

Joint Information Center Operations & Media Relations

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Alligators, Snakes & Crawfish

- Hurricanes
- Tornadoes
- Flooding
- Terrorists Attacks
- Flu Outbreak
- Explosions
- Fires
- Are you ready?

Are you ACCC certified?

- Anticipate
- Coordinate
- Communicate
- Cooperate



What's a Joint Information Center?

- It's an ad-hoc Federal Media center which responds to Media Queries about an incident.
- Additionally, the JIC is a federally funded and supported organization.



Joint Information Center Setup

- Command & Control-
- JIC Director
- Deputy Director
- Administration
- Supply & Logistics
- Funding
- **JIC Director-**
- Provides overall policy & guidance. Has direct access to Senior Federal Officer. Has release authority for The JIC.
- **JIC Deputy Director-**
- Backup to Director and acts in their absence.

JIC Setup continued!

- Administration- Chief of Staff-responsible for personnel accountability, reports & meeting all deadlines.
- Supply & Logistics- obtains, maintains & accounts for all JIC equipment. Ensures that all supplies are kept current.
- Funding- provides, maintains & requests JIC operational funds.

Command information

- Researches, interviews & writes news releases.
- Maintains Website.
- Prepares shadow website prior to JIC activation.
- Takes & publishes photos.
- Takes, edit & distributes videos/DVDs.
- Publishes daily JIC updates via a newspaper /newsletter.
- Researches, interviews & writes Radio & TV announcements.
- Develops & distributes Command Messages.

Media Queries & Response

- Develops Media Query Forms with the following info.: Who? What? Where? When? Why? How? When? Media Contact info. Deadline & Staff Coordination.
- Responses to Media Queries within 24 hours.
- Uses Red-White-Blue Response System:
 - Red-Incoming Media Queries.
 - White-Working & Coordinating Responses.
 - Blue-completed Media Responses

Marketing & Proactive

- Anticipate Media Needs & Questions.
- Develop proactive command messages with Command Information.
- Develop & execute operational Public Relations plans that support your organization's missions.

Brief/Credential/Escort Media

- Daily provide updated briefs to Media.
- Credential all Media.
- Escort Media to sites.
- Develop Media Pools if needed.

Monitoring/Issues Management

- Daily Monitor all Media.
- Prepare a daily report that analyzes: positive, negative & neutral media coverage.
- Make recommendations on all Media coverage.
- Present daily Issues management report that tracks key issues and recommends courses of action.

JIC Equipment Needs

- Cell/Satellite phones.
- Hand held radios/ham radios.
- Computers.
- Fax/Copy & Scan Machines.
- GPS.
- Blackberries.
- Paper
- Video & tape recorders

SAPP

- Security
- Accuracy
- Propriety
- Policy

Overall Communication Policy

- Maximum Disclosure & Minimum Delay
- The Top Dog always barks First.

Cutting Thru The Clutter!

- Control
- Competence
- Concern