

**County of Humboldt**

**JOINT INFORMATION  
CENTER PLAN**

TO THE

**EMERGENCY OPERATIONS PLAN**



**HUMBOLDT OPERATIONAL AREA**

Humboldt County Sheriff's Office  
Office of Emergency Services  
826 Fourth Street  
Eureka, CA 95501  
2014

Adopted 15 July

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## JOINT INFORMATION CENTER PLAN

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## **2 GENERAL INFORMATION**

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All incidents and emergencies, regardless of their eventual size or complexity, begin as local events, and they must be effectively managed by the appropriate local governments. Those events which evolve over time present special problems to local governments in the establishment of a Joint Information Center (JIC). In each situation, be it a quickly escalating event or a protracted and building event, the difficult “When do we establish the JIC?” and “How big should we make the JIC?” questions must be quickly addressed. This Guide is intended to assist in making those and other Joint Information Center-related decisions.

When an event involves the response of multiple County departments and allied agencies which come together to manage an event, efficient information flow is critical to success and essential to meeting the expectations of the public. A Joint Information Center (JIC) is the way to achieve that information flow.

A JIC is a group of representatives from the involved departments and agencies designated to handle public information needs. It is part of the Command Staff and is led by the Public Information Officer (PIO). It serves as the ‘hub’ for the release of timely, accurate, consistent, and useful disaster related information.

During an emergency, the overall priority of emergency management agencies is to provide maximum protection to public health and property. The goal of a JIC is to provide accurate, timely, and coordinated information to the public and the media. Coordinated information means less confusion, inaccuracies, and duplication of effort.

The County of Humboldt’s Joint Information Center Plan was adopted by the Humboldt County Board of Supervisors on July 15, 2014.

## **3 PUBLIC ACCESS TO PLAN**

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As a public document, this Plan is accessible via the Humboldt County internet web site ([www.co.humboldt.ca.us/sheriff/](http://www.co.humboldt.ca.us/sheriff/)). The County Emergency Operations Plan and other specific event contingency plans can also be accessed on the County web site.

## **4 OBJECTIVES**

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Objectives of the JIC include:

- Gain and maintain public trust and confidence.
- Be the first and best source of information.
- Develop, recommend, and execute public information plans and strategies on behalf of the Unified Command (UC).

Adopted 15 July 2014

- Gather information about the crisis.
- Ensure the timely and coordinated release of accurate information to the public by providing a single release point of information.
- Capture images of the crisis in video and photos that can be used by the response organization as well as the media.
- Monitor and measure public perception to the incident.
- Inform the UC of public reaction, attitude, and needs.
- Ensure the various response agencies information personnel work together to minimize conflict.
- Advise the UC concerning public affairs issues that could impact the response.

The establishment of a JIC by the Incident Commander should be considered when a large-scale emergency occurs such as a major earthquake, flood, or fire, or any other event that has considerable community impact and brings about intense public interest and media scrutiny.

## **5 TRANSITION**

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As Humboldt County Office of Emergency Services (OES) is a part of the Sheriff's Office, and, as the Sheriff's Office maintains a full-time Public Information Officer (PIO) function, the initial public information-related actions in events involving OES default to the Sheriff's Office PIO. For smaller and short-term events, that process may or may not change. However, for larger and more complex events such as a declared emergency, responsibility for the County's overall PIO function will shift to the County Administrative Office (CAO) upon the direction of the Incident Commander. The CAO maintains staff that performs the PIO function. The Sheriff's Office PIO will coordinate that responsibility transfer with the CAO PIO. Once the CAO assumes responsibility for the County's PIO function in that event, the Sheriff's Office PIO's primary responsibilities will revert to normal Sheriff's Office duties. The Sheriff's Office PIO, and any other County department PIOs, will continue to support the CAO's public relations activities. The CAO PIO will continue direct face-to-face communication with the Incident Commander and others.

## **6 JOINT INFORMATION CENTER LOCATION**

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The Humboldt County Joint Information Center is located in the Humboldt County Courthouse Conference Room A (825 Fifth Street, First Floor). The next-door Board of Supervisors Chambers is also available for use in JIC-related public outreach functions. The JIC is relatively close to the County Emergency Operations Center located in the same building on a different floor. JIC contact with decision makers and the EOC is constantly maintained via telephone, the Internet, facsimile, and/or face-to-face communications. The JIC is outfitted with multiple Voice Over Internet Protocol (VOIP) phone lines/computer hook-ups,

white boards, computer workstations, a large television monitor, an overhead digital projector and large wall screen, tables and chairs, and has Wi-Fi access.

JIC operations will take priority over activities that were scheduled to take place in the JIC and/or Board of Supervisors Chambers prior to the emergency. JIC operations will retain authority to occupy the space for the duration of the emergency. Exceptions will be approved by the Incident Commander.

Media Information Center(s) may be established to provide the media with space to work. Any such locations will be subject to availability.

## **7 ACTIVATION**

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The Incident Commander will make the initial decision to activate the JIC during a large-scale emergency affecting Humboldt County. News media outlets and key public officials will be notified immediately when the JIC is activated. The Sheriff's Office Public Information Officer and the CAO PIO maintain up-to-date media contact lists including telephone numbers. These lists will be made available upon JIC activation.

***See JIC Activation Checklist appended in Section 15.1.***

## **8 STAFFING**

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The scope of the event will dictate the number of personnel assisting with the operation of the JIC. The JIC is designed to be flexible to accommodate the unique requirements of any emergency or disaster situation and its structure and staffing will be customized for each response. A major event would require JIC activation and full staffing while a smaller event might only require one or two people performing all of the necessary tasks.

Staffing may include:

County Administrative Officer	Executive Assistant to the CAO
Deputy CAO	Sheriff's Lieutenant/PIO
Senior Administrative Analyst	Sheriff's Correctional Officer/PIO
Public Information Specialist	Sheriff's Investigator/PIO
Probation Division Director/PIO	DHHS Public Information Manager
DHHS Public Education and Outreach Officer	DHHS Public Health Senior Program Manager/PIO
Livestock Advisor	

Staff functions may include:

JIC Manager – Provides overall direction to JIC Unit leads. Establishes JIC objectives and priorities for Operational Period.

Administrative Unit – Provides administrative support for the JIC.

News Desk Unit – Serves as the “spokesperson” for the event. Receives calls from media and public, responds to and coordinates interviews and press conferences, monitors media, maintains records.

Research and Writing Unit – Provides the News Desk Unit with sources of “Official Information.” Liaisons with EOC and appropriate units to obtain information for release. Creates news releases, talking points. Performs social media outreach and maintains incident web page, if necessary.

***See Position Description appended in Section 16.***

## **9 EQUIPMENT AND SUPPLIES**

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A list of suggested equipment and supplies that should be considered for the JIC has been developed. Basic on-hand equipment and supplies are critical for efficient JIC operations and should be readily available.

***See Equipment and Supplies Checklist appended in Section 15.3.***

## **10 RELEASE OF INFORMATION**

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Information should be released via written hard copy, telephone inquiries, news conferences, website(s), social media, or given via live interviews.

News releases should be short, factual, and to the point, along with having a phone number for the media and public to call for more information.

All public information materials will be assigned a time and number prior to distribution (release). Immediately after distribution, all information will be centrally logged.

The Sheriff’s Office Public Information Officer and CAO PIO maintain up-to-date distribution lists for news releases. These lists will be made available upon JIC activation. The initial news release, social media posts and other materials announcing an operational JIC, as well as all subsequent releases will be distributed to those agencies listed.

The Incident Commander has the authority to approve all information released to the public via the JIC. The County and other responding agencies staffing the JIC may be required to release information very quickly and at times very often. To

ease the burden of ongoing review by the Incident Commander, the Lead PIO may be delegated the authority to perform this review. However, the Lead PIO may possess this authority only after the Incident Commander has delegated to him/her that responsibility.

Because providing timely, consistent and accurate information is a major objective of public information/JIC activities; it is recognized that information provided to the public and the media must be obtained from reliable sources.

## **11 NEWS CONFERENCES**

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News conferences are designed to quickly communicate directly with the media. The PIO will serve as the facilitator/mediator and will schedule news conferences as information warrants. The Special Projects Coordinator within the News Desk Unit will ensure the news conference room is prepared. Conference times should be scheduled to accommodate media schedules if possible.

*See News Conference Checklist appended in Section 15.4.*

## **12 RUMOR CONTROL**

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Misinformation and rumors may occur in any situation involving the dissemination of information to many people. Correction responses must be immediate – do not wait for next briefing to get word out.

- The JIC serves as the primary source of information to the media and the public.
- Media monitoring staff within the News Desk Unit should monitor and record all media coverage, including internet and social media as it applies to the event. Rumors and misinformation should be recorded and reported immediately to the JIC Manager.
- Call-takers and media monitoring staff will relay rumors and misinformation to their Unit Leader and the JIC Manager.
- The Lead PIO or designee will investigate the rumor and decide how to best respond. Response can be made with a news release, media briefing, live interview, personal contact with reporter, or in another appropriate manner.

## **13 ACCESS/SECURITY**

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Access to the JIC will be limited to JIC personnel and official visitors, and will require check-in and check-out. The Administrative Support Unit will be needed for check-in and check-out monitoring.

## **14 DEMOBILIZATION**

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The PIO, with the concurrence of the Incident Commander, will decide when to deactivate the JIC. The PIO will issue a news release stating the JIC is no longer operational. If possible, announce JIC termination at next to last and last news conference. Once deactivated, JIC staff will participate in a critique of JIC operations.

***See JIC Demobilization Checklist appended in Section 15.2.***

## **15 CHECKLISTS**

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### **15.1 Activation Checklist**

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- Select a location for the JIC (either Conference Room A of the Courthouse, or the Board of Supervisors Chambers)
- Follow internal agency protocols for sending out emergency notification and information
- Conduct JIC staff call-out to selected location
- Set up work areas with maps, supplies, log sheets, message boards, telephones, copier/fax machine/printer/scanner, computers
- Verify that JIC equipment is operational
- Establish a dedicated phone line for inquiries from the public
- Establish a "Disaster Hotline" recorded message and provide updated information periodically
- Issue a news release announcing the establishment of the JIC stating its location and telephone numbers for the news media and the public to call for the latest official emergency information
- Announce establishment of a JIC through social media
- Contact City/Town EOC, County EOC, and State EOC for updated information, if appropriate
- Gather basic facts about the incident
- Answer inquiries using factual information
- Assign additional people to assist as needed
- Develop and maintain a log of key events and actions taken
- Determine need to designate Media Information Center(s) at or near Media Briefing Room (possible locations include Board of Supervisors Chambers, Conference Room B and/or Correctional Facility conference room)

## 15.2 **Demobilization Checklist**

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- Ensure all equipment and personnel are returned to pre-emergency position
- Ensure all generated information is given to the PIO for documentation
- Coordinate the critique of response actions and ensure the following are addressed:
  - Inoperable equipment
  - Procedural inadequacy
  - Clarity of policies
  - Notification difficulties
  - Other lessons learned
- Complete all required forms, reports, and other documentation. All forms should be submitted to the Lead PIO or their designee prior to your departure
- The Lead PIO 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.
- Deactivate your assigned position and close out logs

### **15.3 Equipment and Supplies Checklist**

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- Pens
- Pencils
- Note paper
- Telephone message NCR pads
- Sign-in sheets for personnel and media
- Check-in/Check-out log sheets
- Steno books
- Post-it pads
- Stapler and staples
- Staple remover
- Paper clips
- Tape dispenser and tape
- Tables/desks
- Rubber bands
- Chairs
- Telephones/phone lines
- Telephone directory
- Cell phones and chargers
- Message boards
- Dry/erase boards and pens, flip charts
- Maps
- Power strips with surge protectors
- Computer
- Printer/copy machine/fax/scanner
- Social media log ins
- Wi fi password
- Media contact list
- Department head contact list
- Press release templates
- AM/FM Radios
- Two-way radios
- Law enforcement handheld radio
- Scanner
- Laptop/Tablets
- Food and water

## **15.4 News Conference Checklist**

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### **Preparation**

- Identify key speakers
- Identify the message to be conveyed
- Issue news release with the time and location of the news conference (It is ideal to send the release to the media at least one (1) hour prior to the event)
- Set up the facility:
  - Podium
  - Seating
  - Camera area
  - Electrical supply
  - Backdrop
  - Noise control

### **Provide media kits**

- News release
- Event background
- Fact sheets
- Brief biographies of key speakers
- Maps (as needed)
- Coach speakers and set their speaking time
- Review desired messages
- Set speaking times – do not deviate
- Rehearse presentation and potential questions

### **Conducting the Conference**

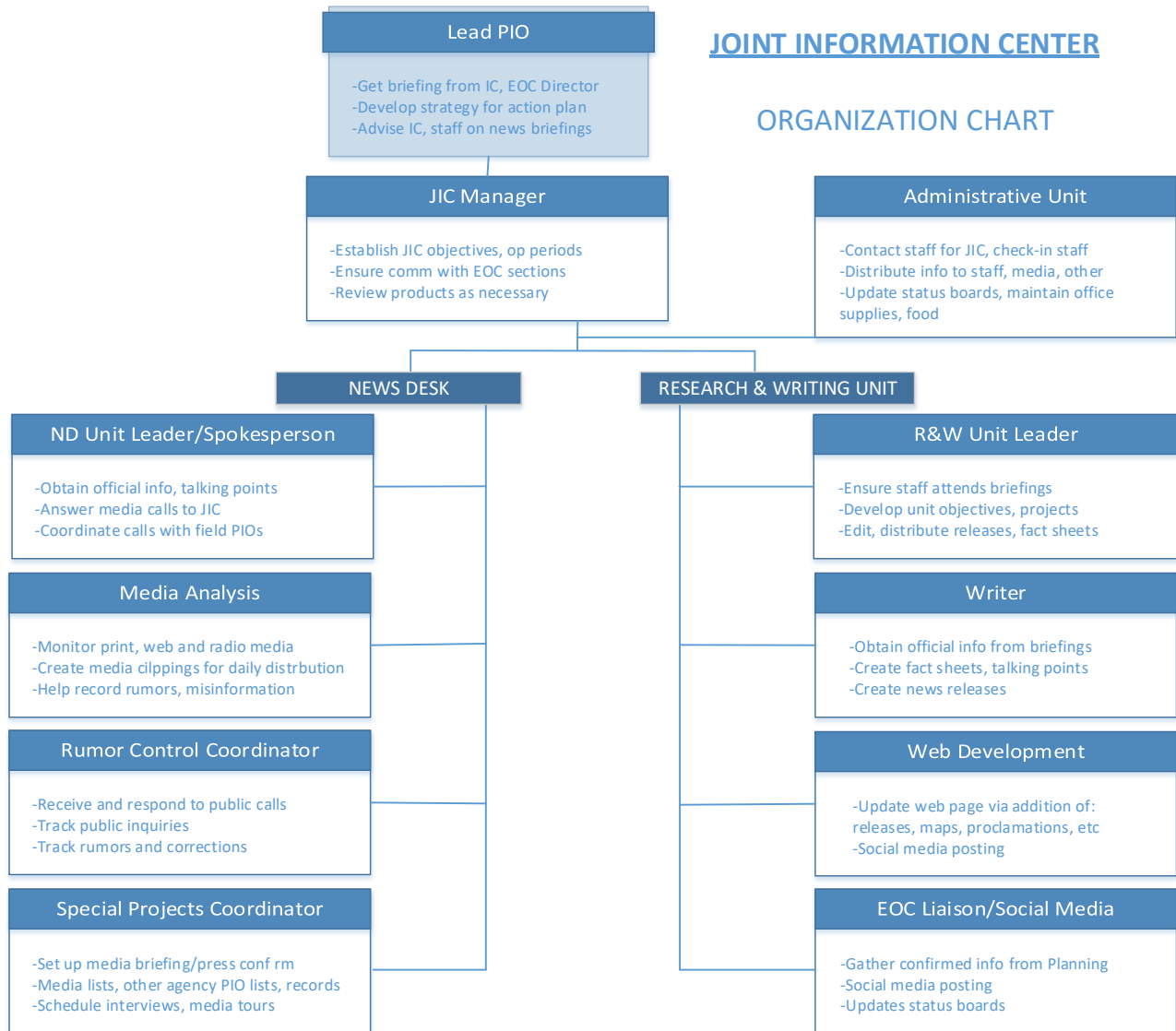
- Greet media as they arrive
- Take charge – set the tone
- Introduce participants by name and position/role in the event
- Review ground rules (statements, then questions, available time, etc.)
- Coordinate movement of speakers to/from podium
- Take charge and use time as your authority
- Make notes of questions that need follow-up and who asked the question
- Be available afterward for follow-up

***News Conference Moderator Script is in Section 17.4.***

**16 JIC ORG CHART AND POSITION DESCRIPTIONS**

Each staff description details the roles and responsibilities of personnel assigned to the JIC. It is anticipated that staff from multiple agencies will be integrated into the JIC staff. The Lead PIO, in conjunction with the JIC staff, will adjust staffing patterns as the situation progresses. Note that JIC staff may be required to perform multiple positions and/or functions as needed.

**16.1 JIC Organization Chart**



## **16.2 Lead Public Information Officer (PIO)**

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The Lead PIO is responsible for managing, directing, and controlling the delivery of information about the incident to the media and public. They advise the Incident Commander or EOC Director, their staff, and others as appropriate on all public information matters pertaining to the incident's response and recovery efforts. They cooperate with PIOs from surrounding and alternate JIC staff to coordinate official information.

### **Specific Duties:**

- Review this checklist, check in and get a briefing from the Incident Commander
- Appoint the JIC Manager and Unit Leads, as appropriate
- Determine staffing needs and staffing patterns with all PIO's
- Develop strategy for action plan and implementation on all disaster/emergency information release to public and agencies
- Request additional PIO Staff and logistical needs
- Attend all Command Staff briefings and advise on all newsworthy information to Command Staff and determine daily strategies
- Advise IC, EOC Director on all scheduled news briefings, determine participation of executive staff and time schedules
- May be responsible for review of all public information released, upon receipt of delegation of authority from IC

### **16.3 JIC Manager**

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The JIC Manager is responsible for oversight of all public information operations to include all dissemination, liaisons, and field personnel assigned to the JIC.

#### **Specific Duties:**

- Provide overall direction to JIC Unit leads
- Establish JIC objectives and priorities for Operational Period based on overall objectives established by IC and coordinate JIC action planning meetings
- Ensure that lines of communication are established with appropriate EOC sections and field operations via JIC units
- Ensure that all departments/agencies in the JIC are contacted Liaison with all local/state and federal PIO's in affected area, invite personnel to JIC as necessary
- Ensure that other EOC's involved in incident response review and approve, as appropriate, information being released to public
- Ensure other agency PIO's are included in information dissemination from the JIC
- Attend appropriate incident meetings, provide input as necessary
- Assess immediate logistical needs while anticipating growth
- Ensure that a focus remains on providing efficient and courteous services to the affected communities
- Ensures all pertinent documentation is given to the Documentation Unit and maintained by the Sheriff's Office of Emergency Services

#### **Functional Aids:**

- Task Registration Form
- Activity Log
- JIC Layout

## **16.4 Administrative Unit**

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The Administrative Unit works under the direction of the JIC Manager to support JIC functions. This unit may include more than one individual.

### **Specific Duties:**

- Work with the JIC Manager to identify staff to be activated to support the JIC operation and develop a staffing pattern appropriate to the operation
- Contact and invite personnel to JIC as necessary
- Ensure appropriate check-in and checkout procedures for all staff being brought in to support the JIC operation
- Check-in and credential, when necessary, all incoming news media representatives
- Handle distribution of all written JIC materials to PIO staff working within the JIC, Media Briefing Room, Emergency Operations Center or other locations
- Conduct sign-in procedures and direct arriving media representatives to the Media Briefing Room and Media Information Center, if needed
- Coordinate with News Desk Unit to make space available for Media Information Center
- Assist News Desk Unit staff with updating of status boards in JIC and Media Briefing Room.
- Maintain adequate supply of office supplies within the JIC
- Work with Emergency Operations Center Logistics Staff to ensure that all JIC personnel receive necessary snacks, water, bathroom breaks, and meals
- May work in the field distributing public information materials

### **Functional Aids:**

- Task Registration Form
- Activity Log
- Media Sign-In Sheet

## 16.5 News Desk Unit

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The News Desk Unit personnel are the primary incident/EOC Spokespersons. They receive calls, engage the public and media, and prepare for news briefs/press conferences. Their specific duties include:

- Obtain approved official information (talking points, news releases and background information) from the Research and Writing Unit, JIC Manager or Lead PIO as designated
- Distribute approved official information to News Desk Staff as appropriate
- Ensure the timely dissemination of information and material developed by the JIC through appropriate channels
- Answer media and public calls to the JIC, providing summary information of the situation and responding to questions, including providing interviews for print, radio and other media
- Establish a “Disaster Hotline” recorded message and provide updated information periodically
- Ensure that the JIC status boards are up-to-date
- Provide spokespersons as needed for media briefings
- Coordinate spokespersons for one-on-one and in-studio interviews to television and radio outlets
- Determine whether there it is appropriate to designate space to be used as a Media Information Center
- Coordinate with Administrative Unit and appropriate agencies to make space available for Media Information Center, if needed
- Media monitoring of television, radio, social media and online news sources for accuracy, trends, and noteworthy reports
- Track rumors and corrections as necessary
- Assign PIO to public call-in lines as necessary
- Obtain updates from departments, other agency PIOs, and other sources
- Forward new information, conflicting information and rumor issues to Research and Writing Unit as necessary
- Brief incoming shift on all carry-over activity before going off duty

### 16.5.1 **News Desk Unit Leader**

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Responsible for overall coordination of information dissemination,

#### **Specific Duties:**

- Review this checklist, check in and receive a briefing from the Lead PIO or JIC Manager
- Determine staffing needs
- Develop objectives for unit based on overall JIC and News Desk Unit objectives for the operational period
- Respond to media inquiries and requests, and coordinate the response as appropriate
- Coordinate calls with field and other agency PIOs as appropriate
- Carry out appropriate unit functions if additional staffing is not required or available
- During news conferences, will make note of questions that need follow-up, or will designate staff to carry this out

#### **Functional Aids:**

- Task Registration Form
- Activity Log
- Public Information Line Greeting
- Call Journal
- Media Analysis Worksheet
- News Conference Guidelines and Moderator Script
- Sample Public Service Announcement

## 16.5.2 **Media Monitoring and Analysis Coordinator**

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Responsible for establishing and supervising groups to review broadcast, print and internet media output, capture its essence in summary form, and distribute to JIC staff, EOC staff, as necessary.

### **Specific Duties:**

- Receive briefing from News Desk Unit Leader
- Divide unit into three specialized sections to monitor specific media (print, broadcast, and internet) as appropriate:
  - a. Newspapers - Determine level of coverage (local, regional, state, national, worldwide) then arrange to receive copies on a daily basis for select newspapers, as appropriate.
  - b. Internet – Establish and constantly update list of news sites, blogs, and social media sites/accounts that are covering the event. Print or otherwise flag stories/posts of significance.
  - c. Broadcast – Monitor radio/TV outlets on a 24-hour basis for several days following the disaster, then focus on morning and afternoon commute hour periods for those radio stations that devote extended coverage to events. TV newscasts are recorded for later in-depth review should this be required.
- Must immediately arrange (through Logistics Section) for equipment used to monitor/record on broadcast mode, i.e., number of TV's to simultaneously cover local market, radios with headsets, DVR's, etc.
- Develop a system for creation of clippings/media summaries, i.e., how they are to be written, what items to include and where to send final product for inclusion in daily distribution
- Work with Logistics Section to establish internal EOC clipping/summary distribution list

### **Functional Aids:**

- Task Registration Form
- Activity Log
- Media Analysis Worksheet

### **16.5.3 Rumor Control Coordinator**

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Responsible for establishing and maintaining an effective rumor control unit.

#### **Specific Duties:**

- Receive briefing from News Desk Unit Leader
- Ensure the tracking and analysis of public inquiries for misinformation, rumors and trends
- Ensure coordination of information about misinformation, rumors and trends with other JIC units
- Use approved official information to respond to rumors as appropriate

#### **Functional Aids:**

- Task Registration Form
- Activity Log
- Media Analysis Worksheet

#### **16.5.4 Special Projects Coordinator**

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Responsible for keeping records and coordination of special projects and as assigned by the News Desk Unit Lead and/or JIC Manager.

##### **Specific Duties:**

- Receive briefing from News Desk Unit Leader
- Ensuring record maintenance within the branch
- Ensure the timely dissemination of information and products developed by the JIC through appropriate channels
- Coordinate the maintenance of media lists, contact reports, logs and other reports from field staff
- Coordinate with Administrative Support Unit to conduct sign-in procedures, verifies and credentials news media, and directs arriving media representatives to the Media Information Center and Media Briefing Room
- Set up Media Information Center and Media Briefing Room, maintain status boards and announce briefing times
- Work with Lead PIO to schedule IC and other executive staff for interviews requested by media within the Media Briefing Room
- Handle scheduling of interview requests that are received through the News Desk Unit

##### **Functional Aids:**

- Task Registration Form
- Activity Log
- Media Sign-In Sheet
- News Conference Guidelines and Moderator Script

## **16.6 Research and Writing Unit**

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The Research and Writing Unit is charged with gathering the information about the incident and organizing it into; news releases, fact sheets, talking points, posted web information and other relevant collateral materials.

### **Specific Duties:**

- Assign a Liaison to the Emergency Operations Center's "Planning and Intelligence" Section to gather confirmed information from the Situation Status Unit's Sit-Stat Report
- Ensure that all briefings and meetings that might provide Incident information for news releases, fact sheets and other products are attended by representatives of Research and Writing Unit
- Assign personnel to develop draft talking points for approval and subsequent use in news releases, briefing sheets, brochures, web-based information, or other publications
- As appropriate and/or feasible, assign a web development coordinator to maintain an incident Web page
- Work with the field photographers to maintain photograph and video feeds onto the website for use by the public and media
- Maintain current file of all releases and other materials developed by Research and Writing Unit
- Ensure materials produces use the following sources of "official" information:
  - Pre-scripted press releases, fact sheets, talking points, and other material produced through the JIC
  - Information provided during briefings
  - Information from Plans and Intelligence, Operations Sections
  - Information provided by subject-matter experts, as appropriate

### **16.6.1 Research and Writing Unit Leader**

---

Responsible for supervising unit that is charged with conducting extensive research in relevant areas and producing timely, accurate news releases, fact sheets, talking points and other relevant collateral materials.

#### **Specific Duties:**

- Review this checklist, check-in, and get a briefing from Lead PIO or JIC Manager.
- Ensure that adequate equipment (computers, printers, phones) are available for the unit
- Establish staffing for section
- Ensure that representatives of Research and Writing Unit attend all briefings and meetings that might provide incident information for news releases, fact sheets and other materials
- Develop unit objectives based on overall JIC objectives established by JIC Manager; participate in JIC action planning meetings
- Develop talking points, news releases, briefing sheets, fact sheets, brochures or other publications for use by the JIC News Desk Unit, spokespersons assigned to the Media Briefing Room or field locations
- Ensure the timely dissemination of information and materials developed by the JIC through appropriate channels
- Maintain current file of all releases and other materials developed by Research and Writing Unit
- Brief incoming shift on all carry-over activity before going off duty
- Maintain log of “official information” sources for each operational period
- Ensure that information provided to the public and the media is obtained from reliable sources

#### **Functional Aids:**

- Task Registration Form
- Activity Log
- Official Information Log
- News Release Log
- Template News Releases

## 16.6.2 **Writer**

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Responsible for supervising staff to ensure news releases, fact sheets, talking points and other appropriate collateral materials are quickly researched, written, approved and given to appropriate branches for dissemination

### **Specific Duties:**

- Obtain briefing on situation and unit priorities from Research and Writing Unit Lead
- Review this checklist, check-in, and obtain a briefing.
- Gather and review incident information
- Assign projects -research, writing and/or other tasks - to self or other writers
- Create and edit news releases and other forms of written communication
- Ensure finalization of projects
- Track pending and recently completed projects

### **Functional Aids:**

- Task Registration Form
- Activity Log
- News Release Log
- Template News Releases
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## 16.6.3 **Social Media Coordinator/EOC Liaison**

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Responsible for maintaining content on appropriate County social media sites. Maintains contact with and obtains relevant information on the status of the emergency from the (IC) EOC Plans and Intelligence and Operations sections.

### **Specific Duties:**

- Review this checklist, check-in, and get a briefing from Research and Writing Unit Leader
- Maintain list of active social media accounts being used by JIC staff
- Ensure staff has log in information for social media accounts being used by JIC staff
- Monitor and analyze social media activity relating to incident
- As appropriate, posts incident updates to social media sites
- Interacts with general public, re-directing to appropriate information sources as necessary

Humboldt County Emergency Operations Plan  
JOINT INFORMATION CENTER PLAN

- Maintains constant communication with Rumor Control Coordinator regarding rumors and information presented in the media
- Initiate contact with EOC Plans and Intelligence and Operations Section Chief and the Situations Status Unit Leader
- Attend briefings and meetings that might provide information for news releases, fact sheets and other materials
- Provide regular updates on status of the emergency, mission tasks, resource requests and other pertinent information to the Research and Writing Unit

**Functional Aids:**

- Task Registration Form
- Activity Log
- Media Analysis Worksheet

#### **16.6.4 Web Development Coordinator**

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At the direction of the Research and Writing Coordinator, the Web Development Coordinator provides web support to the Joint Information Center's efforts to inform the public and the news media.

##### **Specific Duties:**

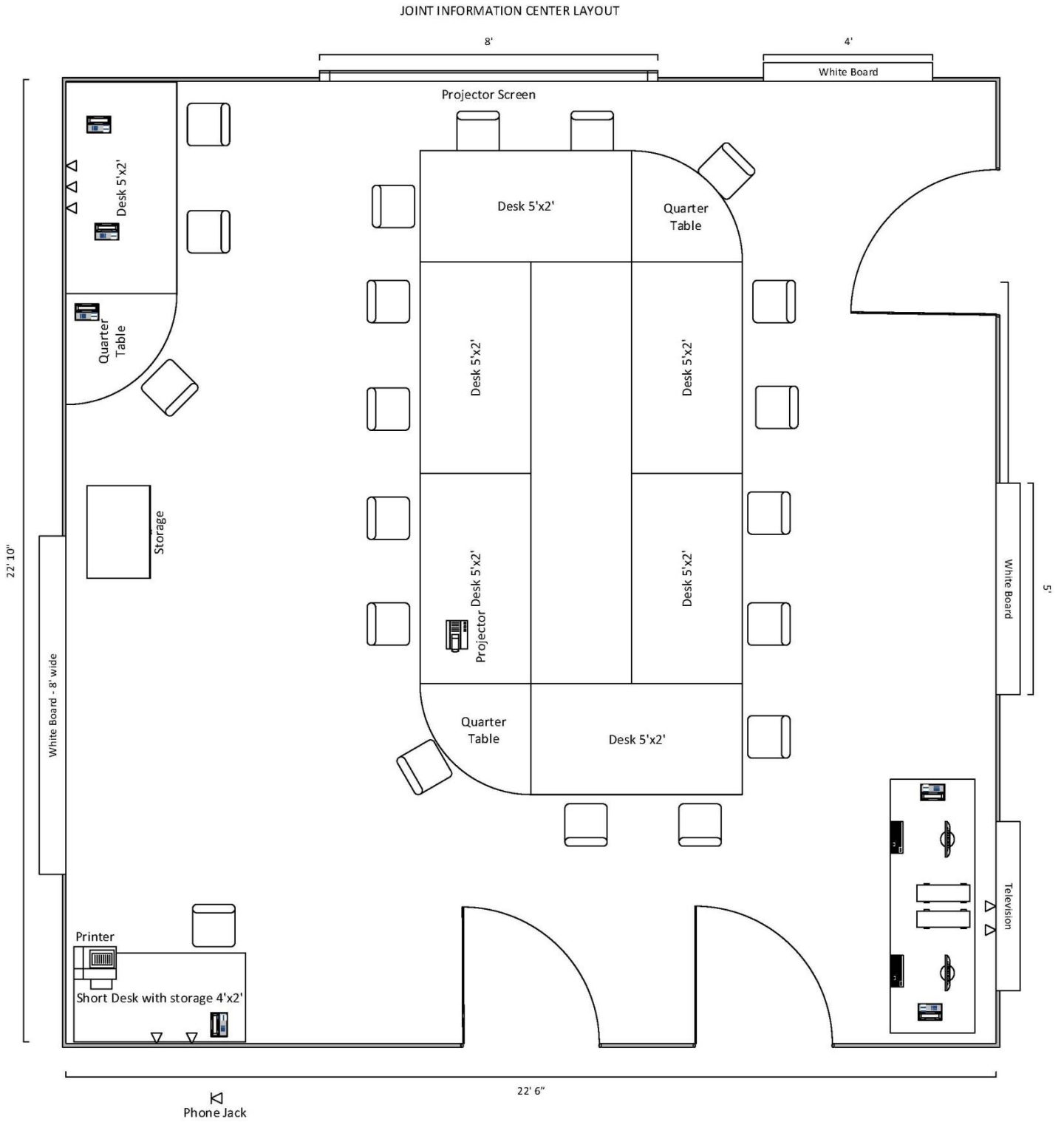
- Review this checklist, check-in, and get a briefing
- Prioritize projects from Research and Writing Unit Leader based on unit objectives for operational period
- Participate, as appropriate, in JIC briefings and action-planning meetings
- Update web page, Web EOC, as appropriate, via the addition of:
  - News Releases
  - Board, other agency proclamations
  - Fact Sheets
  - Graphics
  - Maps
  - Other items
- As needed, maintain and update content on social media

##### **Functional Aids:**

- Task Registration Form
- Activity Log
- Media Analysis Worksheet

## 17 FUNCTIONAL AIDS

### 17.1 JIC Layout











Humboldt County Emergency Operations Plan  
JOINT INFORMATION CENTER PLAN

**17.6 News Release Log**

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Name:					JIC Position:						
Type of Incident:											
Location of Incident:											
Date of Incident:											
Time of Incident:								Page		of	

Date	Time	Release #	Web	Social	Radio	TV	Newspaper	Given by
Entry codes:								

Humboldt County Emergency Operations Plan  
JOINT INFORMATION CENTER PLAN

	T – Taped or live broadcast	P – Phone report	F – Field contact
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Adopted 15 July 2014

## 17.7 Template News Releases

The below News Release header is to be used with all County of Humboldt Joint Information Center news releases to the public. Also below are several news release template examples.

### News Release

**COUNTY OF HUMBOLDT  
JOINT INFORMATION CENTER**

825 5<sup>th</sup> Street, Conference Room A, Eureka, CA 95501  
Telephone (707) 441-30XX Fax (707) 441-30XX



FOR IMMEDIATE RELEASE

DATE XX, 20XX

Release #

For more information, contact:

JIC PIO

(707) 441-30XX

[email address@co.humboldt.ca.us](mailto:email address@co.humboldt.ca.us)

### County Activates Joint Information Center

Today the County of Humboldt today activated its Joint Information Center (JIC) in an effort to coordinate the release of information to the public regarding the recent disaster.

The JIC will be used as the primary point of contact for the media and the public as it relates to this incident. Agencies currently present at the JIC include: XXXX, XXXXXX, XXXXXX

The JIC is located at the Humboldt County Courthouse, 825 5<sup>th</sup> Street 1<sup>st</sup> Floor, in Eureka and is available to the public and media via telephone. For information on the disaster, the public is encouraged to call 707-XXX-XXXX. The media are encouraged to call 707-XXX-XXXX.

You can also follow the County on social media at the following addresses:

**Twitter**

@HumCoOES

**\*\*SOCIAL MEDIA\*\***

**\*\*HUMBOLDT COUNTY SOCIAL MEDIA ACCOUNT NAME\*\***

**###**

Adopted 15 July 2014

## **Foster Homes Needed for Pets Lost During Recent Disaster**

The disaster response/recovery in Humboldt County is in full swing. But, hundreds of (or many) stray animals that have not yet been reunited with their owners are in need of foster homes. If you are interested in providing an animal with a foster home until its owner or a permanent home can be found, please call the Humboldt County Animal Shelter at (707) xxx-xxxx.

**###**

## **Animal Welfare Organizations Join Together to Coordinate Volunteers and Resources in the Wake of Disaster**

Animal welfare organizations in Humboldt County announced today that they have joined together to coordinate volunteer and other resources in the wake of the recent disaster. To serve the needs of the thousands of animals affected by the disaster, the organizations are requesting donations of the following items:

- Cash donations to purchase pet food, medicine and other supplies
- Unopened bags of cat and dog food
- Clean towels and blankets
- Sealed bottled water in gallon or larger containers

Animal care groups are unable to use opened containers of food and any unsealed toys.

Animal field shelters have been established in the following locations: \_\_\_\_\_

These field shelters will serve as meeting places for volunteers and as collection and distribution points for donated animal supplies and equipment.

If you would like to volunteer for animal response and care efforts, call (707) xxx-xxxx. A representative will ask a few brief questions about your skills, availability, and interests.

**###**

## **Volunteers Needed by Humboldt County Animal Welfare Organizations to Care for Animals Affected by Disaster**

The recent disaster has caused many / hundreds of animals in Humboldt County to become lost. Animal welfare organizations in the area need your help to care for and feed the animals affected by the disaster. Volunteer duties may include feeding the animals, cleaning kennels, matching lost and found reports and working directly with people who have lost an animal. To volunteer, call (707) xxxxxxxx or come to [location].

**###**

## **Opportunity to Donate to Disaster Assistance to Nonprofits Fund**

If you wish to make a donation to help with relief from the recently declared {flood/animal/tsunami} disaster, please make your check out to Humboldt Area Foundation and mail it to:

### **Humboldt Area Foundation**

363 Indianola Rd.  
Bayside, CA 95524

You can also make a donation on-line at [hafoundation.org](http://hafoundation.org) and specify that you want your donation to go towards the Humboldt County Disaster Assistance to Nonprofits Fund (DANF). You can also make a donation over the phone at 707-442-2993.

Donations received by Humboldt Area Foundation (HAF) will stay local and go towards relief efforts in our county. Many organizations have committed to helping our community during this emergency. Your donation will help them to continue providing important services.

Donated funds will be not distributed immediately. A DANF Committee will be formed (pursuant to Section 4.8.3.2 of the Humboldt County Emergency Operations Plan) to determine where donations should go. It is important to note that awards from the DANF will not be disbursed to individuals. Instead, funds are required to go to local not-for-profit, tax-exempt, charitable, and health and human services organizations.

The DANF is managed by United Way of the Wine Country Humboldt/Del Norte Regional Office. All donations are tax deductible and HAF will mail receipts for donations over \$200, along with tax information. For more information, call 2-1-1.

**###**

## Awards Released from Disaster Assistance for Nonprofits Fund

The Humboldt County Disaster Assistance for Nonprofits Fund (DANF) Committee has released awards to {number of} organizations who have helped respond to the recent {flood/animal/tsunami} emergency. The organizations receiving awards from the DANF are as follows:

<b>Organization Name</b>	<b>Award Amount</b>
<b>Organization Name</b>	<b>Award Amount</b>
<b>Organization Name</b>	<b>Award Amount</b>
<b>Organization Name</b>	<b>Award Amount</b>

The seven-member DANF Committee received applications for awards and reviewed the proposals. To be eligible for awards, agencies must be a not-for-profit, tax exempt, charitable organization performing health and human care services in Humboldt County. In addition, the agency must comply with all applicable State and Federal requirements and must be applying for assistance related to impacts resulting from a natural disaster.

Many organizations have responded to the recent emergency. Awards from the DANF will stay local and help these organizations continue to provide important services that will help our county recover.

###

## **Inspectors Visiting Damaged Properties**

(CITY, STATE)—Damage inspectors are now in the field visiting people who have filed applications for assistance, (FCO NAME), an official with Joint Information Center (JIC), said in a joint statement with the State Coordinating Officer (SCO NAME).

Residents who have applied for disaster assistance can expect to hear from one or more inspectors who will schedule a visit to look at damaged property, according to the federal and state disaster recovery officials.

One or more different inspectors may come to look at damaged property. FEMA schedules inspections within 7 to 10 days to verify losses. The U.S. Small Business Administration sends loss verifiers to inspect damaged property of those who have submitted completed loan applications. And the Red Cross also sends inspectors to meet with disaster victims and local building and safety inspectors may come to see if damaged structures are safe, (FCO NAME) said.

“We are advising applicants to ask for identification from everyone saying they are damage inspector,” (FCO NAME), serving as federal coordinating officer for disaster recovery operations, said. All inspectors and verifiers carry official photo identification. “If an inspector is not wearing an identification card or badge, ask to see it.”

Almost (NUMBER) of Humboldt County residents have applied for aid by calling the toll-free registration number at 1-800-621-FEMA(3362)/Small Business 1-800-659-2955, assistance is still available. Persons who are speech- or hearing-impaired can call TTY 1-800-462-7585

**###**

## **17.8 Public Information Line Greeting**

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### **NON EMERGENCY GENERAL PHONE MESSAGE FOR 707 268-2530**

YOU HAVE REACHED THE HUMBOLDT COUNTY OFFICE OF EMERGENCY SERVICES. THIS IS A STANDBY EXTENSION FOR USE IN EMERGENCIES ONLY AND IS NOT NORMALLY ANSWERED. TO REACH THE OFFICE OF EMERGENCY SERVICES OR TO LEAVE A MESSAGE PLEASE CALL 707-268-2500.

### **MAIN MESSAGE FOR THE 800 LINE 1-866-360-3605**

YOU HAVE REACHED THE HUMBOLDT COUNTY OFFICE OF EMERGENCY SERVICES INFORMATION LINE. IN THE EVENT OF AN ACTUAL EMERGENCY AFFECTING HUMBOLDT COUNTY, SPECIFIC INFORMATION REGARDING THE EMERGENCY WILL BE UPDATED ON THIS LINE. YOU CAN ALSO MONITOR THE COUNTY'S WEB SITE AT (ENTER ADDRESS FOR EMERGENCY INFORMATION PAGE) AND SOCIAL MEDIA SITES (ENTER INFORMATION FOR COUNTY SOCIAL MEDIA ADDRESSES). THIS IS AN INFORMATION LINE ONLY, AND IT WILL NOT ACCEPT MESSAGES. IF YOU HAVE AN EMERGENCY TO REPORT, HANG UP AND DIAL 9-1-1. TO CONTACT THE OFFICE OF EMERGENCY SERVICES OR TO LEAVE A MESSAGE PLEASE DIAL 707-268-2500.

### **ALTERNATE GREETINGS FOR EARTHQUAKES**

This is the Humboldt County Office of Emergency Services. An earthquake occurred a short time ago. We are currently investigating the exact location and magnitude and are in the process of damage assessment now. If you have a fire, need medical or law enforcement assistance, hang up and dial 9-1-1 NOW!

Check your home for obvious hazards. Shut off your gas at the main valve only if a leak is suspected or identified by the odor of natural gas. Wait for the gas company to turn it back on once the damage is repaired.

Shut off power at the control box if you suspect damaged electrical wiring.

For further information, you can monitor the County's web site and social media accounts. The County's web site is (web address for future emergency information page). Follow the County on (social media) at (social media account names).

Radio stations KINS-AM980, KWSW-AM790, and KEKA-FM101, are designated Emergency Alert Stations.

If you have suffered damages, call our Damage Assessment recorder@------. That number again is -----.

If you wish to leave a message now, please listen for the tone before speaking. We will return your call as soon as possible.



**17.10 Media Analysis Worksheet**

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Date of Media:		Time of Media:	
Media Outlet Name:			
Current Release #			
Daily Broadcast times:			
Daily Coverage Synopses:			
Issues:			
Inaccuracies:			
View Points:			
Fixes:			
Who replied to:			

## **17.11 News Conference Guidelines and Moderator Script**

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### **General Guidelines:**

As the moderator it is your responsibility to set the tone for the news conference. Have a predetermined message for each news conference. If you do not have a message, you do not need a news conference.

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

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

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

### **Moderator Script:**

*Welcome, Ladies and Gentlemen to today's (this morning's, tonight's) NEWS CONFERENCE.*

*We will be presenting information on \_\_\_\_today.*

*With us today is \_\_\_\_ .*

*We will begin today with some brief statements from the representatives of the Unified Command. Then we will open the floor to your questions. Because of the on-going operations we will be available for\_ minutes today. Please allow time for everyone here to ask questions.*

*Following the news conference, the Joint Information Center staff and I will be available to help you with any further needs.*



**17.13 Public Service Announcement**

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<h1>Sample Public Service Announcement</h1>
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HUMBOLDT COUNTY	CALIFORNIA	PR#		(DATE)
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**DISASTER INFORMATION FROM:**  
(Organization)

(Street Address)  
(City, State, Zip)

<b>MEDIA</b>	JIC	NAME	Phone
<b>MEDIA</b>	PIO	NAME	Phone

**PSA: APPLY FOR DISASTER ASSISTANCE BY PHONE kill date: until further notice**

**:20 SEC**

**HUMBOLDT COUNTY RESIDENTS WHOSE HOMES AND PROPERTY WERE DAMAGED BY THE RECENT**

--

(INSERT DISASTER NAME/CAUSE)

CAN APPLY FOR DISASTER ASSISTANCE BY PHONE. CALL JIC TOLL-FREE AT

--

(INSERT NUMBER ESTABLISHED).

IF YOUR HOME OR BUSINESS WAS DAMAGED BY THE DISASTER... AND IF YOU LIVE OR DO BUSINESS IN **HUMBOLDT COUNTY**... YOU COULD BE ELIGIBLE FOR DISASTER ASSISTANCE... BUT YOU HAVE TO APPLY... CALL **1-800-621-FEMA** or **TTY 1-800-462-7585, FOR BUSINESS CALL 1-800-659-2955. APPLY NOW.**