GENERAL INCIDENT</p>

1. The [*authorizing agency*] has issued the following warning for those who live, work, or are visiting in [*jurisdiction*].
2. An emergency situation involving [*jurisdiction*] is currently in progress at: [Describe location by reference to facility name (if known), street and cross street, other geographic features (rivers, rail lines, etc.), and neighborhood name where appropriate]
3. Emergency personnel are currently responding to this incident and local officials are monitoring the situation. To keep yourself safe and avoid impeding the emergency response, please avoid this area until further notice.
4. To repeat, an emergency involving [*jurisdiction*] is currently in progress at: (Repeat location in two above). Please avoid this area.
5. Do not call 911 for information about the emergency. Instead, stay tuned to this station for additional official information.

TAB B TO APPENDIX 2
WARNING – ROAD / FACILITY CLOSURE

1. The *[authorizing agency]* has issued the following warning for those who live, work, or are visiting in *[jurisdiction]*:

2. It has been necessary to close certain local streets and highways due to:

- Flooding
- Heavy accumulations of snow and ice
- Fire / Explosion
- Incident involving hazardous materials
- Other:

3. As of *[time]* today, the following roads have been closed by law enforcement officials:

Street or Route: _____

At or Between: _____

Please avoid these routes.

4. If you must travel, use alternate routes, such as:

5. We recommend that you refrain from driving and remain at home due to the extremely bad travel conditions.

6. In addition, the following facilities have been closed due to the emergency situation:

7. Again, the roads and streets that have been closed are: *(Repeat list in 3 above)*

8. Please stay tuned to this station for additional information on the current emergency situation

<p style="text-align: center;">TAB C TO APPENDIX 2 WARNING - SHELTER-IN-PLACE</p>

1. The *[authorizing agency]* has issued the following warning for those who live, work, or are visiting in *[jurisdiction]*.
2. There has been an accidental release of hazardous material that is affecting a portion of the local area. People in the following area must take protective measures:

[Describe area boundaries]
3. If you are located in this area, do the following immediately in order to protect yourself:
 - A. Go inside your home, workplace, or the nearest building that appears to be reasonably airtight and stay there. Take your pets with you.
 - B. Close all doors, windows, and any fireplace dampers.
 - C. Turn off any heating or cooling system that draws in air from the outside.
 - D. Keep your radio on and tuned to receive emergency announcements and instructions.
 - E. Gather items that you may need to take with you if you are advised to evacuate.
4. People traveling in vehicles should seek shelter in the nearest airtight structure. If a suitable structure is not immediately available, travelers should roll up car windows, close air vents, and turn off the heater or air conditioner until they reach a suitable building.
5. If shelter is not immediately available, keep a handkerchief, towel, or damp cloth snugly over your nose and mouth until you get indoors.
6. If school is in session:
 - Students at the following school(s) are taking shelter at their schools:

Parents should not attempt to pick up students at school until the hazardous situation is resolved and they are advised it is safe to do so.
 - Students at the following school(s) *[have been/are being]* evacuated to other facilities:

Parents should not attempt to pick up students from schools that have been evacuated. Local officials will provide information on where to pick up schoolchildren as soon as it is available.
7. If you know of any neighbors or co-workers with hearing or language problems or special needs, please advise them of this message.
8. Please do not call 911 or local emergency officials for information. Stay tuned to this station for additional information.

<p style="text-align: center;">TAB D TO APPENDIX 2 SPECIAL NEWS ADVISORY – PRE-EVACUATION</p>

1. The *[authorizing agency]* has issued the following advisory for those who live, work, or are visiting in *[jurisdiction]*.
2. Due to the threat of *(the hazard)*, it may be necessary for people who live, work or are visiting in the certain local areas to evacuate in the near future. This area(s) that may be at risk include:

[Describe area boundaries]

3. Evacuation is NOT being recommended at this time. Local officials will advise you if evacuation is necessary. However, you should be prepared to evacuate if needed. To prepare, you should:

A. Assemble the following emergency supplies:

- Clothing for your family for several days
- Bedding, pillows, and towels
- Prescription medicines & spare eyeglasses
- Soap and toiletries
- Baby food and diapers
- Your address book or list of important telephone numbers
- Your checkbook, credit cards, and cash
- Your driver's license and identification cards
- A portable radio and flashlight.

B. You should also:

- Gather suitcases, boxes, or bags to hold your emergency supplies.
- Be prepared to secure your home or office and your property before you depart.
- Ensure your car is in good shape and you have adequate fuel.
- Decide where you will go if you have to evacuate. Arrange with relatives or friends or consider making hotel or motel reservations.

4. Potential evacuation routes from the area(s) at risk include:
5. Potential evacuation routes from the area(s) at risk are described in:
6. If you know of any neighbors or co-workers with hearing or language problems or special needs, please advise them of this message. In addition, if you have neighbors or co-workers who do not have transportation, offer to assist them if you can.

7. We want to emphasize that this is a PRECAUTIONARY message about possible evacuation. Evacuation is NOT being recommended at this time.

Keep your radio or TV on and listen for further information about this situation. Please do not call 911 or local emergency officials for information as these ties up telephone lines needed for emergency operations.

TAB E TO APPENDIX 2
WARNING MESSAGE – URGENT EVACUATION

1. The *[authorizing agency]* has issued the following warning for those who live, work, or is visiting in *[jurisdiction]*.
2. Due to *[hazard]* that threatens/is affecting a portion of the local area, the *[Fort Bend County Judge and / or the Joint Resolution Jurisdictions Mayor]* recommends that people in the following area evacuate immediately to protect their health and safety:
3. Recommended evacuation routes from the area(s) at risk include:
4. Be sure to take essential items such as:
 - Prescription medicines
 - Eyeglasses
 - Identification cards
 - Checkbook
 - Credit cards
 - Valuable papers
5. Do not delay your departure to collect other belongings.
6. Take your pets with you, but make sure you bring a leash, crate, or cage for them. Some shelters will not accept pets.
7. If you have no means of transportation or if you are physically unable to evacuate on your own, ask a neighbor to assist you.
8. If you know of any neighbors or co-workers with hearing or language problems or special needs, please advise them of this message. In addition, if you have neighbors or co-workers who need help or do not have transportation, offer to assist them if you can.
9. Repeating, local officials recommend the people in the following area(s) evacuate now: *(Repeat the area description in paragraph 2 above.)*
10. Please do not use your telephone except to report a true emergency. Stay tuned to this station for more information and instructions from local officials.

<p style="text-align: center;">TAB F TO APPENDIX 2 WARNING MESSAGE – MANDATORY EVACUATION</p>

1. The *[authorizing agency]* has issued the following warning for those who live, work, or is visiting *in [jurisdiction]*.
2. Due to *[hazard]*, the *[Fort Bend County Judge and / or the Joint Resolution Jurisdiction Mayors]*, under Texas law, has ordered that people in the following area evacuate immediately the area to protect their health and safety and the health and safety of possible rescuers:
3. Recommended evacuation routes from the area(s) at risk include:
4. Be sure to take essential items such as:
 - Prescription medicines
 - Eyeglasses
 - Baby supplies
 - Personal care items
 - Identification cards
 - Checkbook and credit cards
 - Valuable papers
5. Listen to this station for more information on what you need to take with you. Secure your home before you depart.
6. Take your pets with you, but make sure you bring a leash, crate, or cage for them. Remember some shelters will not accept pets
7. Decide where you will stay until the emergency is resolved. Staying with relatives or friends or in a hotel or motel is a good choice.
8. If you cannot stay with friends or relatives or find a motel room, listen to this station for more information on the locations of public shelters.
9. If you have no means of transportation or if you are physically unable to evacuate on your own, ask a neighbor to assist you.
10. If you know of any neighbors or co-workers with hearing or language problems or special needs, please advise them of this message. In addition, if you have neighbors or co-workers who need help or do not have transportation, offer to assist them if you can.
11. Repeating, local officials, under Texas law, are ordering the people in the following area(s) evacuate immediately: *(Repeat the area description in paragraph 2 above.)*
12. Please do not use your telephone except to report a true emergency. Stay tuned to this station for more information and instructions from local officials.

TAB G TO APPENDIX 2
SPECIAL NEWS ADVISORY – SUPPLEMENTAL EVACUATION
INFORMATION

1. The *[authorizing agency]* has issued the following advisory for those who live, work, or are visiting in *[jurisdiction]*:
2. Due to the threat of *[hazard]*, local officials have recommended that people who live, work or are visiting in the following areas evacuate to protect their health and safety:
[Describe area boundaries.]
3. Use the following evacuation routes:
4. You should take the following emergency supplies with you:
 - Clothing for your family for several days
 - Bedding, pillows, and towels for each family member
 - Prescription medicines & spare eyeglasses
 - Soap and toiletries
 - Baby food and diapers
 - Address book or list of important telephone numbers
 - Checkbook, credit cards, and cash
 - Driver's license and identification cards
 - Portable radio and flashlight, with extra batteries
5. Plan where you will stay until the emergency is resolved. Staying with relatives or friends or in a hotel or motel is a good choice.
6. If you cannot find another place to stay, temporary public shelters will be/have been opened at:
7. Secure your property before you depart. Shut off all appliances, except refrigerators and freezers.
8. Expect travel delays on evacuation routes. If you have a substantial distance to drive, you may want to take drinks and ready-to-eat food in your car in case you are delayed.
9. If you have no means of transportation or if you are physically unable to evacuate on your own, ask a neighbor to help you.
10. If you have neighbors or co-workers, who need help or do not have transportation, offer to assist them if you can.
11. If you know of any neighbors or co-workers with hearing or language problems or special needs, please advise them of this message.

12. Please do not use your telephone except to report a true emergency. Stay tuned to this station for more information and instructions from local officials. If you missed some of the information in this advisory, it will be broadcast again soon.

TAB H TO APPENDIX 2
SPECIAL NEWS ADVISORY – SCHOOL & PUBLIC FACILITIES

1. The *[authorizing agency]* has issued the following advisory for those who live, work, or are visiting in *[jurisdiction]*.
2. The current emergency involving *[the hazard]*, have affected the operation of the number of local facilities. This advisory is intended to provide you an update on the status of schools, hospitals, nursing homes, and other key facilities.
3. All local public schools have been closed.
4. The following schools have been closed and students *[are being / have been]* returned to their homes:
5. The following schools have been evacuated and their students relocated to other facilities:
School: _____
Students relocated to: _____
Parents should pick up their children at these host facilities.
6. The following hospitals and nursing homes have been evacuated and their patients relocated to other facilities:
Facility: _____
Patients relocated to: _____
7. The following government offices, parks, recreation areas, and other public facilities have been closed:
8. Please stay tuned to this station for more information and instructions from local officials.
Please refrain from using the telephone unless you have a true emergency.

APPENDIX 3
FORT BEND COUNTY JOINT INFORMATION CENTER STANDARD
OPERATING PROCEDURES

When an incident expands beyond the scope of management by a single Public Information Officer, a Joint Information center may be established. The following Tabs serve as Standard Operating Procedures to operate a Joint Information Center in Fort Bend County.

Tab A Joint Information Center Mobilization

Tab B Virtual Joint Information Center

Tab C Operations

Tab D Job Aids

Tab E Demobilization

Tab F Checklist

Tab G Forms and Templates

 Attachment 1 Staff Assessment Survey

 Attachment 2 Media Monitoring Report

 Attachment 3 Media Interview Request

 Attachment 4 Inquiry Form

TAB A TO APPENDIX 3 JOINT INFORMATION CENTER MOBILIZATION
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A. Joint Information Center Activation

1. The Fort Bend County Joint Information Center can be activated:
 - a. As requested by the Fort Bend County Office of Emergency Management whenever the Fort Bend County Emergency Operations Center is activated
 - b. As requested by the Emergency Management Coordinator of any City or School District within Fort Bend County
 - c. As requested by any other Member Organization of the Fort Bend County Public Information Officer Network
2. The request for Joint Information Center activation should identify which agency/organization has established Incident/Unified Command, where the Incident Command Post or Emergency Operations Center is located, and who (if anyone) is presently serving as the Initial Public Information Officer for the incident.
3. The request for Joint Information Center activation should be made to the Fort Bend County Emergency Management Coordinator at 281-342-6185 during regular business hours. After hours, contact Fort Bend County Sheriff's Dispatch at 281-341-4665 and ask the Dispatcher to contact the Office of Emergency Management Person On Call.
4. Since County staff and resources will be used to set up and staff the Fort Bend County Joint Information Center, the request for Fort Bend County Joint Information Center activation must be approved by the Fort Bend County Judge who serves as Emergency Management Director for Fort Bend County.
5. Upon the Judge's approval, the County Judge's Public Information Officer (Community Relations Manager) or Deputy Public Information Officer (Administrative and Budget Manager) will use the PIER System to send an e-mail to all Fort Bend County Public Information Officer Network members explaining who, why, where, and when the Joint Information Center is being activated:
 - a. The Fort Bend County Joint Information Center is being activated at the request of (Member Organization) due to (Incident Description). The Fort Bend County Joint Information Center is located at (Building Name) at (Street Address) in (City) and should be operational by (Time). Please reply to: JIC@co.fort-bend.tx.us whether or not you are available to help set up and staff the Fort Bend County Joint Information Center.
6. In addition, the following message (limited to 140 characters) should be sent using PIER's text-to-voice phone notification and/or SMS/text message to all Fort Bend County Public Information Officer Network members:

- a. *The Fort Bend County Joint Information Center is being activated. Check e-mail for details. Call 281-342-6185 to respond.*
7. PIER System charges for text-to-voice phone notification and SMS/text messaging, and your cellular phone carrier may charge usage rates depending on your plan.
8. The Fort Bend County Office of Emergency Management Receptionist will maintain a log of telephone responses from Public Information Officer Network members, and provide a copy of the log to the Public Information Officer once the Joint Information Center is operational.

B. Facilities

1. Joint Information Center
 - a. The Fort Bend County Joint Information Center is located on the first floor of the Fort Bend County Emergency Operations Center at 307 Fort Street, Richmond, Texas 77469.
 - b. Fort Bend County Joint Information Center Contact Numbers:
 - i. Public Information Officer Phone: 281-238-3462
 - ii. JIC East 1: 3441, JIC East 2: 3442, JIC North 1: 3443, JIC North 2: 3444
 - iii. JIC Conference 1: 3437, JIC Conference 2: 3449
 - iv. Fax: 281-238-3459
 - v. Phone Bank: 281-238-1021, 1022, 1023, 1024
2. Alternate Joint Information Center Locations
 - a. Should the primary Joint Information Center become unusable, the Joint Information Center may operate virtually or at any of following locations:
 - i. Basement of Jane Long Building: 301 Jackson Street, Richmond, Texas 77469.
 - A) Phones: 832-471-2745, 832-471-2744, 832-471-2743, 832-471-2742
 - B) Fax: 832-471-2723 (In), 832-471-2724 (Out)
 - ii. Mobile Voice and Data Redundancy Unit 1, located in the Fort Bend County OEM parking lot.
 - A) Phones: (As assigned at deployment)
 - iii. Room 200 of the Precinct 1 Constable's Office, located at 1517 Eugene Heimann Circle, Richmond, Texas 77469.
 - A) Phones: 281-341-4532, 4533, 4534, 4536, 4537, and 4538
 - B) Fax: 281-341-4545

- iv. Large Conference Room at the Fort Bend County Rosenberg Annex, located at 4520 Reading Road, Rosenberg, Texas 77471.
 - A) Phones: To be determined by Fort Bend County Health and Human Services
- v. Additional Alternate Locations:
 - A) Grand Assembly Hall of the Gus George Law Enforcement Academy, located at 1521 Eugene Heimann Circle, Richmond, TX 77469.
 - B) Meeting Rooms at George Memorial Library, located at 1001 Golfview Drive, Richmond, Texas 77469.
 - C) Training Room at the Missouri City Public Safety Building, located at 3845 Cartwright Road, Missouri City, Texas 77459.

3. Media Room

C. Equipment and Supplies

- 1. Public Information Officer Equipment
 - a. Each Public Information Officer should have a readily accessible “Go Kit” that contains helpful tools and resources.
 - b. Public Information Officer “Go-Kit” includes:
 - i. Laptop computer with charger, Microsoft Word, Adobe Acrobat Reader, wireless Internet (Wi-Fi) , and a modern web browser
 - ii. USB removable drive or memory stick
 - iii. Cell phone with charger
 - iv. Office Supplies:
 - A) Clipboard
 - B) legal pad
 - C) pens
 - D) Pencils
 - E) Dry-erase boards or flip-charts
 - F) Dry-erase markers
 - G) Power strips with surge suppressors
 - H) Extension cords
 - I) Tape
 - J) Tape dispensers
 - v. Social Media account Log-in information

- vi. Media contact lists
 - vii. Department head contact lists
 - viii. AM/FM Radios
 - ix. 800Mhz Radio
 - x. Copy of the Fort Bend County Joint Information Center Plan and your organization's Public Information Plan
- c. Joint Information Center Equipment
- i. The following equipment and supplies should be transported to the physical Joint Information Center location and installed by Fort Bend County IT or Joint Information Center personnel as needed:
 - A) Joint Information Center Staff, Media, and Visitor badges with clips
 - B) Wireless-network printer with AC adapter
 - C) Four 6-outlet power strips with 10-foot grounded (3-prong) extension cords
 - D) Portable audio recorder/player with microphone to record media briefings and interviews
 - E) Digital still camera with 12 mega-pixel (or higher) resolution
 - F) Digital video camera with 720p (or higher) resolution in MPEG-4 H264 format
 - G) AM-FM-TV band recorder/player to record broadcast media coverage of the incident
 - H) Office supplies (pens, paper, stapler, tape, 3-hole punch, four 3-ring binders)
2. Joint Information Center Layout
- a. The primary Fort Bend County Joint Information Center is currently set up to function as a Joint Information Center on an as needed basis.
 - b. Alternate Joint Information Center locations should be laid out and equipped with:
 - i. Up to six (6) six-foot tables set up U-shaped with two tables per side
 - ii. Up to eighteen (12) chairs arranged with two chairs per table
 - iii. Up to four (4) telephones installed on four tables for use by the four Assistant Public Information Officers
 - iv. Up to four (4) additional telephones for the Phone Bank (may be in a nearby room)

- v. Up to four (4) TV sets with cable or satellite access and DVR's for media monitoring
- vi. Computer, projector, and screen to display WebEOC in the Joint Information Center
- vii. One flip chart on easel stand with colored markers
- viii. Access to high-speed wireless Internet (Wi-Fi) network with SSID name and passcodes
- ix. Access to a nearby photocopier and extra paper
- x. Access to a nearby fax machine and extra paper
- xi. Access to a nearby Media Briefing Room with podium, flip chart, head table, and classroom or theater-style seating for up to 50 reporters
- xii. Access to nearby parking for up to 18 Joint Information Center Staff members and up to 50 reporters.

TAB B TO APPENDIX 3
VIRTUAL JOINT INFORMATION CENTER

A. Fort Bend County OEM has created a “Fort Bend County Joint Information Center” website (www.fbcjic.org) through the PIER System that will be used as the common Virtual Joint Information Center platform. All members of the Fort Bend County Public Information Officer Network (whether or not their organization has their own PIER site) will be added as PIER Users able to log in to the Fort Bend County Joint Information Center site:

1. <http://www.piersystem.com/logon>
2. Username and password are required
3. For access to PIER, contact the Regional PIER Administrator at 281-342-6185.
4. PIER System Job Aids can be found in the Job Aids folder on the Fort Bend County Office of Emergency Management I:\
5. Your PIER password must be a minimum of six characters including at least one capital letter, at least one lower-case letter, and at least one numeral.
6. If you are not presently a PIER System User, contact the Regional Public Information System Administrator at 281-342-6185 to request a User Name and obtain PIER System training.

B. WebEOC will be used as the common Status Board. All members of the Fort Bend County Public Information Officer Network will be added as WebEOC Users able to log in to the Regional and Fort Bend County WebEOC site:

1. <https://houston.webeocasp.com/houston/>
2. Username and password are required
3. For access to WebEOC, contact the Fort Bend County WebEOC sentinel at 281-342-6185.
4. WebEOC Job Aids can be found in the Job Aids folder on the Fort Bend County Office of Emergency Management I:\
5. Your WebEOC password must be a minimum of six characters including at least one capital letter, at least one lower-case letter, and at least one numeral.
6. If you are not presently a WebEOC User, contact the Fort Bend County OEM's Senior Planner at 281-342-6185 to request a User Name and obtain WebEOC training.

C. The Public Information Officer or Joint Information Center Manager Assistant Public Information Officer will assign members of the Fort Bend County Public Information Officer Network who are unable to staff the Physical Joint Information Center to appropriate Joint Information Center Specialist roles that they can perform through the Virtual Joint Information Center.

- D.** It's critical that you remain logged in and available during your entire work shift to input or reply to new inquiries routed to you, write or evaluate new documents, monitor media coverage or public rumors, interact in the web-based PIER Conference Room, and reply promptly to messages sent to you by other Physical or Virtual Joint Information Center participants.
- E.** Inquiries entered into PIER by the Phone Bank or Joint Information Center Staff members can be transferred to appropriate Fort Bend County Public Information Officer Network members for response.
- F.** All approved documents posted on the Joint Information Center website can be automatically posted using RSS feeds in the "Recent Updates" section of each PIER site owned by a Fort Bend County Public Information Officer Network member. Members who do not have their own PIER site can manually post any Joint Information Center documents on their own organization's website.

TAB C TO APPENDIX 3 JOINT INFORMATION CENTER OPERATIONS
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A. Joint Information Center Activation Procedure

1. Following an incident, or in anticipation of a significant event, the Joint Information Center may be activated. The activation of the Joint Information Center will normally come because of a request from the on-site Incident Commander of any first responding agency. The following people can request an activation of the Fort Bend County Joint Information Center:
 - a. The Fort Bend County Office of Emergency Management whenever the Fort Bend County Emergency Operations Center is activated, or
 - b. The Emergency Management Coordinator of any City or School District within Fort Bend County, or
 - c. Any other Member Organization of the Fort Bend County Public Information Officer Network.
 - d. The request for Fort Bend County Joint Information Center activation should be made to the Fort Bend County Emergency Management Coordinator at 281-342-6185.
 - e. The Fort Bend County Judge must approve the request for Fort Bend County Joint Information Center activation.
 - f. Upon the Judge's approval, the Fort Bend County Public Information Officer will use PIER to send a notification to all Fort Bend County Public Information Officer Network members explaining who, why, where, and when the Joint Information Center is being activated:
 - i. Email:

The Fort Bend County Joint Information Center is being activated at the request of (Member Organization) due to (Incident Description). The Fort Bend County Joint Information Center is located at (Building Name) at (Street Address) in (City) and should be operational by (Time). Please reply to: Joint Information Center@co.fort-bend.tx.us whether or not you are available to help set up and staff the Fort Bend County Joint Information Center.
 - g. Text-to-Voice Phone Notification and/or SMS Text Message:

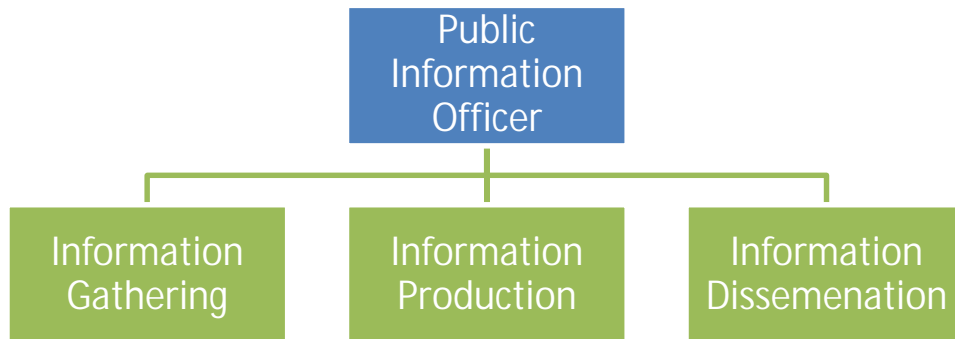
The Fort Bend County Joint Information Center is being activated. Check email for details. Call 281-342-6185 to respond.
 - h. The Fort Bend County OEM Receptionist will maintain a log of telephone responses from Fort Bend County Public Information Officer Network members, and provide a copy of the log to the Public Information Officer once the Joint Information Center is operational.

2. Organizational Structure

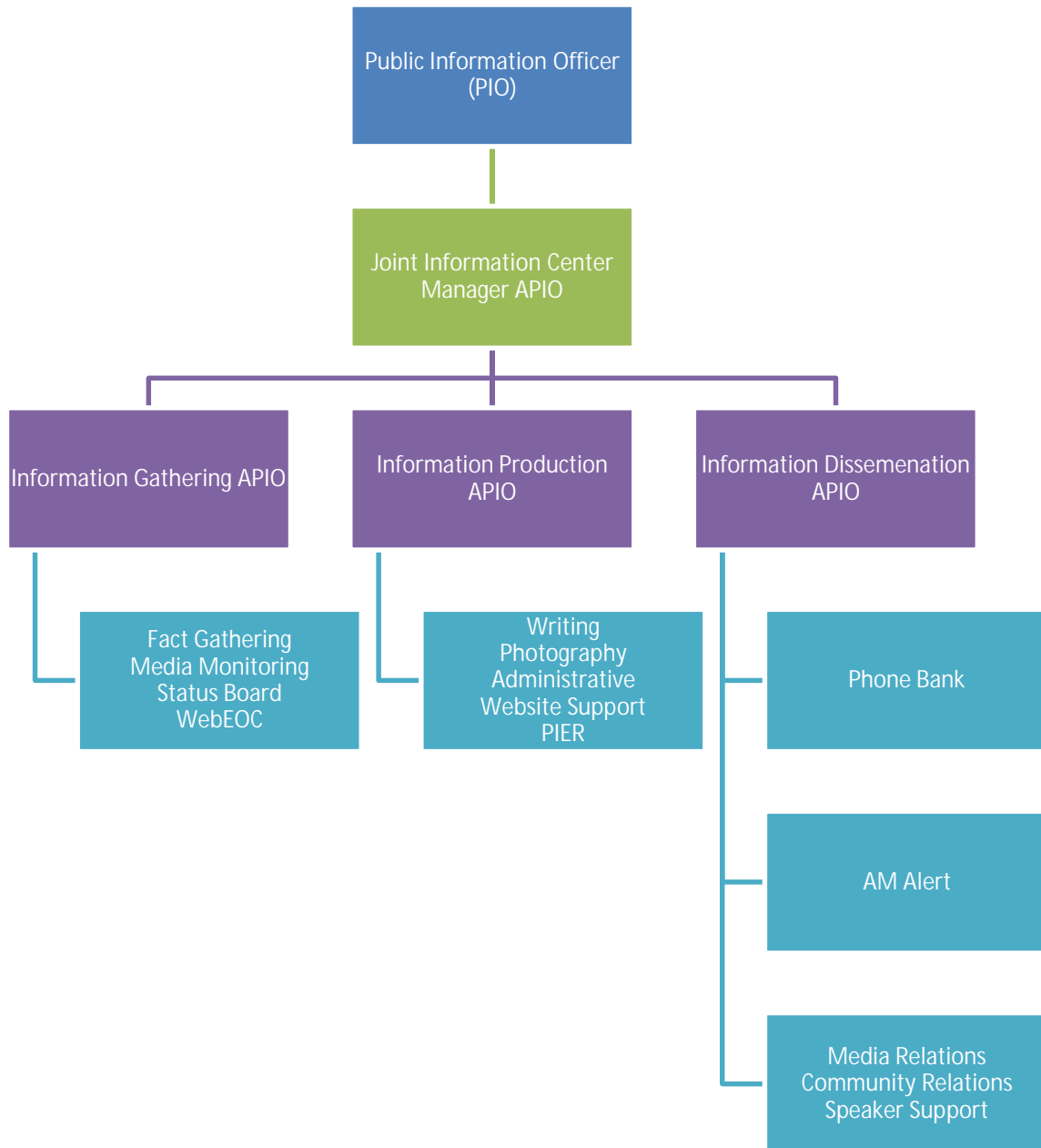
a. The following organizational charts provide general guidance only.

i. The Joint Information Center is scalable and flexible.

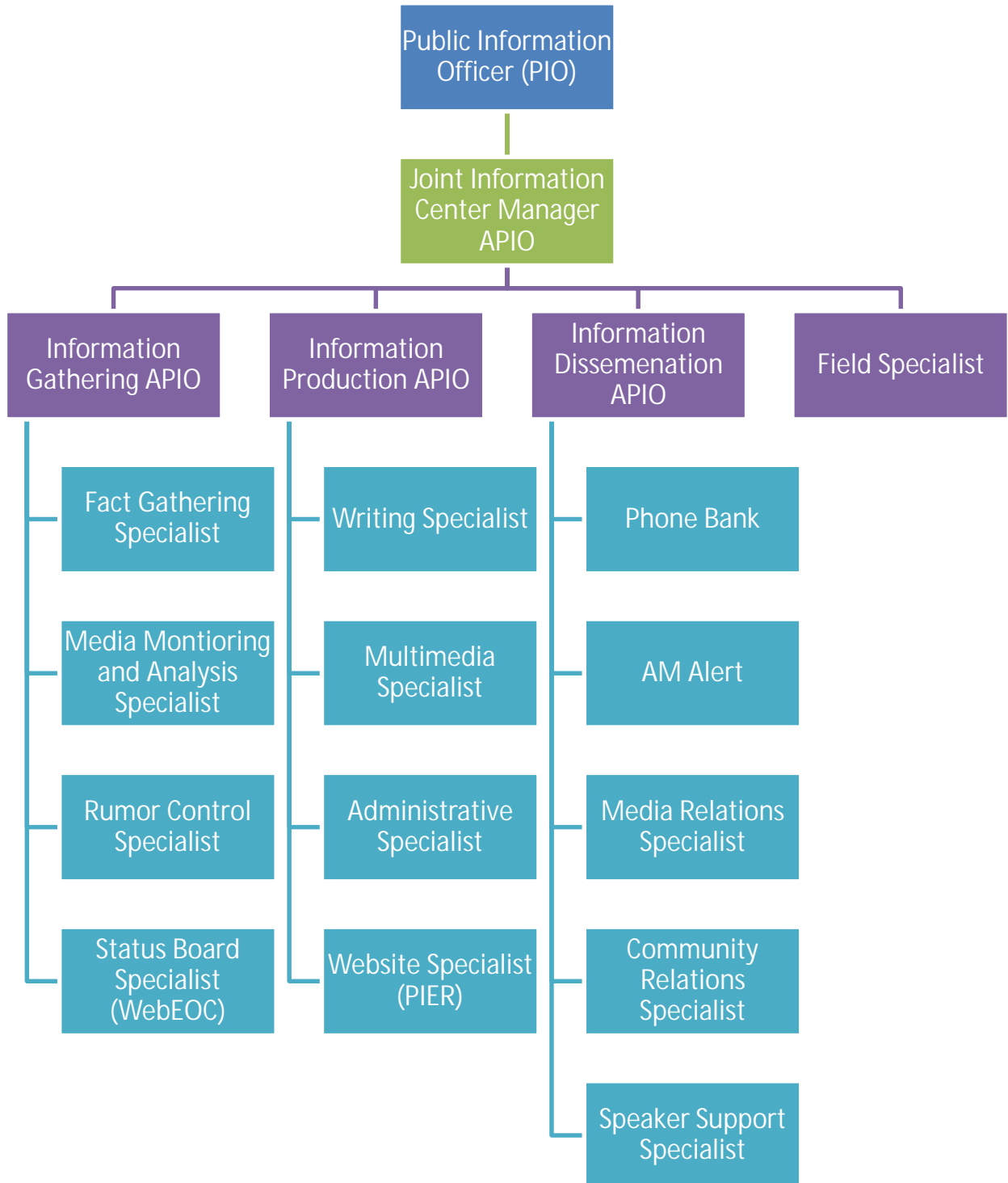
A) Initial Joint Information Center



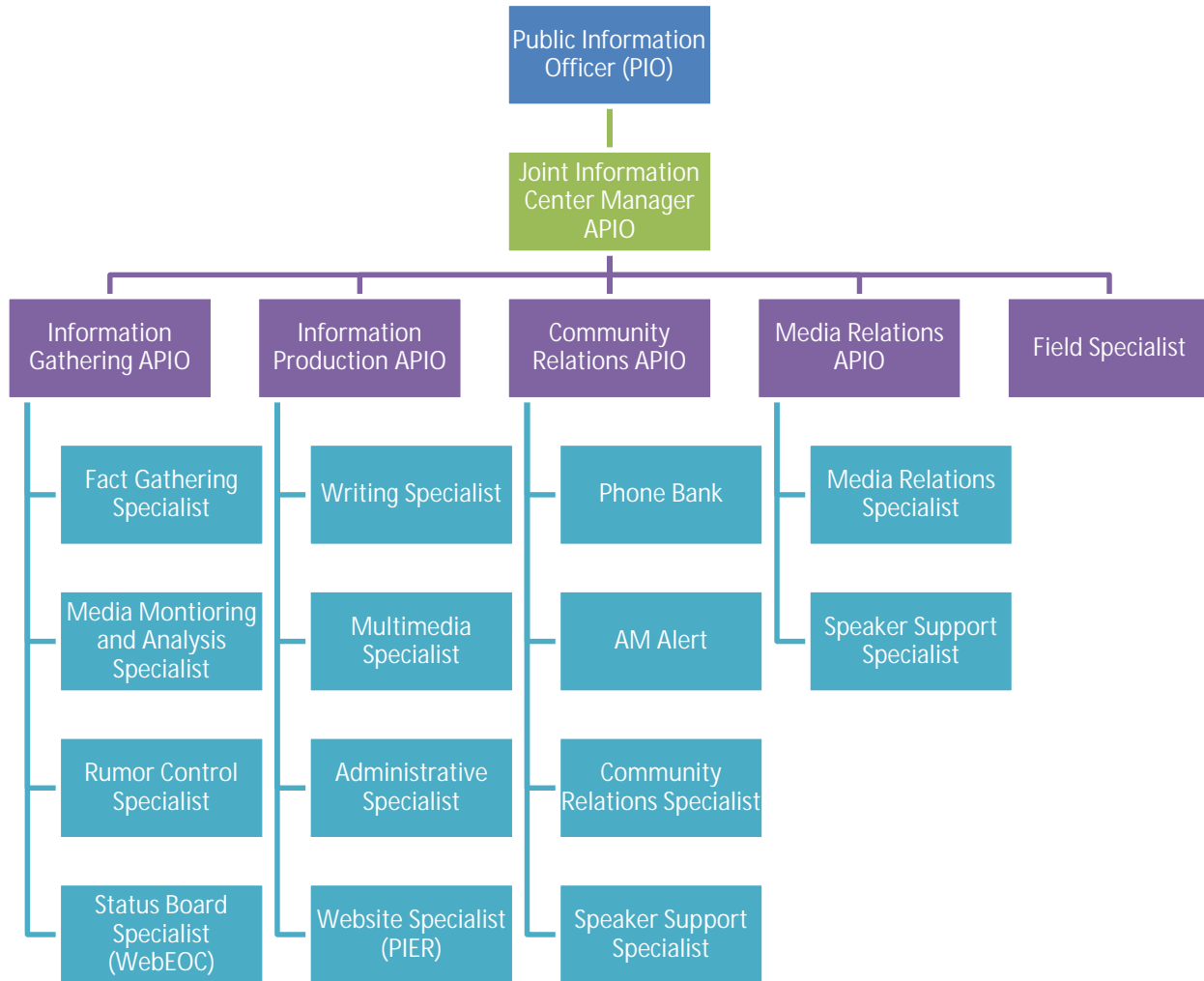
B) Small Joint Information Center



C) Large Joint Information Center



D) Full-Scale Joint Information Center



TAB D TO APPENDIX 3 JOINT INFORMATION CENTER JOB AIDS
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A. Each Joint Information Center role is assigned the following responsibilities and tasks to perform:

B. Public Information Officer:

1. Responsible for overall management of the Joint Information Center
2. Coordinates with Public Information Officers at other Joint Information Centers (such as Area, Support, or National Joint Information Center)
3. Develops strategies for collaborative communications with all Response Partners
4. Attends Command Staff meetings conducted by IC/UC
5. Briefs IC/UC on public information activities and concerns
6. Briefs Joint Information Center staff on a regular basis about IC/UC activities
7. Obtains IC/UC approval prior to distribution of Joint Information Center products
8. Provides policy and direction to the Joint Information Center Manager and Assistant Public Information Officers
9. Serves as lead Spokesperson or Moderator for briefings or special events

C. Joint Information Center Manager Assistant Public Information Officer:

1. Manages daily operations of the Joint Information Center as directed by the Public Information Officer or Deputy Public Information Officer
2. Plans Joint Information Center work schedules, assignments, and logistics needs
3. Requests personnel, equipment and supplies needed for Joint Information Center operations
4. Provides advice/consulting to Public Information Officer and coaching/training to Joint Information Center staff as needed
5. Prepares ICS-214 (Unit Log) from each Joint Information Center staff member's ICS-214A (Individual Log)

D. Information Gathering Assistant Public Information Officer:

1. Fact Gathering Specialist:
 - a. Identifies and coordinates with the lead representatives from each Response Partner including local, state, federal, private sector, and non-governmental organizations participating in the Joint Information Center (physical or virtual)

- b. Obtains information from Response Partners regarding incident impact, response, and key messages to share with media and other stakeholders
 - c. Provides information from Response Partners to Status Board Specialist and to Assistant Public Information Officer for Information Production for development of Joint Information Center news products
 - d. Routes inquiries or interview requests to appropriate Response Partner(s)
2. Status Board Specialist:
- a. Displays incident information from WebEOC's Significant Event Boards in Joint Information Center
 - b. Enters major Joint Information Center information into WebEOC's Public Information Board
 - c. Posts copies of approved news releases, incident maps, and other confirmed information on the Status Board in the Joint Information Center
3. Media Monitoring and Analysis Specialist:
- a. Monitors radio, TV, print and Internet website/blog media coverage
 - b. Notifies Assistant Public Information Officer of any media errors, rumors, or new information
 - c. Assistant Public Information Officer contacts media outlets or other sources to correct errors or rumors
 - d. Notifies Assistant Public Information Officer for Information Production about any error or rumor

E. Rumor Control Specialist:

- 1. Identifies and reports any rumors that may cause issues or problems to the Assistant Public Information Officer for Information Gathering
- 2. Verifies the accuracy of the rumor and document results
- 3. Reports results of each rumor investigation to the Assistant Public Information Officer for Information Gathering for correction
- 4. Maintains a file of each rumor investigation

F. Information Production Assistant Public Information Officer:

- 1. Writer:
 - a. Reviews information provided by Information Gathering
 - b. Uses templates to draft media advisories, news releases, and other products
 - c. Obtains approval from Assistant Public Information Officer, Public Information Officer, and IC/UC before distribution

- d. Routes approved documents to Website Specialist and Information Communication
2. Photographer/Videographer:
- a. Shoots and edits photographs of newspaper/magazine quality
 - b. Shoots and edits video of broadcast or Internet quality
 - c. Catalogs and manages all photos and videos
 - d. Provides all photos and videos to the Administrative Assistant for the casebook and to the Website Specialist for posting on the Joint Information Center website
3. Administrative Assistant:
- a. Works with Logistics Section to acquire, set up and run audio/visual support for briefings
 - b. Provides support for media briefings and community meetings
 - c. Produces a casebook available in the Joint Information Center or stored on the Joint Information Center website
 - d. Provides all Joint Information Center files and products to the Planning Section's Documentation Unit
 - e. Photocopies, assembles, and distributes briefing packets
 - f. Photocopies, files, and catalogs all Joint Information Center materials
 - g. Maintains media credentialing records
4. Website Specialist:
- a. Adds Joint Information Center staff as PIER System Users; sets up messaging and conference calls
 - b. Inputs inquiries received by phone; manage inquiries received by email
 - c. Posts approved documents, photos and video on Joint Information Center website
 - d. Maintains contact lists; emails documents to appropriate stakeholders
 - e. Provides reports on Joint Information Center activities, performance, and website hits

G. Information Communication Assistant Public Information Officer:

1. Phone Bank:
- a. Answers Joint Information Center phones; logs inquiries into PIER or on 3-part Joint Information Center Inquiry form
 - b. Routes inquiries about specific Response Partners to their lead representative in Joint Information Center

- c. Routes inquiries requiring follow-up to Assistant Public Information Officer and Website Specialist
2. Alert AM 1670 Specialist:
 - a. Writes and records Emergency or General Information messages for Alert AM 1670
 - b. Schedules messages into the WaveCart computer for broadcast on Alert AM 1670
 3. Media Relations Specialist:
 - a. Responds to all Media inquiries as quickly as possible prior to media deadlines
 - b. Conducts media interviews providing approved information
 - c. Schedules on-location interviews with Public Information Officer or Field Specialist
 - d. Works with Writer to develop news releases, fact sheets, talking points, etc.
 4. Speaker Support Specialist:
 - a. Identifies, schedules, and prepares Executive/Senior Officials, Command, and Subject Matter Experts for news briefings and media interviews
 - b. Obtains scheduled times for media briefings from Public Information Officer or Assistant Public Information Officer/Joint Information Center Manager
 - c. Coordinates with Administrative Assistant on setup and audiovisual needs for media briefings
 - d. Schedules speakers for any local newspapers' editorial board meetings
 5. Field Specialist:
 - a. Coordinates with Safety Officer on safety rules for escorting media to incident locations
 - b. Escorts media to incident scene or other field locations
 - c. Takes photos and video of the incident scene or other field locations
 - d. Gathers facts from Response Partners at the incident scene
 - e. Disseminates approved information to media or public at the incident scene
 6. Community Relations Specialist:
 - a. Identifies communities affected by the incident; identify community leaders
 - b. Responds to all community inquiries as quickly as possible (within one hour if possible)
 - c. Provides approved information to community leaders and residents; determine their concerns and need for information and assistance

- d. Works with Writer to address community concerns and need for information
7. Community Support Specialist:
- a. Identifies and schedules appropriate spokesperson(s) such as the Public Information Officer, Executive/Senior Officials, Command, and Subject Matter Experts and prepare support materials for them to use at community meetings and community-leader briefings
 - b. Coordinates with the Administrative Assistant about setup and audiovisual needs for community meetings and community-leader briefings
 - c. Participates in meetings hosted by the community

TAB E TO APPENDIX 3 JOINT INFORMATION CENTER DEMOBILIZATION
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- A.** The Public Information Officer, with the concurrence of the Incident Commander, will decide when to demobilize the Joint Information Center. The Public Information Officer will issue a news release stating the Joint Information Center is no longer operational. If possible, announce Joint Information Center termination at next to last and last news conference.
- B.** Once deactivated, Joint Information Center staff will participate in an after-action review of Joint Information Center operations.

C. Demobilization Checklist

1. Ensure all equipment and personnel are returned to pre-emergency position
2. Ensure all generated information is given to the Public Information Officer for documentation
3. Coordinate the After Action Review of Joint Information Center actions and ensure the following are addressed:
 - a. Inoperable equipment
 - b. Procedural inadequacy
 - c. Clarity of policies
 - d. Notification difficulties
 - e. Other lessons learned
4. Complete all required forms, reports, and other documentation. All forms should be submitted to the Lead Public Information Officer or their designee prior to your departure.
5. The Lead Public Information Officer or their designee will ensure that documentation is given to the Documentation Unit. These records will be maintained in the Sheriff's Office of Emergency Services in perpetuity.
6. Deactivate your assigned position and close out logs.

TAB F TO APPENDIX 3
JOINT INFORMATION CENTER CHECKLIST

A. The Public Information Officer or Assistant Public Information Officer that supervises the appropriate Joint Information Center Staff function (listed in parentheses) should confirm that the following major tasks are performed on each Joint Information Center work shift. All Joint Information Center staff should review this Joint Information Center Checklist in addition to their additional responsibilities under their assigned Joint Information Center role(s).

B. Fill in the TIME and INITIALS of the person who completed each task:

Task	Responsible
Complete a ICS-214A Log of each individual's major events/activities performed	All
Notify Joint Information Center staff and Response Partners when Joint Information Center will be activated or demobilized	PIO
Set up Joint Information Center; assess staff; assign Joint Information Center roles; request any additional resources	Joint Information Center Manager APIO
Go to incident scene to gather facts, escort media, and/or take photos on-scene	Field Specialist
Obtain incident briefing from Command or EOC Manager; brief Joint Information Center staff	PIO
Obtain latest incident facts or news release info from each Response Partner	Fact Gathering Specialist / Information Gathering APIO
Display WebEOC in Joint Information Center; enter Public Information into WebEOC	Status Board Specialist / Information Gathering APIO
Monitor media coverage for errors, rumors or new info	Media Monitoring Specialist / Information Gathering APIO
Investigate, verify, and correct rumors from media coverage or inquiries	Rumor Control Specialist / Information Gathering APIO
Log and review inquiries from media, community and other stakeholders	Phone Bank / Information Dissemination APIO
Follow-up on outstanding inquiries from media, community and other stakeholders	Media Relations Specialist / Community Relations Specialist / Information Dissemination APIO
Develop strategy of messages; set news release deadlines and briefing schedule	PIO
Review WebEOC and Status Boards; use templates to draft Joint Information Center document(s)	Writing Specialist / Information Production APIO
Shoot, edit and catalog photos or video of incident and response actions	Multimedia Specialist / Information Production APIO

	Task	Responsible
	Obtain approval from Command of each Joint Information Center document; distribute to Joint Information Center Staff	PIO
	Post approved documents on website; email to stakeholders	Website Specialist / Information Production APIO
	Record and schedule any new or revised messages on Alert AM 1670 radio	AM Alert Specialist / Information Dissemination APIO
	Maintain casebook of all approved Joint Information Center documents issued	Administrative Specialist / Information Production APIO
	Reply to media inquiries; schedule and conduct interviews	Media Relations Specialist / Information Dissemination APIO
	Reply to community inquiries; identify needs and concerns	Community Relations Specialist / Information Dissemination APIO
	Review inquiries and media monitoring reports for issues and trends	PIO
	Plan for media briefings, community meetings or tours; set up room facilities	Administrative Specialist / Information Production APIO
	Prepare spokesperson(s) for media briefings	Speaker Support Specialist / Information Dissemination APIO
	Prepare spokesperson(s) for community meetings	Community Support Specialist / Information Dissemination APIO
	Provide advice/consulting and coaching/training as needed	Joint Information Center Manager APIO
	Submit ICS-214A Log to Joint Information Center Manager APIO at end of work shift	All
	Appoint PIO and Joint Information Center Manager APIO for next shift.	PIO

TAB G TO APPENDIX 3
JOINT INFORMATION CENTER FORMS AND TEMPLATES

Forms following can be used in a Joint Information Center, a brief description of each is below, followed by the forms.

A. Staff Assessment Survey (see Attachment 1)

1. The Staff Assessment Survey should be filed out by each person upon entering the joint information center, or can be submitted ahead of time to assist the Joint Information Center Manager and the Planning Section Chief make staffing determinations for the incident.
2. The training section of this form can be compared to the NIMS Training Matrix and differences between the two may need to be rectified before certain positions will be staffed.

B. Media Monitoring Report (see Attachment 2)

1. The Media Monitoring and Analysis Specialist is responsible for completing the Media Monitoring Report. The Specialist can monitor and/or record on-air radio and television broadcasts (using equipment in the 2nd-floor Emergency Operations Center) or search media websites for stories that mention the incident and/or Response Partner organizations in Fort Bend County.
 - a. Websites for major media outlets in Fort Bend County:
 - i. Fort Bend Herald (Daily) <http://www.fbherald.com>
 - ii. Fort Bend Independent (Weekly) <http://www.fbindependent.com/>
 - iii. Fort Bend Star (Weekly) <http://www.fortbendstar.com>
 - iv. Fort Bend Now (Web-based) <http://www.fortbendnow.com>
 - v. Fulshear Times (Weekly) <http://www.fulsheartimes.com>
 - vi. Katy Sun (Weekly) http://www.hcnonline.com/katy_sun/front/
 - vii. Katy Times (Weekly) <http://www.katytimes.com>
 - viii. Katy News (Bimonthly) <http://www.thekatynews.com>
 - ix. Instant News Katy (Web-based) <http://www.instantnewskaty.com>
 - x. Voice of Asia (Weekly) <http://www.voiceofasia.us>
 - b. Websites for major media outlets in Houston include:
 - i. Houston Chronicle/Fort Bend
<http://www.chron.com/neighborhoods/fortbend/>
 - ii. KPRC-TV Channel 2 <http://www.click2houston.com>
 - iii. KHOU-TV Channel 11 <http://www.khou.com>

- iv. KTRK-TV Channel 13 <http://www.abc13.com>
 - v. KRIV-TV Channel 26 <http://www.fox26.com>
 - vi. KTRH-AM NewsRadio 740 <http://www.ktrh.com>
 - vii. KUHF-FM 88.7 (NPR) <http://www.kuhf.com>
2. A Spanish-speaking staff person should monitor Spanish media outlets in addition to other tasks requiring Spanish fluency.
- a. KLAT-AM 1010 (La Tremenda News/Talk) http://radiotime.com/station/s_33660/Radio_La_Tremenda_1010.aspx
 - b. KXLN-TV Channel 45 (Univision) <http://www.univision.com>
 - c. KTMD-TV Channel 47 (Telemundo) <http://www.telemundohouston.com>
 - d. Latin Breaking News (Web-based) <http://www.latinbreakingnews.com>
3. The Media Monitoring and Analysis Specialist should determine whether the news story:
- a. Mentions any unresolved issues or public concerns
 - b. Is accurate or contains factual errors
 - c. Contains any rumors or new information not yet confirmed by the Joint Information Center
4. The Assistant Public Information Officer for Information Gathering should verify whether any rumor is true. If so, the new information could be added to the next scheduled news release or media briefing. If not, the rumor should be corrected as quickly as possible by having the Assistant Public Information Officer notify the media outlet(s) and seek a correction. Media outlets' phone numbers and e-mail addresses are stored in the "Contact" section of the Joint Information Center's PIER site.

C. Media Interview Request (see Attachment 3)

1. Media outlets have three ways to submit a request for a media interview with the County Judge or other Senior Official, Public Information Officer or Assistant Public Information Officer, Media Relations Specialist, Response Partner Spokesperson, or other Subject Matter Expert:
- a. Call the Joint Information Center and submit the interview request to a Phone Bank member
 - b. Submit an Inquiry using the "Contact" link on the www.fbcjic.org website
 - c. Submit an Interview Request using the "Contact" link on the www.fbcjic.org website

2. The last method is preferred because the Media Interview Request form will capture additional information that is needed to process the request. If the reporter is on the phone, the Phone Bank can fill out and submit the Interview Request form from the website.
3. The Media Interview Request form is a PIER System Survey form that can be set up by the PIER System Administrator to be automatically e-mailed to selected Joint Information Center Staff members, such as the Assistant Public Information Officer for Information Communication.
4. All requests for media interviews should be documented and routed by the Phone Bank or the Website Specialist to the Assistant Public Information Officer for Communications who will identify the best available spokesperson for the media interview, schedule a mutually convenient time and location for the interview, and coordinate with the Speaker Support Specialist to prepare any support materials.

D. Inquiry Form (see Attachment 4)

1. All Phone Bank staff or the Phone Bank Supervisor on each shift should be trained how to use PIER's Inquiry management system, so they can enter all inquiries directly into PIER. If training does not exist, or if PIER is inaccessible, the Joint Information Center Inquiry Form can be used.
2. The Phone Bank is responsible for completing the Inquiry Form. Please use a black pen and print firmly, because this carbonless form makes three copies (white, yellow, and pink). The Phone Bank uses this form to log and track inquiries both externally from the Community (public), Elected Officials, and Media, and internally from other Response Partners and incident command staff.
3. When documenting the Caller's information, try to obtain a primary and secondary phone number (such as work and cell) and a work or home e-mail address. Ask if the Caller would like to be added to the Joint Information Center's Mailing List and receive future news releases automatically by e-mail. The Phone Bank Supervisor or Website Specialist can add those Callers to the appropriate Contact List in the PIER System.
4. Document what questions or information the Caller is requesting and what information you provided (e.g., "Read News Release #1"). List what time they need a response, especially if the Caller is a media reporter on deadline.
5. Most inquiries can be handled by reading the latest News Release, Situation Report, or confirmed information on the Status Board. If the Caller asks questions that cannot be answered, or if a reporter needs an On-Camera Interview or Tour, details about the request should be noted.

6. If follow-up is needed, the Inquiry Form should be routed to the Assistant Public Information Officer for Information Communication who will research the questions and follow-up by phone with the Caller. The Assistant Public Information Officer may assign the inquiry to a Media Relations or Community Relations Specialist if Joint Information Center staffing is available. The goal should be call them back within one hour.
7. After completing the carbonless 3-part Joint Information Center Inquiry form, the Phone Bank should post the bottom pink copy on the Phone Bank wall if the inquiry needs follow-up. The top white copy and middle yellow copy should be routed to the Assistant Public Information Officer for Information Communication for any follow-up. Once the follow-up is completed and documented at the bottom of the Inquiry Form, the Assistant Public Information Officer removes the pink copy from the wall and forwards the completed top white copy to Website Support so the follow-up information can be input into the PIER System.
8. In summary, the Joint Information Center Inquiry form is routed as follows:
 - a. Bottom pink copy: posted on the Phone Bank wall (until follow-up is completed); the Phone Bank keeps the bottom pink copy.
 - b. Top white and middle yellow copies: routed to the Assistant Public Information Officer for Communications for follow-up; the Assistant Public Information Officer keeps the middle yellow copy.
 - c. Top white copy: routed to Website Specialist for input into the PIER System after the Assistant Public Information Officer for Communications has completed any follow-up and removed the pink copy from the wall; the Website Specialist keeps the top white copy.

ATTACHMENT 1
TAB G TO APPENDIX 3
JOINT INFORMATION CENTER ASSESSMENT SURVEY

Complete this survey so the Joint Information Center Manager can match you to available Joint Information Center Staff positions.

First and Last Name: _____

Rank and/or Job Title: _____

Agency/Organization: _____

Work Phone: () _____ Mobile Phone: () _____

E-mail address: _____

If you are staying at a hotel, list Hotel name: _____ Room #: ____

AVAILABILITY

Please list dates/times that you are NOT available to work in the Joint Information Center:

RESOURCES

Please check any equipment/supplies or other resources that you brought with you:

Laptop Printer Camera/videocam Tape recorder Office supplies Other:

EXPERIENCE

How many years of public affairs experience do you have? _____

How many times have you previously worked in a Joint Information Center? _____

Describe what Joint Information Center roles or duties you have previously performed:

TRAINING

Please check which training courses that you have completed:

<input type="checkbox"/> PIER	<input type="checkbox"/> WebEOC	<input type="checkbox"/> IS-100	<input type="checkbox"/> IS-700	<input type="checkbox"/> IS-702	<input type="checkbox"/>	<input type="checkbox"/> IS-200
<input type="checkbox"/> IS-800	<input type="checkbox"/> Risk Com	<input type="checkbox"/> ICS-300	<input type="checkbox"/> ICS-400	<input type="checkbox"/> IS-250	<input type="checkbox"/>	<input type="checkbox"/> S-203
<input type="checkbox"/> E/L-952	<input type="checkbox"/> S-420	<input type="checkbox"/> E-388	<input type="checkbox"/> G-290/289/291			

SKILLS

- Supervising others Developing strategies Conducting briefings and interviews
- Gathering info Writing copy Multimedia Web support
- Answering inquiries Investigating rumors Computer skills Admin support
- Other: _____
- Non-English fluency: _____

PREFERENCES

Please indicate which Joint Information Center role(s) or duties that you would like to be assigned:

- Preferred role(s): _____

ATTACHMENT 2
TAB G TO APPENDIX 3
JOINT INFORMATION CENTER MEDIA MONITORING REPORT

Date: _____ Time: _____ Monitored by: _____

Media outlet: _____ Location: _____

Type: Radio Television Newspaper Website Social Media

Attach any audio or videotape of broadcast, newspaper clipping, or Internet printout

1. Summarize content of report; any unresolved issues or concerns?

2. List any suspected factual errors:

3. List any new information (not in latest News Release):

Route to Assistant Public Information Officer for Information Gathering for investigation and follow-up:

Information confirmed and to be included in next News Release

Information corrected and reported to Media Outlet at Time: _____

Media Contact: _____ Phone: _____

**ATTACHMENT 3
TAB G TO APPENDIX 3
FORT BEND COUNTY JOINT INFORMATION CENTER MEDIA INTERVIEW
REQUEST**

Date: _____ Time: _____ Received by: _____

CONTACT INFORMATION:

First Name: _____ Last Name: _____

Media Outlet or Organization: _____

Title: _____ City: _____ State: _____

Phone 1: _____ at: work / home / mobile / pager

Phone 2: _____ at: work / home / mobile / pager

Fax: _____ E-mail: _____

Would you like to join our JIC Mailing List? No Yes Input into PIER System

WHO would you like to interview (or obtain B-roll video or a Still Photo of?)

WHAT topics or questions do you want to cover?

WHEN is your deadline to conduct this interview? (List a date and preferred timeframe.)

WHERE would you like to conduct this interview (subject to Spokesperson availability)?

ANY SPECIAL REQUESTS?

Will the interview be broadcast Live?

Will the interview be conducted in Spanish?

“A JIC Staff member will call you back when your interview has been arranged or if we do not have a qualified Spokesperson available at the time or location requested. Thanks!”

ATTACHMENT 4 TAB G TO APPENDIX 3 JOINT INFORMATION CENTER INQUIRY
--

Date: _____ Time: _____ Received by: _____

TYPE OF INQUIRY:

- Community Elected Official Media Response Partner EOC/OEM Staff
 Other: _____

CONTACT INFORMATION:

First Name: _____ Last Name: _____
Media Outlet or Organization: _____
Title: _____ City: _____ State: _____
Phone 1: _____ at: work / home / mobile / pager
Phone 2: _____ at: work / home / mobile / pager
Fax: _____ E-mail: _____

Would you like to join our Mailing List? No Yes Input into PIER System

QUESTIONS/COMMENTS OR INTERVIEW REQUEST:

DEADLINE: _____ RESPOND BY: E-mail Phone _____

RESPONSE REQUIRED?

No Yes Forward/assign to: _____

RESPONDED at _____ by _____ **STATUS:** Pending Close

APPENDIX 4
MEDIA CONTACT ROSTER

A. Audio

1. Station Name:.....KTRH (Emergency Alert System Control Station)
Address: 2000 West Loop South – Houston, Texas 77027
Frequency and Operating Hours:..... 740 AM Operations: 24 hours/day
Contact Name:..... Bryan Erickson
Telephone Number 713-212-8740
Fax Number:..... 713-212-8810
E-mail Address: bryanerickson@clearchannel.com
Website: <http://www.ktrh.com/>

B. Video

1. Station Name:..... KPRC (NBC)
Address: 8181 Southwest Frwy – Houston, Texas 77252
Frequency and Operating Hours:..... Channel 2 Operations: 24 hours/day
Contact Name:..... Barbara Magana
Telephone Number: 713-778-4950
Fax Number:..... 713-771-4930
E-mail Address: newsdesk@kprc.com
Website URL: <http://www.kprc.com/>
2. Station Name:..... KHOU (CBS)
Address: 1945 Allen Parkway – Houston, Texas 77019
Frequency and Operating Hours:..... Channel 11 Operations: 24 hours/day
Contact Name:..... News representative
Telephone Number: 713-526-1111
Fax Number..... 713-520-7763
E-mail Address: assignments@khou.com
3. Station Name:..... KTRK (ABC)
Address: 3310 Bissonnet – Houston, Texas 77005
Frequency and Operating Hours:..... Channel 13 Operations: 24 hours/day
Contact Name:..... Chris Hanson
Telephone Number: 713-669-1313
Fax Number:..... 713-664-0013
E-mail Address: ktrk.newsalerts@abc.com

4. Station Name:.....KRIV (FOX)
Address: 4261 Southwest Freeway Houston, Texas
Frequency and Operating Hours:..... Channel 26 Operations: 24 hours/day
Contact Name:..... Ruben Dominguez
Telephone Number:713-479-2801
Fax Number:.....713-479-2859
E-mail Address: newsdesk@fox26.com

C. Text

1. Name:..... Fort Bend Herald
Distribution Area: Fort Bend County – West
Contact Name:..... Bob Haenel
Telephone Number:281-342-4474
Fax Number:.....281-342-3219
E-mail Address: newsroom@fbherald.com
Website URL: <http://www.fbherald.com>
2. Name:..... Fort Bend Star
Distribution Area: Fort Bend County – East
Contact Name:..... Jean Sandlin
Telephone Number:281-690-4200
Fax Number:.....281-690-4250
E-mail Address: starnews@fortbendstar.com
Website URL: <http://www.fortbendstar.com/>
3. Name:..... Fort Bend Independent
Distribution Area: Fort Bend County
Contact Name:..... N/A
Telephone Number:281-980-6745
Fax Number:..... N/A
E-mail Address: Editor@fbindependent.com
Website URL: <http://www.fbherald.com/>
4. Name:..... Houston Chronicle
Distribution Area: Greater Houston Area
Contact Name:..... Eric Hanson
Telephone Number:713-362-7171
Fax Number:.....713-362-6806
E-mail Address: eric.hanson@chron.com
Website URL: <http://www.chron.com/>

5. Name:..... Katy Times
Distribution Area: Fort Bend County – Katy
Contact Name:..... Tracy Dang
Telephone Number:281-391-3141
Fax Number:.....281-391-2030
E-mail Address:timesnews@katytimes.com
Website URL:<http://www.katytimes.com/>

D. Content Providers

1. Name:.....Comcast
Address: 8590 West Tidwell – Houston, Texas 77040
Service Area:..... Rosenberg – Sugar Land – Missouri City
Contact Name:..... Ray Purser
Telephone Number:713-335-3203
Fax Number:.....713-895-1239
E-mail Address ray_purser@cable.comcast.com
Website URL: <http://www.comcast.com/>
2. Name:.....Dish Network
Address: N/A
Service Area:..... N/A
Contact Name:..... N/A
Telephone Number:303-723-1000
Fax Number:..... N/A
E-mail Address N/A
Website URL: <http://www.dish.com/>
3. Name:..... DirecTV
Address: N/A
Service Area:..... N/A
Contact Name:..... N/A
Telephone Number: N/A
Fax Number:..... N/A
E-mail Address N/A
Website URL: <http://www.directv.com/>
4. Name:..... AT&T Uverse
Address: N/A
Service Area:..... Fort Bend County
Contact Name:..... Steve Buckley
Telephone Number:281-342-6850
Website URL: <http://www.ATT.com/>

5. Name:..... HughesNet
Address: 11717 Exploration Lane, Germantown, MD 20816
Service Area:..... Fort Bend County
Contact Name:..... N/A
Telephone Number:301-428-5500
Fax Number:.....301-428-1868
E-mail Address N/A
Website URL: <http://www.hughesnet.com/>

<p style="text-align: center;">APPENDIX 5 WORKING WITH THE MEDIA</p>
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A. What to do when working with the media:

1. Identify your spokesperson beforehand.
2. Have a number the media know to call when they need information.
3. Make certain the person answering the phones knows to whom to direct media calls.
4. Get all the information you can from those in charge before you talk with the media.
5. Write out the answers to these questions for your use:
 - a. What happened?
 - b. When did it happen?
 - c. Where did it happen?
 - d. Why did this happen?
 - e. Who is responsible, involved, injured?
 - f. How many were hurt or killed? What are their names/ages/addresses?
 - g. Can I shoot video/take photos? How close can I get?
 - h. Whom can I talk to?
 - i. What is your agency doing about it?

B. When you talk with the media:

1. Tell the truth.
2. Be courteous and do not play favorites.
3. Avoid "off the record" remarks.
4. Never say anything you would not want to see printed or broadcast.
5. Stay on top of the interview by listening to the reporter's questions.
6. Do not accept the reporter's definitions of what happened.

7. Pause, think; ask for more time if you need it.
8. Respond only to the question you have been asked. Do not speculate.
9. Stick to the core message.

APPENDIX 6 MEDIA ACCESS AND IDENTIFICATION

A. Media Access

1. In recognition of the public's right to know as much information as possible about a disaster, local response agencies will cooperate with legitimate news media representatives and provide equal access to information and, within the limits of safety and other response needs, access to incident scene to various news organizations. News media representatives are required to cooperate with response personnel as directed for safety and efficient operation.
2. The Incident Commander or his designated representative will allow media such access to the incident scene as is consistent with safety and does not disrupt critical operations.
3. The Emergency Management Coordinator, in coordination with the Public Information Officer, shall establish rules for media access to the Emergency Operations Center. When the Emergency Operations Center is activated, representatives of news media may be provided access to those areas of the Emergency Operations Center designated by the Emergency Management Coordinator. Generally, news briefings will not be conducted in the Emergency Operations Center because they can disrupt on-going Emergency Operations Center operations; briefings will normally be conducted in the media area of the Emergency Operations Center. Photo shoots and interviews may be conducted in the Emergency Operations Center, but these should be scheduled to minimize disruption.
4. Hospitals establish their own rules of access for news media representatives and these may vary for individual circumstances. For emergencies where there have been substantial casualties, it may be desirable for hospitals to provide a media room or other designated area with access to telephones for the use of news media representatives.
5. When incident scenes are on private property, the property owner may establish and enforce policies with regard to access by the media and other persons who are not emergency responders.

B. Media Identification

1. Representatives of news media will be considered to have satisfactory identification if they have:
 - a. A media company identification card with photo that identifies them as a media representative, unless there is reason to believe that the identification is not genuine.

- b. Texas Department of Public Safety Media Identification Card.
- c. A media identification card issued by the Fort Bend County and Joint Resolution Jurisdictions' Public Information Office

<p style="text-align: center;">APPENDIX 7 EMERGENCY PUBLIC INFORMATION CHECKLISTS</p>

This appendix includes the following Emergency Public Information Checklists:

Tab A Public Information Checklist for Flooding

Tab B Public Information Checklist for Hazardous Material Incidents

Tab C Public Information Checklist for Hurricanes

<p>TAB A TO APPENDIX 7</p> <p>PUBLIC INFORMATION CHECKLIST FOR FLOODING</p>

Pre-Emergency Phase

	Conduct public education and distribute preparedness materials highlighting local flood risk areas, precautionary actions, and protective actions.
	In coordination with the Emergency Management Coordinator, maintain a set of pre-scripted warning and public instructions messages ready for use. See Annex A to the Basic Plan.
	Coordinate with school authorities/Public Information Officers on policies/procedures for announcing school closures.
	Review local Hazard Analysis and Annex E to Emergency Operations Plan to identify potential flood risk areas and evacuation routes.
	Coordinate with Animal Control, Animal Shelter, and other organizations to determine availability of facilities for evacuated pets and large animals.
	Coordinate with Public Information Officers from local response agencies and volunteer groups and develop an effective Public Information Officer-to-Public Information Officer communication system.

Readiness Phase

	Ensure Public Information Officer receives current information on flood watches and warnings.
	Coordinate with the Shelter and Mass Care Officer to determine likely shelter sites.
	Coordinate with Law Enforcement to determine planned/likely evacuation routes.
	In coordination with the Emergency Management Coordinator, update precautionary action and evacuation message(s). See Annex A of Emergency Operations Plan.
	Develop maps of likely evacuation areas and evacuation routes that can be provided to the media.
	Disseminate property protection and evacuation preparedness information to public through media.

Emergency Response Phase

	Provide evacuation area and evacuation route maps to media.
	Release evacuation recommendation through warning system.
	Release information on how transportation will be provided for those who lack it.
	Release public instructions on securing property, evacuation routes, and what to take with you.
	Release information to media on shelter and mass care facilities available.
	Release information to media on where persons needing assistance should call.

	Release special instructions for those evacuating pets.
	Release information on curfews and travel restrictions in effect within evacuation areas.
	Release information on disaster welfare inquiry procedures.
	Advise the public not to return to the evacuation area until told to do so.
	Inform media of emergency response actions and organizations participating.

Post-Emergency Phase

	Coordinate with Law Enforcement to obtain information on routes for return of evacuees and areas where reentry is restricted due to damage.
	Coordinate with Emergency Management Coordinator to obtain and release damage assessments to media, updating as additional information becomes available.
	Release information to media on return of evacuees and preferred reentry routes, if any.
	Release information to media on access controls for damaged areas, if any.
	Provide public information on safety precautions for entering damaged buildings and the need to document damage and contact insurance companies.
	Release information on disaster relief/recovery programs and facilities.
	Release information to media on termination of shelter operations
	Release information on debris removal activities.
	Release information on volunteer assistance for home cleanup and repair.

Note: This public information checklist is designed for slowly developing floods. For a fast-breaking flood situation, it may not be feasible to conduct some of the readiness activities listed.

TAB B TO APPENDIX 7
PUBLIC INFORMATION CHECKLIST FOR HAZARDOUS MATERIAL INCIDENTS

Pre-Emergency Phase

	Review local Hazard Analysis and Annex E, to obtain information on potential Hazardous Material risk areas and evacuation routes.
	Conduct public education and distribute preparedness materials highlighting local Hazardous Material risk areas, precautionary actions, and protective actions.
	In coordination with the Emergency Management Coordinator, maintain a set of pre-scripted warning and public instructions messages ready for use. See Annex A.
	Coordinate with school authorities, other Public Information Officers, and local media on policies/procedures for announcing school closures or evacuations.
	Coordinate with special facilities or special needs populations and local media on policies/ procedures for announcing closures or evacuations.
	Coordinate with Public Information Officers from local response agencies and volunteer groups and develop an effective Public Information Officer-to-Public Information Officer communication system.
	Coordinate with local media to insure thorough understanding of Hazardous Material response operations and protective actions such as shelter-in-place and evacuation.
	Disseminate evacuation preparedness information to the public.

Readiness Phase

	Insure Public Information Officer receives current information on potential Hazardous Material incidents.
	Coordinate with the Shelter and Mass Care Officer to determine likely shelter sites.
	Coordinate with Law Enforcement to determine planned/likely evacuation routes.
	In coordination with the Emergency Management Coordinator, update precautionary action and evacuation message(s). See Annex A to the Basic Plan.
	Develop maps of likely evacuation areas and evacuation routes that can be provided to the media.

Emergency Response Phase

	Provide information to the media and public about the incident to include information on the nature of the incident, the expected duration of the incident, instructions to the community on evacuation or shelter in place procedures, symptoms of contamination, and potential health-risks.
	Disseminate property protection and evacuation preparedness information to public through the media.
Shelter in Place Actions	

	Release shelter in place recommendation through the media.
	Provide shelter in place instructions to the media.
	Provide maps of geographic area that will shelter in place.
Evacuation Actions	
	Release evacuation recommendation through media.
	Provide evacuation area and evacuation route maps to media.
	Release information on how transportation will be provided for those who lack it.
	Release public instructions on securing property, property protection, and what to take with you.
	Release information to media on shelter and mass care facilities available.
	Release special instructions for those evacuating pets, and insure that you have the information on which shelters will accept pets or available sheltering facilities for animals.
General Actions	
	Release information to media on where persons needing assistance should call.
	Release information on curfews and travel restrictions in effect within evacuation areas.
	Release information on disaster welfare inquiry procedures
	Advise the public not to return to the evacuation/shelter in place area until told to do so by the proper authorities.
	Inform media of emergency response actions and organizations participating.

Post-Emergency Phase

	Coordinate with law enforcement to obtain information on routes for return of evacuees and areas where reentry is restricted due to damage.
	Coordinate with Emergency Management Coordinator to obtain and release damage/contamination assessments to media, and update them as additional information becomes available.
	Release information to media on return of evacuees and preferred reentry routes, if any
	Release information to media on access controls for damaged areas, if any.
	Provide public information on safety precautions for entering damaged areas and the need to document damage and contact insurance companies.
	Release information on disaster relief/recovery programs and facilities.
	Release information on termination of shelter operations.
	Release information on decontamination activities.
	Release information on volunteer assistance.
	Release information on clean-up/decontamination activities, if needed.
	Keep public and media informed of long-term clean-up activities, potential long-term health effects, liability information, and future mitigation efforts.

Note: As most Hazardous Material incidents occur without significant warning, it may be infeasible to conduct some of the activities listed in the Readiness Phase.

<p>TAB C TO APPENDIX 7</p> <p>PUBLIC INFORMATION CHECKLIST FOR HURRICANES</p>

Pre-Emergency Phase

	Conduct public education and distribute preparedness materials highlighting local hurricane risk areas, precautionary actions, and protective actions.
	In coordination with the Emergency Management Coordinator, maintain a set of pre-scripted warning and public instructions messages ready for use. See Annex A to the Basic Plan.
	Coordinate with school authorities/Public Information Officers on policies/procedures for announcing school closures.
	Review local Hazard Analysis and Annex E to Emergency Operations Plan, to identify potential hurricane risk areas and evacuation routes.
	Disseminate information on the availability of facilities for evacuated pets and large animals.
	Coordinate with Public Information Officers from local response agencies and volunteer groups and develop an effective Public Information Officer-to-Public Information Officer communication system.
	Disseminate information emphasizing the need for ride sharing during an evacuation.

Readiness Phase

	Ensure Public Information Officer receives current information on hurricane watches and warning.
	Coordinate with the Shelter and Mass Care Officer to determine likely shelter sites that could be used during the recovery phase.
	Coordinate with Law Enforcement to determine planned/likely evacuation routes.
	In coordination with the Emergency Management Coordinator, update precautionary action and evacuation message(s). See Annex A to the Basic Plan.
	Develop maps of likely evacuation areas and evacuation routes that can be provided to the media.
	Disseminate property protection and evacuation preparedness information to public through media.
	Disseminate information to special need facilities and those in mobile home/trailer parks recommending an early precautionary evacuation.

Emergency Response Phase

	Provide evacuation area and evacuation route maps to media.
	Release evacuation recommendation through warning system.
	Release information on how transportation will be provided for those who lack it.
	Release public instructions on securing property, evacuation routes, and what to take

	with you.
	Release information to media on shelter and mass care facilities available.
	Release information to media on where persons needing assistance should call.
	Release special instructions for those evacuating pets.
	Release information on curfews and travel restrictions in effect within evacuation areas.
	Release information on disaster welfare inquiry procedures.
	Advise the public not to return to the evacuation area until told to do so.
	Inform media of emergency response actions and organizations participating.
	Release information on the availability of food service, gas stations, and medical facilities.

Post-Emergency Phase

	Coordinate with Law Enforcement to obtain information on routes for return of evacuees and areas where reentry is restricted due to damage.
	Coordinate with Emergency Management Coordinator to obtain and release damage assessments to media, updating as additional information becomes available.
	Release information to media on return of evacuees and preferred reentry routes, if any.
	Release information to media on access controls for damaged areas, if any.
	Provide public information on safety precautions for entering damaged buildings and the need to document damage and contact insurance companies.
	Release information on disaster relief/recovery programs and facilities.
	Release information to media on termination of shelter operations
	Release information on debris removal activities.
	Release information on where to obtain disaster mental health/crisis counseling services.
	Release information on volunteer assistance for home cleanup and repair.