

## EMERGENCY SUPPORT FUNCTION

### 15: PUBLIC AFFAIRS

#### ***Coordinating:***

Yakima Valley Emergency Management

#### **Primary(s):**

Board of County Commissioners

Mayors

Yakima Valley Emergency Management

#### ***Supporting:***

All agencies within the EOC

Local Media Outlets

Private Organizations/Industry

Public Safety Dispatch Centers

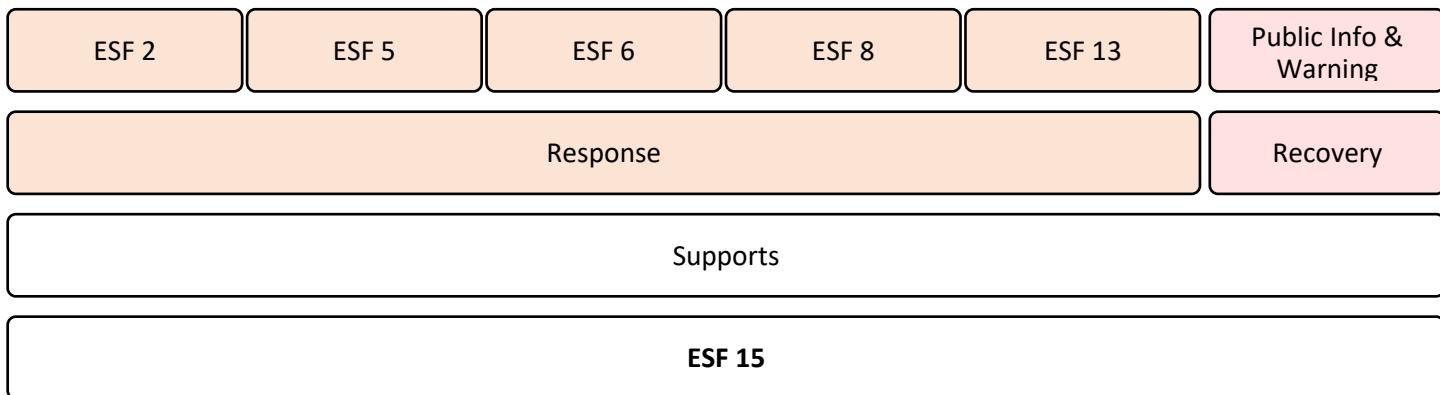
SunComm 911

Fire District #5 Dispatch

Yakima Sheriff's Office Dispatch

**Other Emergency Support Functions (ESFs) or Recovery Functions exist that coordinate with or support this ESF:**

- On the ESF Core Capabilities Matrix, find Primary core capabilities (P) within this ESF and then move vertically and add all Supporting (S) core capabilities and equate them to ESFs.
- Next find all Supporting (S) ESFs in the column and then move horizontally along each row of a Supporting (S) core capability to find all Primary (P) ESFs.



#### **1. Purpose**

- 1.1. Emergency Support Function #15 – Provides guidelines for a continuous, coordinated and efficient flow of timely official information necessary to support emergency response or recovery operations or other disaster assistance initiatives and to assure coordination of information released to the public.

Primary Core Capabilities	
Shared Response and Recovery Mission Areas	
Public Information & Warning	Deliver coordinated, prompt, reliable, and actionable information to the whole community using clear, consistent, accessible, and

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culturally and linguistically appropriate methods to effectively relay information regarding any threat or hazard and, as appropriate, the actions being taken, and the assistance being made available.

Support Core Capabilities	
Response Mission Area	
Operational Coordination	Establish and maintain a unified and coordinated operational structure and process that appropriately integrates all critical stakeholders and supports the execution of Core Capabilities.

## 2. Policies

- 2.1. Coordination with and support of municipal government officials and local public information officers is accomplished through the local government office, local emergency management agency, or other appropriate local agencies.
- 2.2. [RCW 38.52.070 \(3\)](#) – CEMPs must include a communication plan for notifying significant LEP population segments per [Substitute Senate Bill 5046](#).
  - 2.2.1. Whenever possible, public information will be released in accessible formats including English, Spanish, and American Sign Language (ASL).
  - 2.2.2. ESF #15 will use the services of certified translators and interpreters to the extent possible and practical during emergency response and disaster recovery operations. However, the criticality of information to be shared and the availability of certified translators or interpreters may impact when and how certified individuals will be used.

## 3. Situation Overview

- 3.1. The Yakima Valley Emergency Management utilizes a Public Information Officer (PIO) to coordinate information releases and to provide accurate information to the public prior to or during emergencies so that the public can take appropriate precautionary or protective action.
- 3.2. The PIO monitors media outlets to be aware of current information and to monitor the accuracy of statements related to the emergency or disaster.
- 3.3. The extent of damage to the communications infrastructure of the affected area may influence the strategy for information dissemination.
- 3.4. Yakima County is served by the Emergency Alert System (EAS). Yakima County in cooperation with the Washington Emergency Management Division (WEMD) can activate the Emergency Alert System for county, regional, or statewide public announcements.
- 3.5. Yakima Valley Emergency Management (YVEM) sustains a social media presence through [Facebook](#) and [Twitter](#), and also maintains its [own website](#).

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3.6. Each level of government (Federal, State, County, and Municipal), through the Joint Information System (JIS), will direct timely information and coordinate news releases through the Joint Information Center (JIC), when activated.

**4. Concept of Operations**

4.1. Joint Information System (JIS) organization and activity should be recognized as an essential and coherent system where timely, accurate, consistent, and authentic emergency information messaging is provided across multiple jurisdictions and/or disciplines, nongovernmental organizations, the private sector and citizenry.

4.2. Local municipalities in cooperation with YVEM are responsible for providing all citizens, news media, incident personnel, and other appropriate agencies and organizations with information on impending or existing emergencies through a PIO, to include immediate protective action to be taken, such as sheltering or evacuation.

4.3. In both the Response and Recovery Phases, the PIO and staff may utilize the JIS by employing on-scene information officers, scheduling regular media briefings at the local Emergency Coordination Center (ECC) or Yakima County Emergency Operations Center (YCEO). In addition, the YCEO may establish a Joint Information Center (JIC), as appropriate and possible, depending on the nature and complexity of the emergency or disaster.

4.4. Generally, if a JIC is activated, a representative from each of the involved agencies or organizations may be assigned to the JIC. All news releases and status reports will be coordinated through the lead PIO or JIC to reduce release of conflicting information. The JIC will likely not be within the Yakima County EOC but could be located within the same facility.

4.5. Public service announcements, as well as warnings for the hearing impaired, significant Limited English Proficiency (LEP) populations, and other Access and Functional Needs (AFN) population segments, will be disseminated in the most appropriate and effective manner to reach the largest audiences, consistent with the technology or resources available for use.

4.5.1. Avenues to disseminate translated vital information to LEP communities during emergencies and disasters include:

4.5.1.1. Traditional (English/Spanish) news media

4.5.1.2. Social media platforms, including Twitter and Facebook. ESF 15 will use social media platforms to disseminate vital information to include retweeting (Twitter) or sharing (Facebook) translated information posted by local organizations and other groups involved in the incident.

4.6. Limited English Proficiency (LEP) Communication Plan – Communicate vital information to individuals with LEP during emergencies and disasters:

4.6.1. Identify LEP populations within areas impacted by the emergency or disaster.

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4.6.2. Identify categories of vital information that should be translated and/or interpreted for LEP communities during emergencies and disasters.

4.6.3. Identify potential sources of translation and interpretation services.

4.7. Define how ESF 15 can assist local organizations, upon request, so the local organizations can effectively communicate with their LEP populations within impacted areas.

**4.8. Whole Community Involvement**

4.8.1. ESF #15 is supported by multiple county organizations and non-governmental organizations, many of which have specific missions to serve or advocate on behalf of the public of Yakima County during and in the aftermath of disasters or emergencies. Many of the county organizations that support ESF #15 engage a wide range of stakeholders in program development and service delivery operations, in accordance with and within the limitations of their respective enabling legal authorities, missions and funding sources. ESF #15 partner agencies routinely engage many other organizations in their day to day missions, including: community councils; Voluntary Organizations Active in Disasters; faith-based organizations; community leaders; disability services; private business; home care services; advocacy groups; the media; transportation providers; and many others.

4.8.2. This ESF communicates with the Whole Community as needed during emergency response and disaster recovery operations. The Whole Community includes populations with individuals with disabilities and Access and Functional Needs (AFN). Any agency or organization that receives federal funding is required to have a plan or policy for addressing the needs of individuals with Limited English Proficiency (LEP), pursuant to Title VI, the Civil Rights Act. Yakima Valley Emergency Management and this ESF expects all agencies and organizations to comply with federal law. For more information on how each agency or organization complies with federal and state law (Substitute Senate Bill 5046), please contact the individual agency or organization.

**4.9. Critical Tasks**

Mission Area	Critical Task I.D.	Critical Tasks
<b>Public Information &amp; Warning</b>		
Response	1	Inform all affected segments of society of critical lifesaving and life-sustaining information by all means necessary, including accessible tools, to expedite the delivery of emergency services and aid the public to take protective actions.
	2	Deliver credible and actionable messages to inform ongoing emergency services and the public about protective measures and other life-sustaining actions and facilitate the transition to recovery.
Recovery	1	Reach all populations within the community with effective actionable recovery-related public information messaging and communications that are accessible to people with disabilities and people with limited English proficiency; protect the

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		health and safety of the affected population; help manage expectations; and ensure stakeholders have a clear understanding of available assistance and their roles and responsibilities.
	2	Support affected populations and stakeholders with a system that provides appropriate, current information about any continued assistance, steady state resources for long-term impacts, and monitoring programs in an effective and accessible manner.

Mission Area	Critical Task I.D.	Critical Tasks
<b>Operational Coordination</b>		
Response	1	Mobilize all critical resources and establish command, control, and coordination structures within the affected community, in other coordinating bodies in surrounding communities, and/or counties and maintain as needed throughout the duration of an incident.

## 5. Organization

- 5.1. The Yakima County EOC may utilize the Joint Information System (JIS) in response to a major emergency or disaster. Elements of the JIS include Public Information Officers (PIOs) and the Joint Information Center (JIC). Personnel are assigned to this position based upon which agencies or organizations are involved.
  - 5.1.1. The JIC is a central point for coordination of incident information, public affairs' activities, and media access to information regarding the latest developments. Major announcements, daily briefings, and incident updates from the JIC should be coordinated with the affected local jurisdiction's lead PIO prior to release. This must be closely assessed and agreed upon in the early stages of an incident by those involved in incident communications with the public.
- 5.2. The ESF #15 position, when activated, operates in the Yakima County EOC and is a member of the Command Staff reporting to the EOC Director. This position is the link to all information being disseminated to the public.
- 5.3. The ESF #15 position provides subject-matter expertise to other EOC positions. Based on potential need, this ESF may operate on a 24-hour basis. Supporting agencies may have representatives available at the at JOC and/or county EOC or by telephone, text, or email on a 24-hour basis while ESF #15 is operational.

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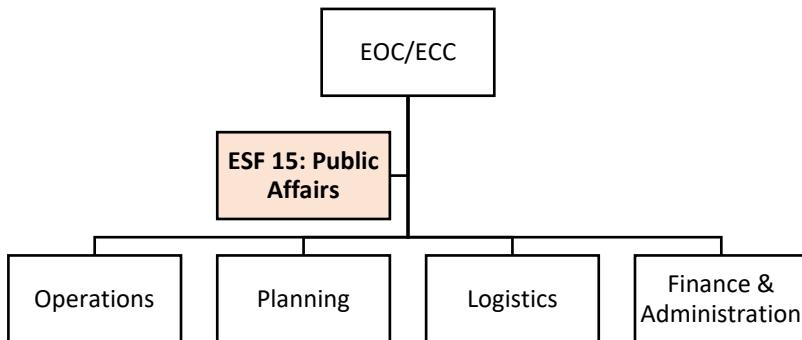


Figure 1: YCEO, ESF #15, Organizational Chart Example

## 6. Direction, Control, & Coordination

### 6.1. Emergency Incidents

- 6.1.1. When emergency incidents arise, which call for the establishment of a Public Information Officer (PIO) at the scene of an emergency/disaster, the Incident Commander on-scene is responsible for contacting the PIO for assistance in accordance with the Incident Command System (ICS), when necessary, or for establishing an alternate on-scene PIO.
- 6.1.2. On-scene PIOs will release information at a single location. It is desirable that the public information representatives from other involved agencies join the PIO in releasing information through a single coordination point on-scene. The PIO will coordinate all information releases with final approval given by the Incident Commander in accordance with the Incident Command System (ICS).
- 6.1.3. Other appointed Town/City/County Department PIOs will be available to advise their managers and/or department heads on media and public communications related to their specific departments, with coordination through the Joint Information System (JIS) as appropriate.

### 6.2. Joint Information System (JIS) Planning

- 6.2.1. The JIS 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 mission of the JIS is to provide a structure and system for developing and delivering coordinated interagency messages; developing, recommending, and executing public information plans and strategies on behalf of the IC; advising the IC concerning public affairs issues that could affect a response effort; and controlling rumors and inaccurate information that could undermine public confidence in the incident response effort. The messages are approved by the Incident Commander/Unified Command.
- 6.2.2. Each incident/agency and/or stakeholders approved message can be sent to a central location, referred to as a Joint Information Center (JIC), to coordinate the key message points from the jurisdictions/agencies having statutory responsibility. This system will ensure clear, concise and coordination of critical messaging to the public. The sharing of joint information at a central

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location can happen outside of a community ECC/EOC activation when several agencies having statutory responsibility are involved. The JIC is a central location that facilitates operation of the JIS. It is a location where personnel with public information responsibilities perform critical emergency information functions and crisis communications.

- 6.2.3. It is advised to have location(s) identified that could be used as a JIC before an incident occurs; ideally, near the ECC/EOC. It is important that these locations meet the working needs of the PIO function and allow easy access for the media. Once a JIC has been identified and requested, it is recommended to have appropriate equipment and other resources available and operational. The lead PIO or JIC Manager should develop standard operating procedures on the actual use of the JIC and the equipment and staff that may be needed.

## 7. Information Collection, Analysis, & Dissemination

- 7.1. Information collection will be coordinated through ESF #15 and the YCEO or other designated point as appropriate to the incident.
- 7.2. The local Incident Commander (IC) or designee is responsible for providing situation reports and periodic updates to keep the YCEO and JIC informed. YCEO, YVEM, or designee, shall provide situation reports to local support agencies/jurisdiction ECCs and the Washington State Emergency Management Division (WAEMD) – State Emergency Operations Center (SEOC) as appropriate.
- 7.3. Some incoming information/requests may require a vetting process through the Policy Group and the YCEO/JIC Managers due to legal, policy, ethical, or other concerns.
- 7.4. Jurisdiction, agency, and volunteer organization representatives within the YCEO will assist with meeting the information collection, analysis, and dissemination needs/methods of the JIC and YCEO. This will include maintaining contact with their local PIOs for reports and updates.
- 7.5. The YCEO PIO is responsible for public and media information dissemination within the YCEO and/or the JIC. The JIC will be responsible for collection, analysis, and dissemination of the latest incident information as depicted in Figure 1: YCEO Information Collection, Analysis, and Dissemination process.

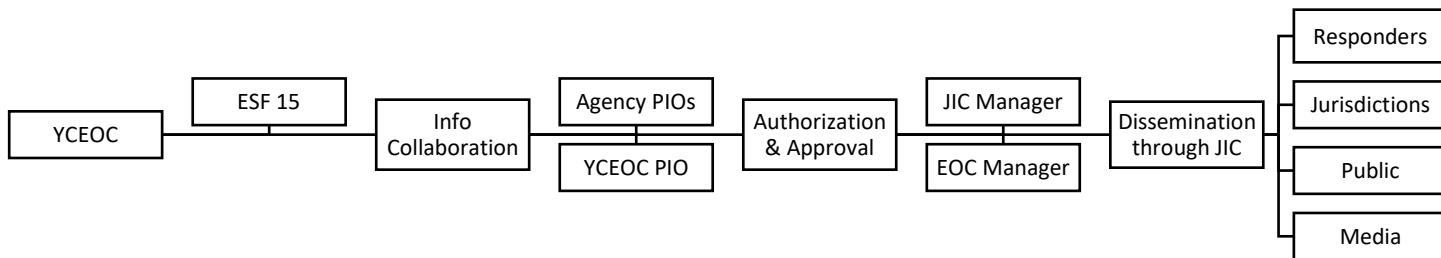


Figure 2: YCEO Information Collection, Analysis, and Dissemination process

## 8. Responsibilities

### Response Mission Area

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Core Capability	Critical Task I.D.	Activity/Action	Organization(s) Name
<b>Public Information &amp; Warning</b>	N/A	Report to the county EOC as soon as possible after notification, conditions permitting.	YVEM
<b>Public Information &amp; Warning</b>	N/A	Obtain and distribute, through appropriate channels, incident contact information to emergency responders mobilized through ESF #15.	YVEM
<b>Public Information &amp; Warning</b>	1	Coordinate press releases, in English and Spanish, establishing the facts of the incident.	YVEM
<b>Public Information &amp; Warning</b>	1, 2	Provide consistent, coordinated, accurate, accessible, timely, and complete information during and after a disaster.	YVEM Media Outlets
<b>Public Information &amp; Warning</b>	1, 2	Assess need for special alert and warning efforts for the Access and Functional Needs and LEP populations, including the hearing impaired.	YVEM
<b>Public Information &amp; Warning</b>	1, 2	Utilize citizen notification methods such as Everbridge, the EAS, telephone calls, and Social Media when appropriate.	YVEM Public Safety Dispatch Centers
<b>Public Information &amp; Warning</b>	2	Disseminates information related to incidents to the public	YVEM, Board of County Commissioners, & Mayors
<b>Operational Coordination</b>	1	Coordinates plans and processes for incident communications with the public with non-governmental organizations within their jurisdiction.	All Primary Organizations
<b>Operational Coordination</b>	1	Coordinate location of Joint Information Center (JIC) for media and public away from the EOC	YVEM
<b>Operational Coordination</b>	1	Provides information and questions from the public to the PIO at the EOC.	Media Outlets
<b>Operational Coordination</b>	1	Coordinates plans, processes, and resource support to local government operations for incident communications with the public; coordinates incident communication plans and processes.	YVEM
<b>Operational Coordination</b>	1	Coordinate location and time for press briefings and organize participation with other PIOs.	YVEM
<b>Operational Coordination</b>	1	Arrange for necessary work space, materials, telephones, and staff. Consider	YVEM

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		assigning Assistant Public Information Officers to the JIC or the Scene.	
<b>Operational Coordination</b>	1	Remind all county and local jurisdictional departments to clear any releases to the media or public through the lead PIO to prevent release of conflicting information and to assist with rumor control.	Board of County Commissioners & Mayors
<b>Operational Coordination</b>	1	Observe constraints on the release of information imposed by the EOC Director and according to agency guidance.	All agencies within EOC
<b>Operational Coordination</b>	1	Establish the PIO as the point of contact for all media inquiries.	All agencies within EOC
<b>Operational Coordination</b>	1	Establish location of Information Center for media and public away from the EOC	YVEM
<b>Operational Coordination</b>	1	Private-sector resources are mobilized through standard contract procedures.	Private Organizations/Industry

Recovery Mission Area			
Core Capability	Critical Task I.D.	Activity/Action	Organization(s) Name
<b>Public Information &amp; Warning</b>	1	Provide public information about disaster recovery operations to all populations (i.e. AFN and LEP) via press releases, media interviews, and social media.	All agencies within EOC & YVEM
<b>Public Information &amp; Warning</b>	1, 2	Coordinate with all appropriate agency/organizational PIOs and the media about post incident public health, critical infrastructure, and utility concerns.	YVEM

## 9. Resource Requirements

Resources	Providers
Desktop or Laptop	Yakima County EOC (may bring home agency laptop)
WebEOC login	Primary Agency/Organization
Contact list (phone & email) of organizations (master list)	Yakima County EOC or Home Agency/Organization
Internet and folder drive access	Yakima County EOC
Appropriate Home Agency/Org SOPs (hard & soft copies)	Primary Agency/Organization
Desk Phone	Yakima County EOC
Tiered communication structure with Incident Management Teams (IMT)	Yakima County EOC

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Two-way Radio	Yakima County EOC or Home Organization
<b>Training</b>	<b>Providers</b>
E/G0191 (Emergency Operations Center/Incident Command System Interface)	Various locations (in-residence)
IS 42, 100, 200, 201, 247, 250, 700, 800	<a href="#">FEMA Emergency Management Institute (online)</a>
ICS 300, 400	Various locations (in-residence)
E/G0290 (Basic PIO)	Various locations (in-residence)
E/G0291 (JIS/C Planning for Tribal, State, Local PIOs)	Various locations (in-residence)
E/G0388 (Advanced PIO) – Optional	Various locations (in-residence)
E/G0389, 393, 394 (Master PIO Program) – Optional	Various locations (in-residence)

## 10. References and Supporting Plans

- 10.1. [ESF 2](#) – Communications, Yakima County CEMP
- 10.2. [ESF 5](#) – Firefighting, Yakima County CEMP
- 10.3. [ESF 6](#) – Mass Care, Housing, and Human Services, Yakima County CEMP
- 10.4. [ESF 8](#) – Public Health, Yakima County CEMP
- 10.5. [ESF 13](#) – Public Safety, Yakima County CEMP
- 10.6. [Washington State CEMP, Emergency Support Function #15](#) – External Affairs
- 10.7. [LEP Communication Planning Framework](#), Washington State EMD, Version 1.0, July 5, 2018
- 10.8. [Guidance to Federal Financial Assistance Recipients Regarding Title VI Prohibition against National Origin Discrimination Affecting Limited English Proficient Persons](#), Department of Homeland Security, Federal Register, November 28, 2014, pgs. 70771-70784.

## 11. Terms and Definitions

- 11.1. [Joint Information Center \(JIC\)](#) – A location where personnel with public information responsibilities perform critical emergency information functions, crisis communications, and public affairs functions. It is also a central location that facilitates operation of the Joint Information System.
- 11.2. [Joint Information System \(JIS\)](#) – 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 mission of the JIS is to provide a structure and system for developing and delivering coordinated interagency messages; developing, recommending, and executing public information plans and strategies on behalf of the Incident Commander (IC); advising the IC concerning public affairs issues that could affect a response effort; and controlling rumors and inaccurate information that could undermine public confidence in the incident response effort.
- 11.3. [Public Information Officer \(PIO\)](#) – Responsible for communicating with the public, media, and/or coordinating with other agencies, as necessary, with incident related information requirements. The PIO is responsible for developing and releasing information about the incident to the news media, incident personnel, and other appropriate agencies and organizations.

## 12. Appendices

- 12.1. Appendix 1 – Joint Information Center (JIC) Operations

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**Appendix 1**  
**JOINT INFORMATION CENTER (JIC) OPERATIONS**

**1. Introduction****1.1. Purpose**

- 1.1.1. The Public Information Officer (PIO) is responsible for effectively and rapidly interfacing with the public, media, other agencies, and stakeholders to provide accurate and timely incident-related information, and updates based on changes in the status of the emergency incident or planned event.
- 1.1.2. Public welfare demands a coherent, effective response to an emergency and at the same time, clarity in what may be differing messages from responding jurisdictions. The coordination of this information and its timely dissemination is extremely important. As a result, a Joint Information Center (JIC) is an established facility where many PIOs perform critical emergency information functions, crisis communications, and public affairs functions. PIOs and established Joint Information Centers (JICs) are critical supporting elements of the Joint Information System (JIS).
- 1.1.3. Gathering and disseminating emergency information in a multijurisdictional response requires a well-organized coordination process. The JIS provides the mechanism to organize, integrate, and coordinate information to ensure timely, accurate, accessible, and consistent messaging across multiple jurisdictions and/or disciplines with nongovernmental organizations and the private sector. It also includes the plans, protocols, procedures, and structures used to provide public information.

**1.2. Intent**

- 1.2.1. To provide implementing procedures for the activation of the Yakima County Joint Information Center (JIC) during emergency responses and other situations in which multiple organizations need to collaborate to provide timely, accurate and actionable information to the public and other stakeholders.

<b>Primary Core Capabilities</b>	
<b>Response Mission Area</b>	
Public Information & Warning	Deliver coordinated, prompt, reliable, and actionable information to the whole community using clear, consistent, accessible, and culturally and linguistically appropriate methods to effectively relay information regarding any threat or hazard and, as appropriate, the actions being taken, and the assistance being made available.

<b>Support Core Capabilities</b>
<b>Response Mission Area</b>

Operational Coordination	Establish and maintain a unified and coordinated operational structure and process that appropriately integrates all critical stakeholders and supports the execution of Core Capabilities.
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## 2. Situation

### 2.1. Situation

- 2.1.1. Upon receipt of information of an impending local emergency or intensifying national crisis, a decision may be made to enhance activation of the Yakima Valley Emergency Management (YVEM) Emergency Operations Center (EOC).
- 2.1.2. Centralized county/state coordination and dissemination of factual, official information helps assure a well-informed public, avoid or minimize the release of incorrect information, and deflate rumors.
- 2.1.3. Should the JIC be activated, it may operate out of the Yakima Valley Office of Emergency Management, unless the event requires additional manpower, in which case the JIC would move to a predetermined location.
- 2.1.4. A major emergency or disaster will attract regional and national media representatives thus necessitating the establishment of a JIC staffed by emergency public information personnel.
- 2.1.5. When activated, the JIC becomes the primary tool for facilitating the release of information to the media, as well as the citizens of the affected area.
- 2.1.6. When the JIC is activated, it is in the process of starting up and preparing to “open” or “get ready for business”. When the JIC is operational, it is responding to requests for information and officially “open” or “ready for business.” The JIC may be declared operational once the necessary equipment and personnel are in place.
- 2.1.7. The local media, particularly television and radio, will perform an essential role in providing emergency instructions and up-to-date information to the public.
- 2.1.8. Upon activation, the JIC will organize to accommodate the work space and office needs of each responding agency.

## 3. Concept of operations

### 3.1. Public Information Response Activities

- 3.1.1. The overriding concept of the Yakima County JIC is that each PIO represents their own agency, and at the same time participate in a coordinated Joint Information System.
- 3.1.2. A JIC is a collocated group of representatives from organizations and agencies involved in an event that are designated to handle public information needs. The JIC structure is designed to

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work equally well for large or small situations and can expand or contract to meet the needs of the incident.

- 3.1.3. When public or private agencies and organizations come together to respond to an emergency event, efficient information flow is critical to effectively carrying out the PIO responsibilities and meeting expectations of the public. A JIC is a centralized location that serves to achieve that information flow.
- 3.1.4. Generally, a collocated group of PIOs representing the agencies involved will follow establishment of a multi-agency coordinating (MAC) group.
- 3.1.5. Throughout the emergency, the lead PIO will provide internal briefings, reconcile conflicts and provide a forum to discuss issues relating to the JIC process.
- 3.1.6. The JIC will operate 24-hours a day, seven days a week, if needed and as able, with scheduled hours of operation being determined by the lead PIO in consultation with agency PIOs and JIC staff.
- 3.1.7. All response agencies unable to locate within the JIC will be encouraged to coordinate and disseminate copies of their news releases to and through the JIC. Other agency PIOs may fill support positions within the JIC.
- 3.1.8. Statements that include reporting on actions by other jurisdictions will normally be coordinated within the JIC with the appropriate organization(s) prior to release.
- 3.1.9. The JIC will make available to the media all information received from other organizations, as appropriate.
- 3.1.10. JIC staff will assist agencies in responding to inquiries. They will answer all news media inquiries for which there is releasable information available and refer news media inquiries to the appropriate agency's PIO.
- 3.1.11. The lead PIO will facilitate overall policy guidance and operations for the JIC, and will coordinate, as needed, with the lead agency in the JIC, if one is designated.
- 3.1.12. The emergency public information staff may be called upon to warn the public about evacuations and other significant emergency requirements. In this case, the emergency public information organizations representatives will fully mobilize and disseminate emergency instructions and information to the public in the following order of priority:
  - 3.1.12.1. Lifesaving/health preservation instructions
  - 3.1.12.2. Emergency status information

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#### 3.1.12.3. Other useful information originated by the government or in response to media inquiries

##### 3.2. Goals of the JIC:

- 3.2.1. Provide confirmed, accurate and consistent public information.
- 3.2.2. Provide the public with one contact base for all departments, governments, medical facilities, and public utilities.
- 3.2.3. Answer media calls and requests.
- 3.2.4. Set up news conferences, prepare executives, and notify the media.
- 3.2.5. Write news releases, advisories, statements, and speeches, as requested.
- 3.2.6. Provide rumor and damage control.

Mission Area	Critical Task I.D.	Critical Tasks
<b>Public Information &amp; Warning</b>		
Response	1	Inform all affected segments of society of critical lifesaving and life-sustaining information by all means necessary, including accessible tools, to expedite the delivery of emergency services and aid the public to take protective actions.
	2	Deliver credible and actionable messages to inform ongoing emergency services and the public about protective measures and other life-sustaining actions and facilitate the transition to recovery.

Mission Area	Critical Task I.D.	Critical Tasks
<b>Operational Coordination</b>		
Response	1	Mobilize all critical resources and establish command, control, and coordination structures within the affected community, in other coordinating bodies in surrounding communities, and across the Nation, and maintain as needed throughout the duration of an incident.

## 4. Organization

- 4.1. The JIC organizational structure is based on functions that generally must be performed whether a person is handling a routine emergency or managing communications for a major response to a disaster. For proper coordination in a major emergency or disaster, it is essential that Emergency Public Information be released from a single point to assure consistency and authenticity. The establishment of a JIC will avoid multiple releasing points.
  - 4.1.1. At emergency incidents, on-scene PIOs will release information from a single location. It is desirable that the public information representatives from other involved agencies join the on-

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scene PIO in releasing information through a single coordination point on-scene. All information releases will be coordinated by the on-scene PIO with final approval given by the Incident Commander, MAC group or agency administrator, whichever is appropriate.

- 4.1.2. The lead Public Information Officer (PIO) will coordinate information releases for the emergency from the EOC/JIC and maintain contact with on-scene and other PIO's for details about the incident.

#### YAKIMA COUNTY JOINT INFORMATION CENTER

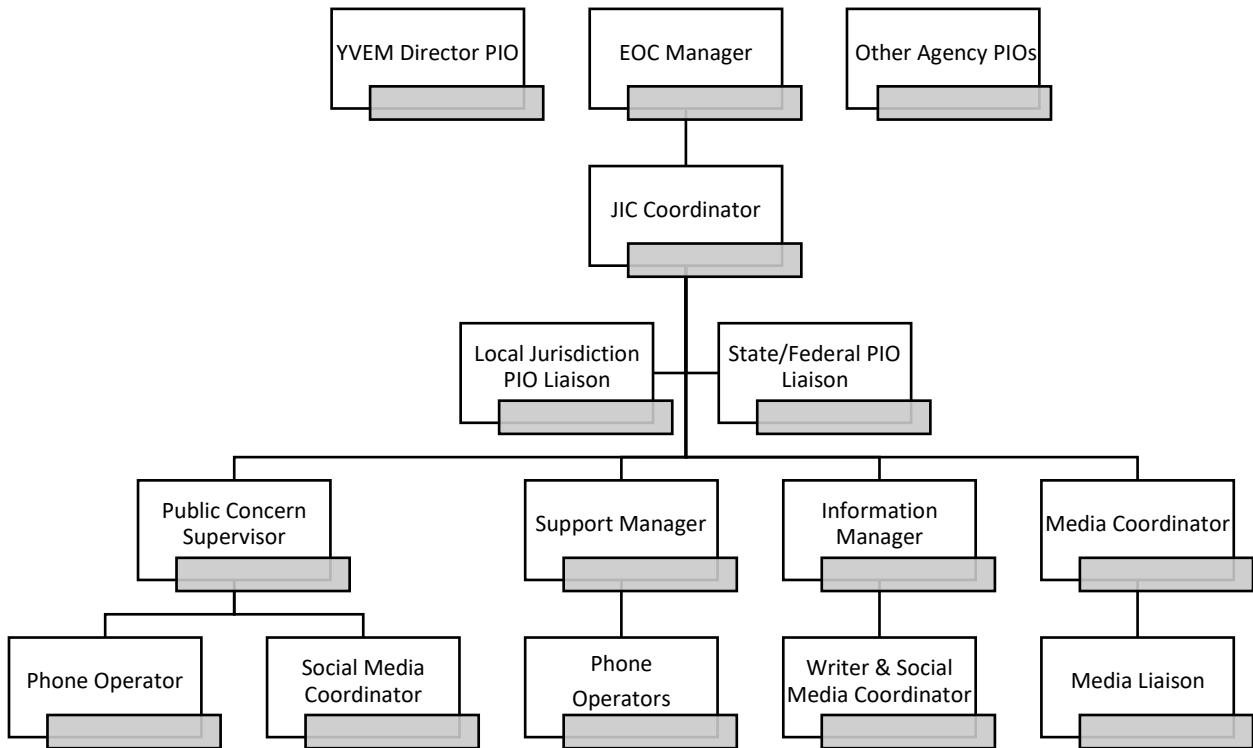


Figure 3: Joint Information Center (JIC) Organizational Chart