

Communicating Teamwork

**JOINT INFORMATION &
EARTHQUAKE RESPONSE**



Key Topics



What's public information?

What's joint information?

Building a JIC team

Benefits of joint information

Why collaborate?

Earthquake response

Importance to EMDs

But First...

Let's clarify.

Public Relations

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

Source: Public Relations Society of America (PRSA)

Vs.

Public Information

“Any information, regardless of form or format that an agency discloses, disseminates, or makes available to the public.”

A method of public relations using “media relation techniques to place information into news stories.”

Sources: FEMA; Arthur W. Page Center for Public Relations Ethics at Penn State

...Continued

Definitions, Round 2.

Joint Information System

The JIS facilitates information coordination including timely, accurate, accessible, and consistent messaging.

Source: FEMA

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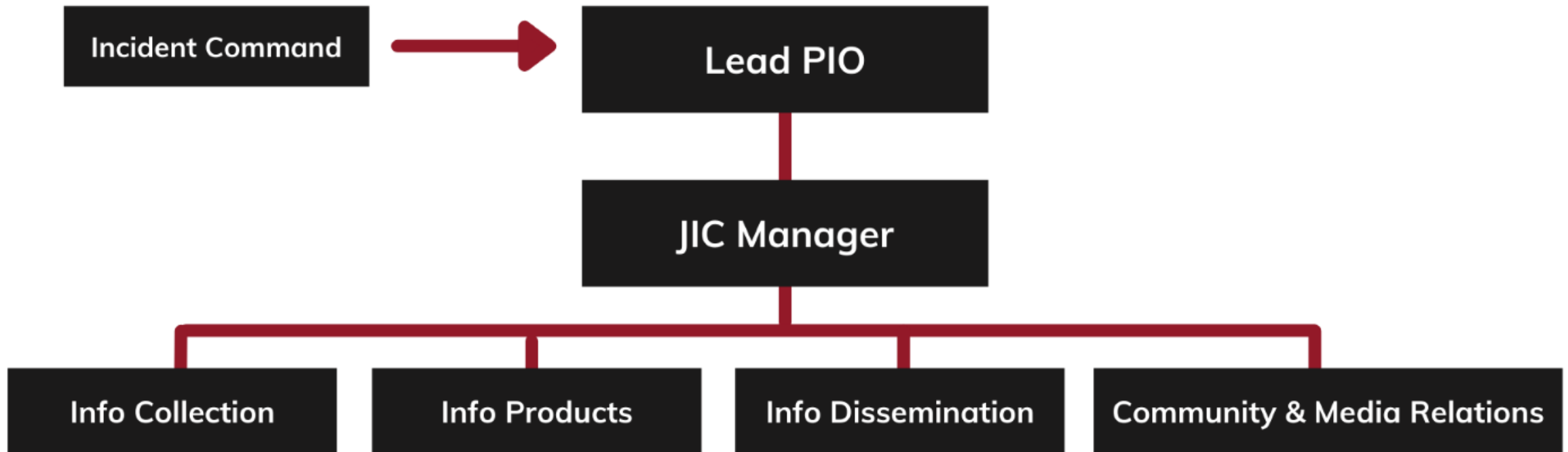
Joint Information Center

The JIC is a place for PIOs to come together to coordinate and disseminate accurate, consistent and timely messages during an emergency. This can be in-person and co-located, or executed virtually.

The Goal

***Getting the right information
to the right people at the right time
so they can make the right decisions.***

Let's Build a JIC Team





Go, Team(work)!

Teamwork matters - build relationships

Provide training and networking for PIOs, Command Staff

Include community, regional, state partners

Check egos at the door

Coaches want a deep bench

Who do you need in the JIC?

- Depends on incident response and info collection and dissemination needs (scalability)
- PIOs from affected agencies and levels of government
- Utilities, health, economic development, nonprofits, faith communities, transportation, others
- How does this change for specific incidents?

Benefits of using a JIC

Scalable structure

Dependent upon response needs, emergency plans, and resources available.

Needs adequate staffing to gather, verify, coordinate, and disseminate public information.

Streamlined coordination

Facilitates message coordination across multiple local, state federal, and non-gov entities.

Combats effort duplication and streamlines collaboration supporting incident objectives.

Agency autonomy

PIOs communicate on behalf of their organization while supporting the incident.

Participation is strongly encouraged but not required.

Why collaborate?

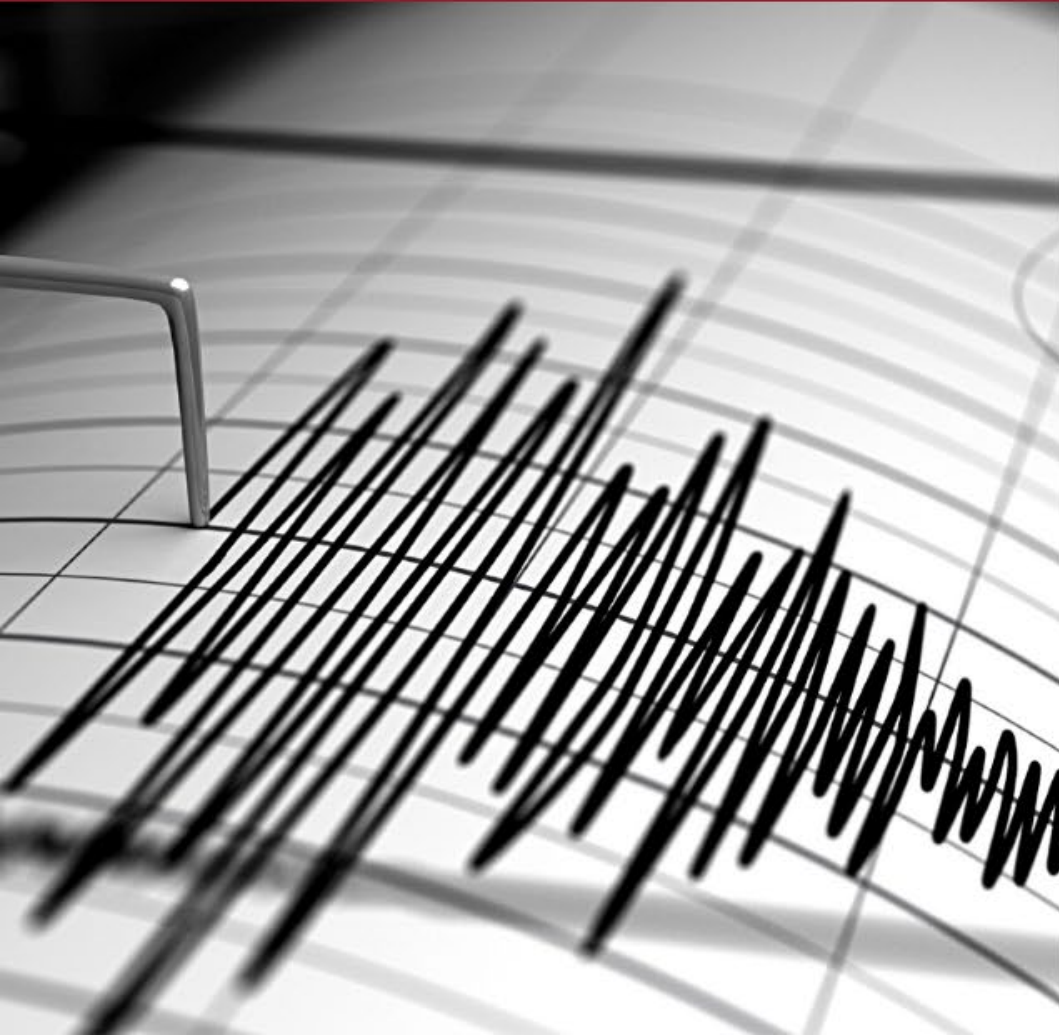
- Efficient information flow between all agencies
(READ: situational awareness)
- Proactive response to changing needs
- Designated roles and activities reduce duplication of efforts
- Coordinating to control YOUR MESSAGE
- High impact = increased need for communicating with the whole community

Earthquake response

- Low tech options
- Where do residents congregate?
- Who do residents TRUST?
- Need for community understanding of their level of risk and likely response



Why is this important for emergency managers?



- Receive additional situational awareness and feedback on objectives
- Doing more with less (everyone wants this!)
- PIOs are trusted advisers on communications and community relations
- We respond the way we train; EM staff should also take PIO training and vice versa

A black and white photograph of cracked, dry earth. The cracks are deep and run across the frame. A solid red horizontal band is superimposed over the center of the image, containing the word "Examples" in white, bold, sans-serif font.

Examples




Questions?

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