

**Colorado Emergency Operations Plan
Annex L - Public Information
State Emergency Function #12**

Lead Agency: Office of the Governor
Secondary Lead: Office of Emergency Management

Supporting Departments/Agencies:

Local Affairs	Agriculture	Corrections
Education	General Support Services	Health Care Policy & Finance
Higher Education	Human Services	Labor
Law	Military Affairs	Natural Resources
Personnel	Public Health & Environment	Public Safety
Revenue	Transportation	Treasury
Red Cross	COVOAD	FEMA
Pueblo Chemical Depot	Forest Service	Salvation Army

I. Purpose

- A. To provide guidance and procedures for coordinating emergency public information efforts in support of the state's response during disasters and emergencies.
- B. Provide for the effective collection, monitoring, management, and dissemination of accurate, useful, and timely public information to the media and for the public during disasters and emergencies.
- C. Provide long-term public education efforts related to hazard awareness, family protection planning, and emergency self-help.

II. Situation & Assumptions

- A. The public needs timely and accurate information for protection of life and property during response to, and recovery from a disaster or emergency situation.
- B. The state may start an emergency public information system to augment or enhance local capabilities or when requested by a local agency.
- C. The state may start an emergency public information system to report on the state's disaster response, recovery, and/or mitigation activities.
- D. Local jurisdictions will provide immediate and vital information to the public regarding response and recovery activities.
- E. At no time will a news release from any state agency conflict with news releases from local government.
- F. The Governor's Office has lead responsibility as the official spokesperson for state actions.

III. Concept of Operations

The following systems and procedures will be applicable to the response and recovery phase of any disaster or emergency situation.

A. Joint Information System

To reduce inaccuracies and misinformation, the state will use a joint information system (JIS) to coordinate information with participating local, state, and federal agencies. Based on the urgency of the situation and the need for inter-agency cooperation, agencies should attempt to coordinate emergency public information through the Governor's Office.

In a disaster, the SEOC becomes the focal point for the receipt of information and therefore, is a logical location for the preparation and distribution of emergency public information if so deemed by the Governor's Office.

The lead public information officer (PIO) identified for the specific disaster will be responsible for those functions identified under B.1 below until such time as a Joint Public Information Center is established.

B. Joint Public Information Center

The Governor's Office and State Coordinating Officer (SCO) may elect to conduct public information functions in a single physical location to form an emergency Joint Public Information Center (JPIC). The JPIC may include local, state, federal and private sector agencies. Once operational, local, state, federal and other agencies should coordinate news releases concerning emergency response and recovery activities through the JPIC.

Emergency public information activities may take place at the State Emergency Operations Center (SEOC), a disaster field location, another state agency, or other locations as appropriate.

Upon activation of the State Emergency Operations Plan (SEOP) and State Emergency Operations Center (SEOC), the Governor's Office and the State Coordinating Officer (SCO) may decide to activate one or more of the following functions that make up a JPIC.

1. Public Information Officer (PIO) Coordination Teams

- consist of representatives from the Governor's Office, DOLA/COEM, specific state, local, federal, and private sector agencies;
- are responsible for gathering, verifying, and producing information for dissemination to the media and public such as news releases, background information, fact sheets, public service announcements, briefings, and news conference materials;
- respond to questions and requests from the media;
- release information to media and public via news release, briefings, news conferences, interviews, public service announcements, etc.;
- arrange for media interviews, tours, and special requests; and
- staff the media center as appropriate.

Participating agencies should assign one lead representative to coordinate information from their agency with other team members before it is released to the public.

2. **A Media Center**

- consists of spokespersons from the Governor's Office (press secretary) or designated representative, State Coordinating Officer, COEM Director, technical experts, and representatives from appropriate state, federal, and local agencies as appropriate; and
- provides a central location for media briefings, conferences, and information distribution.

To the extent possible, information should be coordinated through the PIO Coordination Team and with appropriate agencies before it is released to the media. Media Center staff should make written records of pertinent information released at briefings and conferences. Staff should remain at the media center, as necessary, while the SEOC is operational.

3. **A Public/Media Inquiry Center**

- provides response, recovery, and mitigation information to people affected by the disaster via telephone "hotlines";
- responds to questions using official, verified, and releasable information;
- refers calls as appropriate to various local, state, federal, volunteer, and private sector agencies;
- maintains current and updated information records;
- maintains a record of questions, responses, and actions;
- monitors radio and television stations and informs the PIO Coordination Team of inaccuracies; and
- identifies rumors and misinformation and brings to attention of PIO Coordination Team.

Activation of an inquiry center should take place when initial response from the disaster is concluding and recovery actions are beginning. Appropriate state agencies may be assigned the task of managing the public inquiry centers.

IV. **Organizations and Responsibilities**

A. **Office of the Governor**

1. Responsible for the dissemination of timely, accurate public information during a disaster or emergency.
2. Provide information and instructions to the public for obtaining disaster relief and assistance.
3. Review and approve all information releases.
4. Submit information releases to the Governor or his representative for approval.
5. Function as Chief of PIO Teams at the SEOC or other operating location.
6. Assist and maintain liaison with the media.
7. Maintain liaison with the Governor and his representatives.
8. Establish a briefing and information release schedule.

9. Provide administrative and logistic support.
10. Maintain a record of actions.

B. DOLA/COEM

1. Provide information and instructions to the public for obtaining disaster relief and assistance.
2. Coordinate information releases through a JIS or JPIC.
3. Activate the Emergency Alerting System (EAS) if necessary. **
4. Release emergency public information from the SEOC until a JPIC is operational.
5. Notify PIOs designated to staff the JPIC.
6. Assign one lead representative as a PIO Coordination Team member.
7. Provide personnel as required by the disaster emergency.
8. Notify FEMA and other agencies as appropriate.
9. Gather, verify, and coordinate information regarding the disaster situation and activities.
10. Prepare news releases, fact sheets, background information, and briefing materials.
11. Coordinate news briefings and conferences in cooperation with the Governor's Office.
12. Provide facilities, equipment, support, and resources at the SEOC.
13. Provide administrative and logistic support.
14. Maintain a record of actions.

C. State Agencies

1. Coordinate information releases through a JIS or JPIC.
2. As requested, send representatives to the JPIC.
3. Assign one lead representative as a PIO Coordination Team member.
4. Gather and verify information from your organization.
5. Prepare news releases, fact sheets, background information, and briefing materials.
6. Cooperate with the dissemination of information.
7. Provide administrative and logistic support.
8. Maintain a record of actions.

Emergency Alert System

The Emergency Alert System (EAS) allows local jurisdictions to broadcast an alert only in that specific jurisdiction. For more information regarding EAS see the **Communication and Warning Annex - B, SEF 2.**

V. Appendixes

- A. State Agency PIO Contact Lists (*Confidential*)
- B. Denver Metro Media List (*Confidential*)
- C. Statewide Media List (*Confidential*)
- D.** JPIC Activation Checklist (from the Radiological Emergency Response Plan, Part II, Section 23. 5-A-1.)

RADIOLOGICAL EMERGENCY RESPONSE PLAN DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT Colorado Emergency Operations Plan	PART 2: EPIP 5-A-1 Attachment 1, Checklist
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CHECKLIST 1

GOVERNOR'S PRESS SECRETARY

The Governor's Press Secretary represents the State of Colorado and the Office of the Governor at the JIC. The decision to activate the JIC at ALERT as well as the decision to deactivate the JIC will be made in consultation with the Governor's Press Secretary. All state news releases will be approved and authorized by the Governor's Press Secretary. The Governor's Press Secretary will direct the activities of the JIC Manager, as indicated.

ITEM	DATE/TIME	INITIAL
1. Report to JIC, sign in and receive badge.	_____	_____
2. Check telephone is operational and report contact number to JIC Manager and Governor's Office.	_____	_____
3. Initiate log.	_____	_____
4. Establish contact with DOE-RFFO Spokesperson and Site JIC Manager and receive status briefing.	_____	_____
5. Review news releases issued by RFETS prior to the activation of the JIC.	_____	_____
6. Advise DOE-RFFO Spokesperson, JIC Manager, and SEOC Chief of Operations of Governor's policies, positions and actions.	_____	_____
7. Review pre-approved EAS messages.	_____ _____ _____ _____	_____ _____ _____ _____
8. JIC deactivated. Turn in log to JIC Manager.	_____	_____

RADIOLOGICAL EMERGENCY RESPONSE PLAN DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT Colorado Emergency Operations Plan	PART 2: EPIP 5-A-1 Attachment 1, Checklist
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CHECKLIST 2
STATE JIC COORDINATOR

The State JIC Coordinator is responsible for providing logistics support and coordination of the state JIC functions. The Coordinator reports to both the JIC Manager, for coordination activities, and to the Governor's Press Secretary. The State JIC Coordinator will establish and maintain a current state JIC activation call-down list and provide it to DOLA/OEM, for back up. The State JIC Coordinator will work with the JIC Manager to ensure that all equipment is secured, inventoried, maintained in optimal working order and set up appropriately at activation of the JIC. The State JIC Coordinator will assist in the coordination of JIC media briefings and facilitate communication between all JIC functions. The State JIC Coordinator will also establish and maintain a linkage with the JIC/ICP Liaison.

ITEM	DATE/TIME	INITIAL
1. At ALERT, establish contact with the DOLA/OEM and CDPHE/EMP Directors or Duty Officers, the RFETS CMT Public Information Manager, and the Governor's Press Secretary (if indicated.)	_____	_____
2. Initiate log.	_____	_____
3. JIC staff call down initiated. Standby or Activate?	_____	_____
4. Receive update from CMT PI Manager.	_____	_____
	_____	_____
Activation Activities:		
5. Report to the JIC, sign in and receive badge.	_____	_____
6. Assist JIC Manager with JIC workroom set up. (Ensure equipment is operational. Synchronize clocks with the SEOC.)	_____	_____
7. Establish direct communication with the JIC/ICP Liaison at the ICP.	_____	_____
8. Establish contact with the Governor's Press Secretary and the DOE-RFFO Spokesperson and receive status briefing.	_____	_____
9. Review news releases provided by RFETS prior to the activation of the JIC.	_____	_____

RADIOLOGICAL EMERGENCY RESPONSE PLAN DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT Colorado Emergency Operations Plan	PART 2: EPIP 5-A-1 Attachment 1, Checklist
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10. Review pre-approved EAS messages. _____

11. Assist JIC Manager in coordinating an initial information briefing for workroom staff and Media/Public Inquiry Supervisor. _____

12. With Press Secretary's concurrence, declare JIC operational and assure that media is notified by fax of point of contact information and applicable phone contact numbers. _____

13. Review administrative requirements with the JIC Manager and RF JIC Coordinator ensuring all tasks are delegated to ensure accomplishment. _____

14. Check Media Briefing Center before first news briefing to ensure it is set up appropriately. _____

15. Deactivate JIC as directed by the Governor's Press Secretary. _____

Deactivation Activities:

A. Receive copies of all logs, message forms, and news releases from JIC Information Manager, arrange in chronological order, and file with JIC records. Gather copies of all tapes of TV/radio broadcasts. _____

B. Schedule and organize a critique of the of the JIC response. _____

C. Moderate JIC critique and compose a report, for the record, noting any procedural inadequacies, policy uncertainties or notification difficulties. _____

D. Provide copies of the report to Directors DOLA/OEM and CDPHE/EMP. _____

CHECKLIST 3

CDPHE SPOKESPERSON

The CDPHE Spokesperson represents all divisions of the Colorado Department of Public Health and Environment at the JIC. The CDPHE Spokesperson will provide CDPHE technical and response information for news releases to the JIC workroom staff. The CDPHE Spokesperson will ensure the availability of appropriate CDPHE technical briefers. The CDPHE Spokesperson will approve and authorize all releases outlining activities of CDPHE and prepare the CDPHE technical briefer to participate in news briefings. The CDPHE Spokesperson will assign public information staff to serve as Public Inquiry Operators.

ITEM	DATE/TIME	INITIAL
1. Report to JIC, sign in and receive badge.	_____	_____
2. Check that telephone is operational and report contact number to JIC Manager, the CDPHE Executive Director and the CDPHE Crisis Management Center (CMC).	_____	_____
3. Initiate log.	_____	_____
4. Receive status briefing and establish contact with the Governor's Press Secretary, the DOE-RFFO Spokesperson and the JIC Manager.	_____	_____
5. Review news releases provided by RFETS prior to the activation of the JIC.	_____	_____
6. Advise Governor's Press Secretary, DOE-RFFO Spokesperson and JIC Manager of CDPHE's policies, positions and actions.	_____	_____
7. Review pre-approved EAS messages.	_____	_____
	_____	_____
	_____	_____
8. JIC deactivated. Turn in log to JIC Manager.	_____	_____

CHECKLIST 4

DOLA/OEM SPOKESPERSON

The CDPHE Spokesperson represents the Colorado Department of Local Affairs and the Office of Emergency Management at the JIC. The DOLA/OEM Spokesperson will provide SEOC information for news releases to the JIC workroom staff. The DOLA/OEM Spokesperson will approve and authorize all releases outlining activities of DOLA/OEM. The DOLA/OEM Spokesperson will advise the JIC Managers and Coordinators on facility issues.

	ITEM	DATE/TIME	INITIAL
1.	Report to JIC, sign in and receive badge.	_____	_____
2.	Check that telephone is operational and report contact number to JIC Manager and the DOLA Executive Director.	_____	_____
3.	Meet with Chief of Operations to establish communication linkages and information flow.	_____	_____
4.	Initiate log.	_____	_____
5.	Receive status briefing and establish contact with the Governor's Press Secretary, the DOE-RFFO Spokesperson and the JIC Manager.	_____	_____
6.	Review news releases provided by RFETS prior to the activation of the JIC.	_____	_____
7.	Advise Governor's Press Secretary, DOE-RFFO Spokesperson and JIC Manager of DOLA/OEM's policies, positions and actions.	_____	_____
7.	Review pre-approved EAS messages.	_____	_____
		_____	_____
8.	JIC deactivated. Turn in log to JIC Manager.	_____	_____

CHECKLIST 5

NEWS WRITER

The news writer is responsible for composing the fact sheets and news releases, in accordance with established guidelines, as directed by the Governor's Press Secretary. The news writer will coordinate the collection of technical information and will work with the state agency spokespersons to translate technical information into information suitable for public release. The news writer will submit fact sheets and news releases to the Governor's Press Secretary for review and approval and will provide a copy to the DOE-RFFO Spokesperson prior to release.

ITEM	DATE/TIME	INITIAL
1. Report to JIC, sign in and receive badge.	_____	_____
2. Ensure work station is operational by checking the telephone and computer. Report to the Governor's Press Secretary.	_____	_____
3. Initiate log.	_____	_____
4. Receive status briefing and operational instructions.	_____	_____
5. Review news releases provided by RFETS prior to the activation of the JIC.	_____	_____
6. Meet with JIC Manager to obtain information on available operational staff in the SEOC and establish a process of obtaining specific information from the SEOC staff.	_____	_____
7. JIC Deactivated. Prepare a state recovery news release for approval.	_____	_____
8. Turn in log to JIC Manager.	_____	_____

CHECKLIST 6

PUBLIC INQUIRY OPERATOR

The public inquiry operator(s) are responsible for answering phones and providing approved informational responses to citizen queries using information found in the public inquiry operator's kit. The public inquiry operator(s) will add news releases, news statements and news briefing summaries, received from the Media/Public Inquiry Supervisor, to the appropriate section of the kit in reverse chronological order. Any questions that cannot be answered from available information will be referred to the Media/Public Inquiry Supervisor. The operator(s) will be familiar with information being released by the media. Operators will document and report all rumors or misinformation to the Media/Public Inquiry Supervisor and correct rumors/misinformation, as directed.

ITEM	DATE/TIME	INITIAL
1. Report to JIC, sign in and receive badge.	_____	_____
2. Check telephone is operational and report contact number to Media/Public Inquiry Supervisor.	_____	_____
3. Initiate log of all caller inquiries and responses.	_____	_____
4. Receive status briefing from Media/Public Inquiry Supervisor.	_____	_____
5. Review news releases and news videotapes provided by RFETS prior to the activation of the JIC. Familiarize with current fact sheets.	_____	_____
6. Review public inquiry operator kit.	_____	_____
7. JIC Deactivated. Provide all logs and public inquiry operator's kit to the Media/Public Inquiry Supervisor.	_____	_____

CHECKLIST 7

JIC/ICP LIAISON

The JIC/ICP Liaison represents the Incident Commander at the Incident Command Post to the JIC and is the communication linkage between the JIC and ICP public information. The JIC/ICP Liaison will provide information on ICP response activities for news releases to the JIC workroom staff. The JIC/ICP Liaison will only release information on ICP activities to news media. The JIC/ICP Liaison briefs all public information officers from other counties, municipalities and districts on the activities of the ICP and the JIC. The JIC/ICP Liaison will brief the JIC workroom staff on any specific response information provided by PIO's of other counties, municipalities or districts.

	ITEM	DATE/TIME	INITIAL
1.	Report to ICP. Establish contact with Incident Commander and receive briefing.	_____	_____
2.	Establish direct contact State JIC Coordinator and provide telephone, fax and pager contact numbers. Identify numbers through which to access the JIC workroom and JIC Coordinator.	_____	_____
3.	Initiate log.	_____	_____
4.	Receive status briefing from the State JIC Coordinator. This will include briefing of RFETS public information activity prior to the activation of the JIC and any EAS messages released.	_____	_____
5.	Advise State JIC Coordinator of the IC's policies, positions and actions.	_____	_____
6.	JIC Deactivated. Establish contact with JIC workroom staff to discuss recovery public information activities.	_____	_____
7.	Provide copies of all logs and ICP or local government generated news releases to the State JIC Coordinator.	_____	_____