

BROWN COUNTY EMERGENCY SUPPORT FUNCTION (ESF) 15 EXTERNAL AFFAIRS

LEAD COORDINATING AGENCY: Brown County Public Information Officer (PIO)
Group
Joint Information Center (JIC)

SUPPORT AGENCIES: Brown County Sheriff's Department
Brown County Emergency Management
Brown County Executive's Office
Relevant Brown County Agencies
Green Bay Fire Department
Relevant Municipal Agencies
Relevant Local Elected Officials

I. INTRODUCTION

A. Purpose

Establish a mechanism to provide accurate, coordinated, and timely information to the public in the event of an emergency or major disaster situation.

B. Scope

1. A significant emergency will involve many county and local agencies' media organizations. ESF-15 assistance will be provided as requested.
2. ESF-15 coordinates county information to provide the appropriate public information support to federal, state, local and tribal governments.

II. POLICIES

1. Provide information in a timely, consistent, and unified method to state, local, private, and tribal organizations.
2. Local jurisdiction will provide immediate and vital information to the public and state, local, private, and tribal organizations regarding preparedness, mitigation, response, and recovery activities.
3. The State may start an emergency public information operation to augment or enhance local jurisdiction capability or when requested by county/local emergency management agency.
4. The designated Brown County and local jurisdiction Public Information Officers maintain a list of media contacts and ability(s) to provide warnings and information.

5. The JIC has the primary responsibility for the coordination of public information activities in Brown County.
6. The Governor's Office has lead responsibility as the official spokesperson for state public information activities.

III. CONCEPT OF OPERATIONS

A. General

1. Upon notification, the Brown County Public Information Officer (PIO) or designee will report to the Brown County Emergency Operations Center (EOC) or other worksite to coordinate and disseminate accurate and timely disaster-related information.
2. The County PIO or another designated PIO will work with emergency management staff, whether the EOC is activated, to issue appropriate press releases, situation reports, and conduct media interviews.
3. The County PIO will coordinate with the Incident Commander and/or ESF-5 staff to ensure there is appropriate PIO staffing.
4. The County PIO or designee will initiate rumor control procedures by monitoring media sources, as appropriate.

B. Organization

Brown County operates under the Emergency Support Function (ESF) model (see Brown County Basic Plan). ESF-15 supports the Public Information Officer (PIO) within the Incident Command System (ICS).

ESF-15 coordinates with Wisconsin Emergency Management (WEM), as well as local units of government for PIO functions including sharing press releases, briefings, etc.

ESF-15 may operate at the Joint Information Center (JIC) as needed.

C. Phases of Emergency Management

1. Preparedness Activities
 - a. Identify areas where public education programs are needed.
 - b. Develop 24-hour shift change and staffing procedures and checklists for supporting agencies.
 - c. Identify ESF-15 specific training requirements.
 - d. Identify locations for media briefings.
 - e. Encourage county, local, private, and tribal organizations to attend WEM PIO training.

Brown County Emergency Response Plan

- f. Develop and maintain a roster of ESF-15 personnel, including shift change and staffing procedures, address, telephone, cellular numbers, and e-mail addresses.
 - g. Develop equipment lists for ESF-15 staff.
 - h. Ensure support agencies can access their respective agencies' networks from the County EOC.
 - i. Develop and maintain an accurate media contact list.
 - j. Develop procedures for rumor control inquiries.
3. Response Activities
- a. Assess the scope, magnitude, extent, and the potential duration of the incident.
 - b. Request ESF-15 Support PIOs based on incident assessment.
 - c. Obtain a status report on all local and county activities, as needed.
 - d. Coordinate with the EOC, ESF agencies, Incident Commander/ICS PIO, and state/federal/private/tribal organizations to develop a flow of information, including situation reports, health advisories, and other public information releases related to the response and recovery efforts.
 - e. Attend briefings and gather information for situation updates.
 - f. Document and maintain a record of incoming and outgoing communications.
 - g. Establish and operate a Joint Information Center (JIC) when appropriate. If a JIC is activated, send an ESF-15 representative to that location, if appropriate.
 - h. Establish contact with pertinent elected officials representing the affected area to provide information on the incident.
 - i. Conduct media briefings on a regular basis.
 - j. Monitor media and implement rumor control process when appropriate.
 - k. The ESF-15 Coordinator will coordinate with the Lead Incident Command (IC) PIO before deactivating ESF-15.
 - l. Inform the Wisconsin Emergency Management PIO of response activities.
4. Recovery Activities
- a. Coordinate with appropriate agencies to deactivate the JIC if activated.
 - b. Disseminate information on recovery programs or available disaster assistance programs available.
 - c. Keep elected officials informed of recovery activities.

IV. RESPONSIBILITIES

A. Primary Agency

Lead Public Information Agency

1. Assess the public affairs implications of the incident.
2. Support the chief elected official by disseminating emergency public information.
3. Designate appropriate public affairs staff to serve as the County PIO to coordinate all county public information.
4. Manage ESF-15 and JIC operations.
5. Coordinate public information activities with other participating agencies.
6. Assist local officials with disseminating information (e.g., protective action recommendations).
7. Collect and coordinate information from all sources (e.g., the State EOC, county, rumor control) to monitor overall response.
8. Coordinate information releases with the IC PIO.
9. Coordinate and conduct regular news conferences at the JIC or other appropriate location.
10. Enlist agency staff to respond to media questions on technical or agency issues if necessary.
11. Provide maps, charts, status boards, schematics, or other displays that clarify the disaster situation in support of news conferences and/or briefings.
12. Monitor media broadcasts and articles to check for accuracy. Monitor and log incoming calls for information and rumors.
13. Coordinate public information through the chief elected official and with the State PIO.

B. All Support Agencies Responsibilities

1. Provide PIO(s) to assist (if necessary) at the scene, JIC, or the EOC as requested by the chief elected official or ESF-15 Coordinator.
2. Assist the ESF-15 Coordinator and JIC by providing pertinent public information for dissemination to media sources and, as appropriate, fact

sheets for distribution to the public. Participate in news conferences and briefings upon request.

3. Coordinate information with other PIO(s) and the JIC.
4. Monitor and log incoming calls for information and rumors. Monitor media broadcasts and articles for accuracy.