



Public Information and REP



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How we used to do it...

- Joint Information Center (JIC) centric
- We all assembled at Alert level
- Usually at a Duke Energy facility
- One voice or multiple voices?
- Same news releases from many jurisdictions



How we do it now...

- Joint Information System (JIS)
- PIOs stay at their EOCs – near EM directors
- Communicate via conference line, email group, WebEOC



Advantages

- More closely align REP public information methods with our all-hazards approach.
- Draw on the experience gained in real emergencies.
- Utilize technology to close geographical gaps and keep PIOs better tied into their EOCs and emergency management leaders.



Advantages

- Allow for quicker PIO support by eliminating travel time to a JIC.
- Keep the JIC option available if the situation warrants it.
- Place a heavier work load on those organizations with more public information resources.



Concept of Operations

- PIOs work within the JIS until emergency managers determine a JIC is needed.
- There is no requirement or trigger point for the establishment of a JIC.
- PIO will have dedicated bridge lines for their use.



Concept of Operations

- Each Task Force will have a lead spokes-county responsible for editing and releasing pre-scripted messages that speak for the unified command.
- These messages will be coordinated on a conference call, DEMNET or commercial.



Concept of Operations

- Messages pertaining to one organization's jurisdiction will be released by that organization.
- All released messages will be entered as a significant event and posted on the PIO board in NC SPARTA.



News conferences

- Dedicated conference line for news conferences
- Counties/state can host or address media at their location
- Confidence in the “disembodied” voice



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