

# ANNEX O

## ESF 15: EXTERNAL AFFAIRS

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### **PROMULGATION STATEMENT**

Transmitted herewith is the ESF –15: External Affairs Annex to the Caddo Parish Emergency Operations Plan (EOP). This annex supersedes any previous Annex promulgated for this purpose. It provides a framework in which Caddo Parish and its political subdivisions can plan and perform their respective functions during an emergency when EOC activation is necessary.

This annex is in accordance with existing federal, state, and local statutes and understandings of the various departments/agencies involved. It has been concurred by the Caddo Parish Sheriff’s Office of Homeland Security and Emergency Preparedness (OHSEP), Louisiana Governor’s Office of Homeland Security and Emergency Preparedness and the Federal Emergency Management Agency. All recipients of this annex are requested to advise Caddo Parish OHSEP as to changes that might result in its improvement or increase its usefulness.

This annex will be annually reviewed by the Caddo Parish OHSEP Deputy Director.

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## ESF-15: External Affairs

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### **I. PURPOSE AND SCOPE**

Emergency Support Function (ESF) 15 ensures that Caddo Parish will have a coordinated effort in providing information to the public before, during and after a disaster. The purpose of this annex is to provide policies and procedures for the proper collection, control, and dissemination of information in order to save lives and minimize property loss.

### **II. SITUATIONS AND ASSUMPTIONS**

This section of the External Affairs Annex identifies broad considerations that public information and education planning team members must consider and agree upon before they develop a specific emergency public information and education plan for the community. The situation projections identify the disasters that could occur and would require contingency plans. Assumptions, in turn, complement a situational analysis by addressing the unknowns of the disaster projections.

#### **A. Situation**

It is the general public's perception that the news media collectively are the principal source of their emergency information. Therefore, it is essential that procedures be clearly established to serve this purpose.

The need to inform the public in a timely and efficient manner must be agreed upon by all agencies responsible for informing the public during times of emergency. Written agreements spelling out the scope in detail of such an arrangement should be published, disseminated, and reviewed on a regular basis.

It should also be recognized that educating the public or citizens as to all of the possible hazards that they could be confronted with should be an on-going project between the emergency service delivery system and the media.

Emergencies and disasters of all types will subject citizens to undo hardships. It is vital to keep the public informed with information from every department responding to the incident.

#### **B. Assumptions**

Public Information is vital for the public to make sound decisions before, during and after a disaster.

Caddo Parish will coordinate public information through the Emergency Operations Center.

Reviewing of procedures will be conducted on a regular basis with the working media, in that the working media personnel are constantly relocating. Making

the media an integral part of the Emergency Operating Plan and procedures is also an on-going project. Provisions for other than local media will be arranged for and space provided for them at the Emergency Operations Center. Coordinating the need for the public to be truly and accurately informed will be the basic guideline of all efforts in the area of emergency public information.

### **III. CONCEPT OF OPERATIONS**

#### **A. General**

Emergency information efforts before, during, and after a specific event will focus on the particular situation and not deviate from it or include information that is not pertinent. Where possible, emergency information will begin with as much educational background as time and the event will permit. Otherwise, the information given will be of an instructional and operational nature on such things as warnings, evacuation, and shelter precautions and/or locations. During crisis periods members of the public need and want to know detailed information and every effort will be made to keep them informed of the general progress of events. Rumor control will be addressed in this plan and every possible effort to report positive information regarding emergency response will be made in order to maintain confidence in government and reassure citizens that the situation is under control. Along with this will be the use of public feedback, where possible, to measure the effectiveness of the program. All educational programs are aimed at increasing the public's awareness of potential hazards they can or will one-day encounter and the possible means of dealing with them. Dissemination of this vital information, of course, relies heavily on the cooperation of commercial media and local efforts of Caddo OHSEP.

#### **B. Phases of Emergency Management**

##### **1. Mitigation (Prevention)**

- a. Survey and analyze the geographical area of responsibility to determine appropriate precautionary activities necessary to mitigate prior to the event (emergency levees, evacuation, etc.).
- b. Utilize trained staff personnel for the development and production of hazard awareness programs within the community with schools, civic groups, and others.
- c. Utilize trained staff personnel for the development and production of hazard awareness programs within the community with schools, civic groups and others.
- d. Maintain an active program with the media in all phases of emergency management in education, instructions and action plans.
- e. Maintain a well equipped and supplied media room within the EOC, including broadcasting capabilities.
- f. Develop the Emergency Alert System (EAS) and exercise it regularly. Have written agreements for the activation of EAS as well as procedures.

- g. Identify a resource person(s) to assist in communicating with non-English speakers who may be in Caddo Parish during an emergency.

**2. Preparedness**

- a. Develop and conduct public educational programs for consideration of all hazards, with particular emphasis on seasonal hazards such as tornadoes or flooding.
- b. Prepare and distribute on a regular basis all pertinent operational and procedural changes as they are developed in the various ongoing programs, and distribute to the media.
- c. Test Emergency Alert System (EAS).

**3. Response**

- a. Distribute news releases and emergency information packets.
- b. Coordinate rumor control through aggressive public relations activities.
- c. Schedule news conference on a regular basis.
- d. Coordinate all news/public information through the EOC, Caddo OHSEP Director and PIO(s).
- e. Activate the Emergency Alert System (EAS).

**4. Recovery**

- a. Continue emergency public information programs.
- b. Assess effectiveness of information and education programs.
- c. Compile a chronological record of events.

**IV. ORGANIZATION AND ASSIGNMENT OF RESPONSIBILITIES**

**A. General Organization**

The Caddo OHSEP Director will establish a public information office and appoint a Public Information Officer who will be the official representative to the media in an emergency. This PIO will be chosen from the qualified personnel that are already on staff from one of the two parish governments. He will locate at the Caddo Emergency Operations Center that is the point of contact for the media.

The Public Information Officer will function as a member of the EOC staff under the direction and guidance of the Caddo OHSEP Director.

Other responding agencies should designate a spokesperson to represent that agency to the media. These spokespersons should coordinate with the PIO and clear press releases with the Caddo OHSEP Director to the maximum extent possible before releasing information to the public during disaster conditions. (Note: Caddo OHSEP does not exercise editorial or policy control over other agencies' release of information about their own policies,

procedures, or programs.)

## **B. Assignment of Responsibilities**

### **1. Caddo OHSEP Director**

- a. Appoints a Public Information Officer for OHSEP.
- b. Develops and maintains Caddo Parish public information and education programs.
- c. Maintains a close working relationship with all media sources and maintains current list of same for news releases.
- d. Enters into agreements with the media for the proper dissemination of news releases provided them.
- e. Provides official public information essential to the public.
- f. Provides a media room in the EOC for media briefings and possible on-site broadcasting capabilities.
- g. Provides a rumor control reporting and check network.
- h. Provides price-gouging control reporting system.
- i. Develops procedures for the proper use of an operational plan.
- j. Coordinates the use of mobile public address equipment for dissemination of disaster information and instructions through law enforcement and fire departments.

### **2. Caddo OHSEP PIO (with assistance from local government PIOs)**

- a. Advises the Caddo OHSEP Director on all matters pertaining to public information and education during the emergency.
- b. Provides news releases to the media.
- c. Establishes procedures for the flow of public information and distribution of educational materials using all media sources available (newspaper, radio, and television) and the use of Emergency Alert System (EAS).
- d. Disseminates appropriate all-hazard preplanned emergency education packet materials, as lead-time permits, that can be printed in the newspapers and used by radio and television as preparatory guidance for the public.
- e. Receives and compiles for dissemination to the media authoritative information that has been:
  - i. Authenticated through all possible sources.
  - ii. Reviewed and cleared for release by Caddo OHSEP.
- f. Coordinates rumor control network that will include field personnel, the National Weather Service, support agencies such as law enforcement, fire services, the media, etc. Monitors news releases for accuracy, or appoints an individual to do same.
- g. Coordinate disaster information with other local/state agencies and all Caddo Parish and city departments.
- h. Keep the Louisiana Office of Homeland Security and Emergency

- Preparedness informed on local news releases.
- i. Coordinates the activities of the media room within the EOC as well as access to public officials in the EOC and/or at disaster sites.
- j. Has telephone numbers periodically publicized for ready use for the public to obtain emergency information.
- k. Addresses the needs of handicapped citizens such as the blind, deaf, and non-institutionalized elderly and disabled through the media, specialized telephone and/or door-to-door public address, or through bilingual outlets.
- l. Maintain a chronological record of the disaster events.
- m. Provides for the continued dissemination of information after the emergency for such situations as restricted areas and services, contacting relatives, and relief services of State and Federal governments, American Red Cross, Salvation Army, etc.

**3. Media**

- a. Designates a representative(s) to work with the Caddo OHSEP Director to review and become familiar with the emergency operations plan for Caddo Parish.
- b. Cooperates in coverage of public education programs including the use of preplanned emergency educational packets that address all types of hazards.
- c. Assist Caddo Parish and city officials and departmental spokespersons in verifying field reports for accuracy and become a part of the rumor control network.
- d. Radio/TV stations should train staff about the Emergency Alert System (EAS).

**4. Caddo OHSEP Communications Officer**

Work with the Public Information Officer to provide communications facilities for media at EOC.

**5. Law Enforcement**

- a. Works with public information coordinator to provide security at media center in EOC.
- b. Coordinates use of mobile public address equipment to disseminate disaster related information to the public.

**6. Emergency Services Public Information Officers (PIOs) –**

**Shreveport Fire, Shreveport Police and Caddo Sheriff's Office:**  
 Coordinate all emergency related press releases with Caddo OHSEP Director and EOC Staff.

**V. DIRECTION AND CONTROL**

This section of the annex outlines management of the plan. The authority to initiate

actions is discussed. The public information officer is a member of the EOC staff. All information released to the media should first be cleared by the PIO and OHSEP Director.

**A. General**

The Caddo OHSEP Director is responsible for the development and implementation of all emergency type educational and informational programs for Caddo Parish. He will appoint the PIO, with the consent of the Caddo Parish Director, to be responsible for the actual implementation and use of this plan and procedures when a given situation arises. All releases to the media will be cleared through the Caddo OHSEP Director.

**B. Educational Programs**

The educational program for Caddo Parish is multifaceted. It includes, but is not limited to:

1. Informing the media, thus informing the public of newly developed techniques and approaches to emergency management.
2. Use of lectures and presentations to interested organizations, schools and other service agencies to explain hazard mitigation, preparedness, and response and recovery programs.
3. Distribution of education materials.

**C. Public Information Programs**

1. Emergency Public Information (EPI) packets will be maintained at the Caddo EOC. Informational activities will complement the educational activities, where possible, and will warn the public of the given situation(s), instruct and give possible action plans.
2. Included in the EPI packets at the Caddo EOC are materials that address the threat of nuclear attack and the contingency plans for Caddo Parish. All information is based on the promise that a well-informed public is less likely to panic and will have a much better chance of surviving and recovering from a nuclear attack. Public information materials help the residents and evacuees to understand the dangers they might face in an attack, make their own preparations for such an attack and learn what actions should be taken.
3. For example, materials in the EPI packet contain announcements that urge residents in the host area to share their homes with evacuees. Although these announcements are designed for use during enemy attack, they can easily be adapted for use in other types of emergencies. Since there may be more than one option for shelter, all families or individuals need to give special attention to a shelter plan and to decide, in advance of any emergency, whether they will seek private shelter at home (and what must be done to provide adequate shelter against fallout), public shelter in their own community, or evacuate their community to seek shelter in a less dangerous area. The public needs to be informed of their area, their



options, and given guidance for their preparations.

**VI. CONTINUITY OF GOVERNMENT**

See Basic Plan.

**VII. ADMINISTRATION AND LOGISTICS**

This section of the annex addresses management and administrative needs, general support requirements and service availability.

**A. Media**

Appendix 2 – List of media involved in the dissemination of information.

**B. Films and Publications**

Films and publications dealing with various aspects of emergency management are available from the EOC, the LA Office of Homeland Security and Emergency Preparedness and the Federal Emergency Management Agency.

**C. Records and Reports**

Records of all activities will be maintained at the Caddo EOC by the PIO. The PIO will also provide reports to the news media as required.

**D. Needs and Deficiencies**

Necessary equipment, supplies, services and needed communications systems to support the public information response will be reviewed and included in budget preparations.

**VIII. PLAN DEVELOPMENT AND MAINTENANCE**

The Caddo OHSEP Public Information Officer will be responsible for the development and implementation of this plan. He will maintain the plan through periodic review, testing and updating. He will also designate a staff person under his direction to maintain the inventory of essential emergency public information and educational materials.

**IX. AUTHORITIES AND REFERENCES**

1. American Red Cross. Public Relations-Public Information. ARC 3057. Washington: ARC, 1979.
2. Federal Emergency Management Agency. Disaster Operations. CPG 1-6. Washington: FEMA, 1981.
3. Federal Emergency Management Agency. Ideas for Conducting Awareness Campaigns. MP-83. Washington: FEMA, 1979.
4. Federal Emergency Management Agency. In Time of Emergency – A Citizen’s Handbook on Emergency Management. Washington: FEMA, 1980.
5. Federal Emergency Management Agency. Local Government Emergency Planning. CPG 1-8. Washington: FEMA, 1982.
6. Federal Emergency Management Agency. Standards for Local Civil

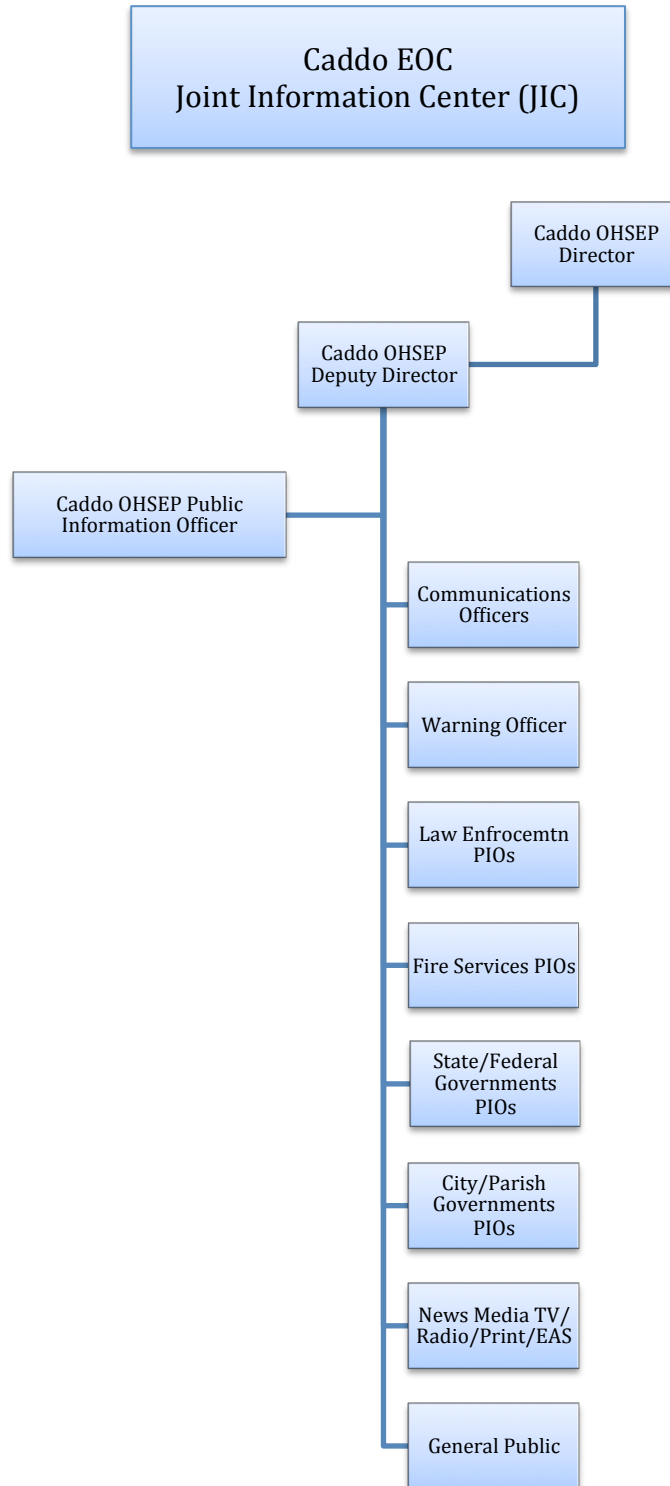
- Preparedness. CPG 1-5. Washington: FEMA, 1980.
7. Federal Emergency Management Agency. When You Return to a Storm-Damaged Home. DR&R-10. Washington: FEMA, 1981.

**X. APPENDICES TO ANNEX N**

1. Organizational Chart
2. List of Media
3. List of Emergency Services Public Information Officers (PIOs)
4. Media Access Standard Operating Guideline (SOG)
5. Sample Radio/TV Messages
6. Joint Public Information Center (JIC) Guidelines

# Appendix 1 – Organizational Chart

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## Appendix 2 – List of Media

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### THE FOLLOWING IS A LIST OF MAJOR NEWS MEDIA IN CADDO PARISH:

#### A. Television Stations

KMSS TV33 (FOX)  
3519 Jewella Avenue  
Shreveport, LA  
631-5677 (Office)  
631-4195 (Fax)

KTAL TV6 (NBC)  
3150 N. Market  
Shreveport, LA  
425-2422 (Office)  
424-0698 (24 Hour)  
629-7171 (Fax)

KSLA TV12 (CBS)  
1812 Fairfield Avenue  
Shreveport, LA  
222-1212 (Office)  
677-6713 (24 Hour)  
677-6705 (Fax)

KTBS TV3 (ABC)  
312 E. Kings Hwy.  
Shreveport, LA  
861-5800 (Office)  
861-5880 (24 Hour)  
862-9431 (Fax)

#### B. Cable Television Companies

Belcher, LA  
Comcast  
6529 Quilen Road  
Shreveport, LA 71108  
213-4100

Blanchard, LA  
Macco Cable  
Communications  
4647 Roy Road Extension  
Blanchard, LA  
929-3551

Ida, LA  
Friendship Cable  
1421 S. Second Street  
Cabot, AR  
1-800-825-6211

Mooringsport, LA  
Macco Cable  
Communications  
4647 Roy Road Extension

Blanchard, LA  
929-3551  
Oil City, LA  
Macco Cable  
Communications  
4647 Roy Road Extension  
Blanchard, LA  
929-3551

Gilliam, LA  
Comcast  
6529 Quilen Road  
Shreveport, LA 71108  
213-4100

Greenwood, LA  
Comcast  
6529 Quilen Road  
Shreveport, LA 71108  
213-4100

Hosston, LA  
Comcast

6529 Quilen Road  
Shreveport, LA 71108  
213-4100

Rodessa, LA  
Friendship Cable  
1421 S. Second Street  
Cabot, AR  
1-800-825-6211

Shreveport, LA  
Comcast  
6529 Quilen Road  
Shreveport, LA 71108

213-4100

Stonewall, LA  
Comcast  
6529 Quilen Road  
Shreveport, LA 71108  
213-4130

Vivian, LA  
Cablevision of Louisiana  
4647 Roy Road Extension  
Blanchard, LA  
375-4566

### C. Radio Stations

KBCL  
316 Gregg Street  
861-1070  
Frequency: 1070 AM  
Format: Christian and Talk

KBTT  
1300 Grimmett Drive  
222-9988  
Frequency: 103.7 FM  
Format: HipHop

KDKS  
1300 Grimmett Drive  
221-5477  
Frequency: 102.1 FM  
Format: Urban  
Contemporary

KITT  
6341 Westport Avenue  
320-KITT  
Frequency: 93.7 FM  
Format: Country

KLKL  
208 North Thomas Drive  
320-9292  
Frequency: 92.1 FM

Format: Rock & Roll Oldies

KMJJ  
3109 Alexander Avenue  
865-5173  
Frequency: 99.7 FM  
Format: Urban  
Contemporary

KRMD AM & FM  
3109 Alexander Ave  
320-KRMD  
Frequency: 101.1 FM &  
1340 AM

KRUF  
3109 Alexander Avenue  
320-9436  
Frequency: 94.5 FM  
Format: HipHop

KSYR  
208 N. Thomas Drive  
222-0636  
Frequency: 95.7 FM  
Format: Rhythm

KEEL  
6341 Westport Avenue

688-1130 (Phone) 687-8574  
(Fax)  
Frequency: 710 AM  
Format: All-Talk Radio

KFLO  
2097 North Hearne Avenue 2  
22-2744  
Frequency: 1300 AM  
Format: Gospel/Sports/Talk

KIOU  
4149 George Road  
222-0272  
Frequency: 1480 AM  
Format: Christian and Oldies

KSCL  
2911 Centenary Blvd.  
869-5296  
Frequency: 91.3 FM  
Format: Alternative rock

KTAL  
3150 North Market Street  
425-2422  
Frequency: 98.1 FM

Format: Album Rock  
KTUX  
5005 W. Monkhouse Drive  
635-9999

Frequency: 98.9 FM  
Format: Adult Active Rock

KVKI  
6341 Westport Avenue  
688-1130  
Frequency: 96.5 FM  
Format: Adult Contemporary

KWKH  
6341 Westport Avenue  
688-1130 (Phone) 688-8766  
(Fax)  
Frequency: 1130 AM  
Format: AM: Talk FM: Top  
40

KYLA  
1300 Grimmatt Drive  
320-1067  
Frequency: 95.7 FM  
Format: Classical Country

NOTE: KWKH serves as the primary Emergency Alert System (EAS) for northwest Louisiana. See Annex C (Alerting & Warning).

#### **D. Newspapers**

Caddo Citizen  
105 W. Louisiana  
Vivian, LA 71082  
375-3294  
Published: Weekly

The Forum News  
1158 Texas Avenue  
Shreveport, LA 71101  
222-0409  
Published: Weekly

Shreveport Sun  
2224 Jewella  
Shreveport, LA 71109  
631-6222  
Published: Weekly

The Times  
222 Lake Street  
Shreveport, LA 71101  
459-3322  
Published: Daily

USA Today, Gannett  
1-800-872-0001  
Published: Monday–Friday

The Inquisitor

7781 Hwy 1  
Blanchard, LA 71009  
929-7003  
Published: Weekly

**E. Other**

ASSOCIATED PRESS  
P.O. Box 44395  
Baton Rouge, LA 70804  
(225) 343-1325



## Appendix 3 – Public Information Officers

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The following is a list of Public Information Officers (PIOs) for local emergency services:

Caddo Parish Sheriff's Office  
505 Travis Street  
Shreveport, LA 71101  
677-0666 or Pager: 864-3952

Shreveport Fire Department  
801 Crockett Street  
Shreveport, LA 71101  
673-6652 or Page through  
SFD Comm. 675-2137

Shreveport Police Department  
P .O. Drawer "P"  
Shreveport, LA 71161  
673-6932 or Pager: 866-5194

Louisiana State Police  
Troop G - Bossier City  
5360 Industrial Blvd.  
Bossier City, LA 71110  
741-7192

# Appendix 4 – Media Access SOP

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## **I. INTRODUCTION**

This guideline recognizes that during a disaster it is important to provide people with prompt and accurate information to lessen their anxiety about the involvement of friends and family. The news media are instrumental in reducing inquiries to disaster response agencies. Efforts should be made to cooperate with the media in providing information and access to the response scene, when feasible. The right of the news media to inform the public must be recognized.

## **II. PURPOSE**

The purpose of this guideline is to set policy for providing information to the public and equal access to certified representatives of legitimate news media during emergencies.

## **III. CONCEPT OF OPERATIONS**

1. The following types of information will be provided to the public promptly, in as much detail as possible:
  - a. Nature of disaster
  - b. Location of disaster
  - c. Time of disaster
  - d. Number of casualties
  - e. Identification, age, sex, address of casualties  
(pending notification of next of kin)
  - f. Nature and severity of injuries
  - g. Condition of casualties and where treated
  - h. Agencies involved in response
  - i. Scope of agency involvement
2. While it is recognized that response personnel are responsible for protecting life and property and will be under physical and mental stress, it is also recognized that certified news media representatives should have every opportunity for equal access to the disaster response scene and to interview personnel when feasible.

## **IV. COLLECTION AND DISSEMINATION OF INFORMATION**

The types of information outlined above will be collected and disseminated promptly by the appropriate personnel as follows:

1. Forward command post office-in-charge, or representative, will supply the Emergency Operations Center (EOC) Information Officer with a

timely evaluation of the disaster, to be followed by additional details as they become available.

2. Hospital information officers will be responsible for rapidly collecting information concerning casualties, notifying next of kin, disseminating this information first to the EOC and, where appropriate, to news media representatives.
3. EOC Information Officer will be responsible for collecting information from the forward command post, hospitals and other sources and agencies, for disseminating this to the news media, preparing news releases, and, where appropriate, making announcements to the public by radio and/or television hookups.

#### **V. ACCESS FOR NEWS MEDIA REPRESENTATIVES**

In recognizing the public's right to know as much information about a disaster as possible, the response agencies will try to cooperate by allowing representatives of legitimate news media equal access to information and response activity scenes, as appropriate. Conversely, media representatives should cooperate with agency personnel as directed for safety and efficiency.

1. Forward Command Post (FCP) officer-in-charge, or a representative, will allow access when consistent with safety and efficiency. Although on-scene access will be limited depending on conditions, the FCP officer-in-charge should use discretion in cooperating with media representatives.
2. Hospital information officer at each hospital will establish access rules for news media representatives. These may vary with individual circumstances. As a minimum during an emergency medical disaster, each hospital should recognize certified press identification cards, designate an entrance for news media representatives, and provide media representatives with a press room or other area with access to telephones.
3. EOC information officer will establish rules for media access at the EOC as appropriate to conditions. Unless otherwise specified, media representatives will be governed by the following rules:
  - a. News media representatives will be considered official news media by all agencies involved in disaster response activities if they possess proper personal identification.
  - b. When the EOC is activated following declaration of a disaster, media representatives will have access only to the lobby or news media briefing area.

- c. Access to restricted areas of the EOC (i.e., operations room and communications room) will be allowed only with the permission of the EOC information officer, OHSEP Director or their designated representative.

NOTE: Media representatives at the disaster scene will promptly follow all requests made by the on-scene commander.

## Appendix 5 – Sample Radio/TV Message

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### SAMPLE RADIO/TV MESSAGE

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THIS IS AN EMERGENCY MESSAGE FROM: \_\_\_\_\_

THERE HAS BEEN A: \_\_\_\_\_

YOU ARE ADVISED/ORDERED TO: \_\_\_\_\_

-OR-

WE REQUEST \_\_\_\_\_

FOR FURTHER INFORMATION, CALL \_\_\_\_\_.

**SAMPLE RADIO/TV MESSAGE**

**FLOOD EVACUATION**

THIS IS \_\_\_\_\_. THE FLOODING SITUATION CONTINUES  
IN PARTS OF \_\_\_\_\_(CITY/PARISH) AND MAY WORSEN.  
FOR YOUR SAFETY, YOU ARE REQUESTED TO LEAVE THE  
\_\_\_\_\_ AREA AS SOON AS POSSIBLE (GIVE BOUNDARIES OF  
LOCAL AREA, EVACUATION ROUTES).

BE SURE TO TAKE ESSENTIAL ITEMS – MEDICINE, SPECIAL FOODS,  
PERSONAL ITEMS, BABY SUPPLIES, CLOTHING, MONEY, AND VALUABLE  
PAPERS – BUT DO NOT OVERLOAD YOUR CAR. SECURE YOUR HOME  
BEFORE YOU LEAVE. BE SURE TO CHECK ON ANY NEIGHBORS WHO MAY  
NEED ASSISTANCE.

IF YOU CANNOT STAY WITH RELATIVES OR FRIENDS OUTSIDE OF THE  
EVACUATION AREA, GO TO (ONE OF) THE RED CROSS SHELTER(S) AT  
\_\_\_\_\_. IF YOU HAVE NO MEANS OF TRANSPORTATION  
OR IF YOU ARE PHYSICALLY UNABLE TO EVACUATE ON YOUR OWN, ASK  
A NEIGHBOR TO ASSIST YOU OR CALL: \_\_\_\_\_.

PETS WILL NOT BE ALLOWED INSIDE A RED CROSS SHELTER. IF YOU ARE  
GOING TO A SHELTER, TRY TO MAKE ARRANGEMENTS FOR SOMEONE  
OUTSIDE THE EVACUATION AREA TO TAKE CARE OF YOUR PET. DO NOT  
ALLOW YOUR PET TO RUN LOOSE. IF YOU CANNOT MAKE  
ARRANGEMENTS FOR YOUR PET, HUMANE SOCIETY VOLUNTEERS WILL BE  
AVAILABLE AT THE SHELTER TO ASSIST WITH BOARDING YOUR ANIMAL.

FOR MORE INFORMATION, CALL \_\_\_\_ - \_\_\_\_\_.

**SAMPLE RADIO/TV MESSAGE**

**HAZARDOUS MATERIALS INCIDENT  
(SHELTER – IN – PLACE)**

THIS IS \_\_\_\_\_. THERE HAS BEEN A CHEMICAL ACCIDENT NEAR (LOCATION). AS A TEMPORARY PRECAUTION, THE PUBLIC IN THE AREA OF (LOCATION) IS ADVISED TO **SHELTER-IN-PLACE**. STAY INSIDE AND SHUT DOORS AND WINDOWS. TURN OFF ANY AIR CONDITIONING OR HEATING SYSTEMS. TRY TO KEEP AS MUCH OUTSIDE AIR FROM COMING INSIDE AS POSSIBLE.

PLEASE DO NOT USE YOUR TELEPHONE UNLESS THERE IS A PERSONAL EMERGENCY. YOU WILL BE NOTIFIED WHEN THE SITUATION IS BACK TO NORMAL.

AGAIN, THERE HAS BEEN A CHEMICAL ACCIDENT NEAR (LOCATION). RESIDENTS IN THAT AREA SHOULD STAY INDOORS UNTIL NOTIFIED IT IS SAFE TO GO OUTSIDE. TUNE TO LOCAL TV/RADIO STATIONS FOR MORE INFORMATION.

**SAMPLE RADIO/TV MESSAGE**

**HAZARDOUS MATERIALS INCIDENT  
(EVACUATION)**

THIS IS \_\_\_\_\_ . THERE HAS BEEN A CHEMICAL ACCIDENT NEAR (LOCATION). THERE WILL BE A TEMPORARY EVACUATION UNTIL THE SITUATION IS BACK TO NORMAL. RESIDENTS IN THE AREA OF (LOCATION) SHOULD EVACUATE AS SOON AS POSSIBLE (GIVE BOUNDARIES OF AREA AND EVACUATION ROUTES).

PLEASE TAKE ONLY ESSENTIAL ITEMS WITH YOU AT THIS TIME. POLICE AND FIRE PERSONNEL WILL BE IN YOUR AREA TO ASSIST YOU. IF YOU CANNOT STAY WITH RELATIVES OR FRIENDS OUTSIDE THE EVACUATION AREA, GO TO (ONE OF) THE RED CROSS SHELTER(S) LOCATED AT \_\_\_\_\_ .

IF YOU HAVE NO MEANS OF TRANSPORTATION OR IF YOU ARE PHYSICALLY UNABLE TO EVACUATE ON YOUR OWN, ASK A NEIGHBOR TO ASSIST YOU OR CALL: \_\_\_\_\_ .

DO NOT USE YOUR TELEPHONE UNLESS YOU HAVE A PERSONAL EMERGENCY. FOR MORE INFORMATION TUNE TO LOCAL TV/RADIO STATIONS.

AGAIN, THERE HAS BEEN A CHEMICAL ACCIDENT NEAR (LOCATION). RESIDENTS IN THAT AREA ARE DIRECTED TO EVACUATE UNTIL THE SITUATION IS BACK TO NORMAL.



**SAMPLE RADIO/TV MESSAGE**

**HAZARDOUS MATERIALS INCIDENT  
(FOLLOW-UP NEWS MEDIA REPORT)**

AT APPROXIMATELY \_\_\_\_\_ (AM/PM) TODAY, A SPILL/RELEASE OF A POTENTIALLY HAZARDOUS SUBSTANCE WAS REPORTED TO THIS OFFICE BY (PRIVATE CITIZEN/COMPANY/CITY EMPLOYEE/ETC). POLICE AND FIRE UNITS WERE IMMEDIATELY DISPATCHED TO CORDON OFF THE AREA AND DIRECT TRAFFIC. THE MATERIAL WAS LATER DETERMINED TO BE \_\_\_\_\_, A (HAZARDOUS/HARMFUL) (CHEMICAL/GAS/SUBSTANCE/MATERIAL) WHICH, UPON CONTACT, MAY PRODUCE SYMPTOMS OF \_\_\_\_\_.

A PRECAUTIONARY EVACUATION OF THE (IMMEDIATE/BLOCK) AREA SURROUNDING THE SPILL WAS (REQUESTED/REQUIRED) BY \_\_\_\_\_ AGENCY. APPROXIMATELY (NUMBER) WERE EVACUATED.

CLEAN-UP CREWS FROM (AGENCY/COMPANY) WERE DISPATCHED TO THE SCENE AND NORMAL TRAFFIC HAD RESUMED BY (TIME), AT THAT TIME RESIDENTS WERE ALLOWED TO RETURN TO THEIR HOMES.

THERE WERE NO INJURIES REPORTED --OR-- \_\_\_\_\_ PERSONS, INCLUDING (POLICE/FIRE) PERSONNEL, WERE TREATED AT AREA HOSPITALS FOR \_\_\_\_\_ AND (ALL/NUMBER) WERE LATER RELEASED. THOSE REMAINING IN THE HOSPITAL ARE IN \_\_\_\_\_ CONDITION. RESPONSE AGENCIES INVOLVED WERE \_\_\_\_\_.

## SAMPLE RADIO/TV MESSAGE

### TORNADO

THIS IS \_\_\_\_\_ AT  
THE \_\_\_\_\_. A TORNADO OF UNDETERMINED SIZE  
HAS JUST STRUCK THE \_\_\_\_\_ AREA OF (CITY/PARISH). AT  
THIS TIME, THERE ARE NO CONFIRMED REPORTS OF INJURIES OR DAMAGE  
---OR--- THIS OFFICE HAS RECEIVED REPORTS OF \_\_\_\_\_ FATALITIES,  
\_\_\_\_\_ INJURIES, AND \_\_\_\_\_ HOMES DAMAGED. POLICE, FIRE AND  
EMS UNITS ARE ON THE SCENE TO ASSIST RESIDENTS. PLEASE AVOID THIS  
AREA IN ORDER FOR EMERGENCY SERVICES TO ASSIST VICTIMS.

IF YOUR HOUSE HAS BEEN DAMAGED AND YOU SMELL GAS, SHUT OFF  
THE MAIN GAS VALVE. SWITCH OFF ELECTRICAL POWER IF YOU SUSPECT  
DAMAGE TO THE WIRING. DO NOT USE YOUR TELEPHONE UNLESS YOU  
NEED EMERGENCY HELP.

## Appendix 6 – Joint Information Center (JIC)

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### **I. PURPOSE**

This appendix provides guidance on carrying out the public information function in support of the local government's response to a major disaster or emergency.

### **II. SCOPE**

The mission of Public Information Officers (PIOs) is to contribute to the well being of the community following a disaster by disseminating accurate, consistent, timely, and easy-to-understand information. Specific objectives are to:

1. Instill confidence that government will conduct response and recovery operations fast, effectively, and efficiently;
2. Provide critical information about how to apply for assistance and the location and status of life-sustaining shelters and resources; and
3. Provide authoritative information to deal with unsubstantiated rumors.

### **III. POLICIES**

1. The Caddo Office of Homeland Security and Emergency Preparedness is responsible for implementing public information activities after a major disaster or emergency. Caddo OHSEP will develop strategic plans and policies, provide liaison with the PIOs for other local, state and federal agencies, and determine the need for a Joint Information Center (JIC).
2. In a major disaster or emergency, a JIC will be established as a central point for coordination of emergency public information, public affairs activities, and media access to information about the latest developments. The JIC is a physical location where Public Information Officers (PIOs) from involved agencies come together to ensure the coordination and release of accurate and consistent information that is disseminated quickly to the media and the public.
  - a. A JIC may be established at either the Caddo or Bossier Emergency Operations Center (EOC) or near the scene of the disaster. The EOC staff will determine the location of the JIC.
  - b. Before its release, federal, state and local disaster information will be coordinated to the maximum extent possible to ensure consistency and accuracy.
  - c. All local agencies may use their own mechanisms for releasing information. No editorial or policy control is exercised by the Caddo OHSEP over other agencies' release of information about their own policies, procedures, or programs.
  - d. Federal, state and local governments, as well as voluntary and private responding organizations, are encouraged to participate in and share the resources of the JIC. If collocating at the JIC is not feasible, all

organizations are encouraged to conduct their information activities in cooperation with the JIC.

#### **IV. SITUATION**

1. After a major disaster, normal means of communications in the affected area may be destroyed or severely disrupted; therefore, only limited and incomplete information may be expected from the area until communications can be restored.
2. The period immediately following a major disaster is critical in setting up the large and complex mechanism that will be needed to respond to the emergency public information and news requirements generated by the disaster.

#### **V. CONCEPT OF OPERATIONS**

##### **A. Organization**

The primary organizational elements of a JIC may vary according on the size of the disaster and the location of the JIC (EOC or on-scene). Generally, these elements include:

1. The chief spokesperson at the EOC JIC will be determined by the EOC Staff. The chief spokesperson in an on-scene JIC is the lead PIO as selected by the departmental PIOs present and involved with the crisis.
2. The JIC serves as the primary point of contact for the media for information regarding all disaster response, recovery and mitigation programs provided by federal, state, local and voluntary agencies. This includes providing the media with accurate and timely information on disaster operations, working with members of the media to encourage accurate and constructive news coverage, monitoring media coverage to ensure that critical messages are being reported and identifying potential issues or problems that could have an impact on public confidence in the response and recovery effort.
3. The PIOs should gather information about response, recovery and mitigation operations and develop and produce information for dissemination by the JIC to the print and broadcast media.
4. Multilingual messages will be developed, as necessary, to ensure that non-English speaking populations receive accurate and timely information about disaster response, recovery, and mitigation programs through appropriate media and in their languages to the extent possible.
5. Use a broad range of resources to disseminate information to disaster victims and the general public, including radio, print, television, fax and the Internet.
6. Maintain contact with and gather information from federal, state, local and voluntary organizations taking part in the disaster response operations.
7. Handle special projects such as news conferences and disaster area tours by the news media and other officials.
8. Provide public information support and advice to the EOC staff.
9. Coordinate with the news media to provide basic facilities, such as

- communications, office space and supplies to assist the news media in disseminating information to the public. (These facilities are provided as long as the EOC staff determines their provision to be in the public interest.)
10. Coordinate the video documentation of the disaster area, response and recovery efforts for future training and record-keeping purposes.

## **VI. RESPONSE ACTIONS**

### **A. Initial Actions**

On notification that a major disaster or emergency has occurred, the Director of the Caddo Parish Office of Homeland Security and Emergency Preparedness and/or EOC Staff will:

1. Contact area PIOs with police, fire and sheriff's offices to determine whether there is to be a unilateral response to news media with a lead PIO serving to articulate the response and recovery efforts.
2. Determine the need for a JIC after consulting local response agencies.
3. Determine where the JIC will be located (EOC or On-Scene).
4. Determine a lead PIO to assume public information responsibilities at the JIC.

### **B. Continuing Actions**

1. Public Information Officers at the EOC will:
  - a. Provide advice and support to the EOC Staff and keep it apprised of all public information activities.
  - b. Serve as the focal point for incoming information from the on- scene PIOs and news media.
  - c. Ensure that public information procedures conform to their respective departmental Standard Operating Guidelines (SOGs).
2. The Lead PIO will:
  - a. Assume the lead PIO role on arrival at the disaster site or EOC. Periodically, the lead PIO may travel to both the disaster site and EOC. In his/her absence from the EOC, the lead PIO will appoint a JIC coordinator who may assume responsibility for the hour-to- hour operations of the EOC JIC.
  - b. Represent the local EOC Staff with the media, public and other agencies.
  - c. Serve as advisor to the EOC Staff.
  - d. Ensure that public information policy and procedures conform to established departmental Standard Operating Guidelines (SOGs).
3. Each person representing a JIC member organization will function in two capacities:
  - a. Represent their agency in carrying out its public information mission.

- b. Provide public information services in support of the various JIC missions.

**VII. TERMINATION OF ACTIVITIES**

The JIC will continue to operate as long as necessary. The JIC will terminate operations at the conclusion of the response and recovery operations or at deactivation of the EOC.