

EXTERNAL EVENTS

**The
WILDCARD
of
EMERGENCY
MANAGEMENT**

Perspectives on the Federal Response

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Purpose

- To review the emergency response/ unified command continuum through PIO perspectives
- To become familiar with salient lessons learned from recent disaster situations
- To examine current public affairs posture and the ability to effectively manage media operations during major response and recovery situations



Process

MITIGATION - PREPAREDNESS - RESPONSE - RECOVERY

FEMA organization reflects this concept

Disaster Occurs

Local First Responders

Governor

- activates EOC
- employs State agencies and national guard
- declares emergency
- requests presidential declaration

Mitigation Programs

**Emergency Support Functions
Response Programs
Recovery Programs**

FEMA Regional Director:

- activates RRCC
- conducts PDA
- ERT-A
- processes governor's request

RRCC = regional response coordination center

PDA = preliminary damage assessment

ERT-A = emerg response team – advanced

IIMG = integrated incident mgt grp

EST = emergency supt team

Joint Field Office

Emergency Response Team

FEMA Director:

- contacts Sec DHS
- activates IIMG
- activates EST

Federal Coordinating Officer

President

declares major disaster or emergency

EMI
EMERGENCY MANAGEMENT ISSUES

Joint Field Office Structure - Expanded

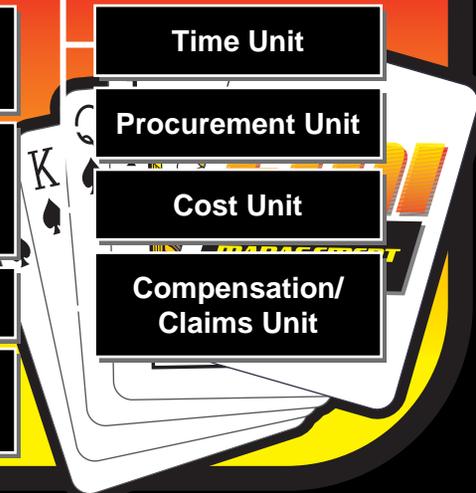
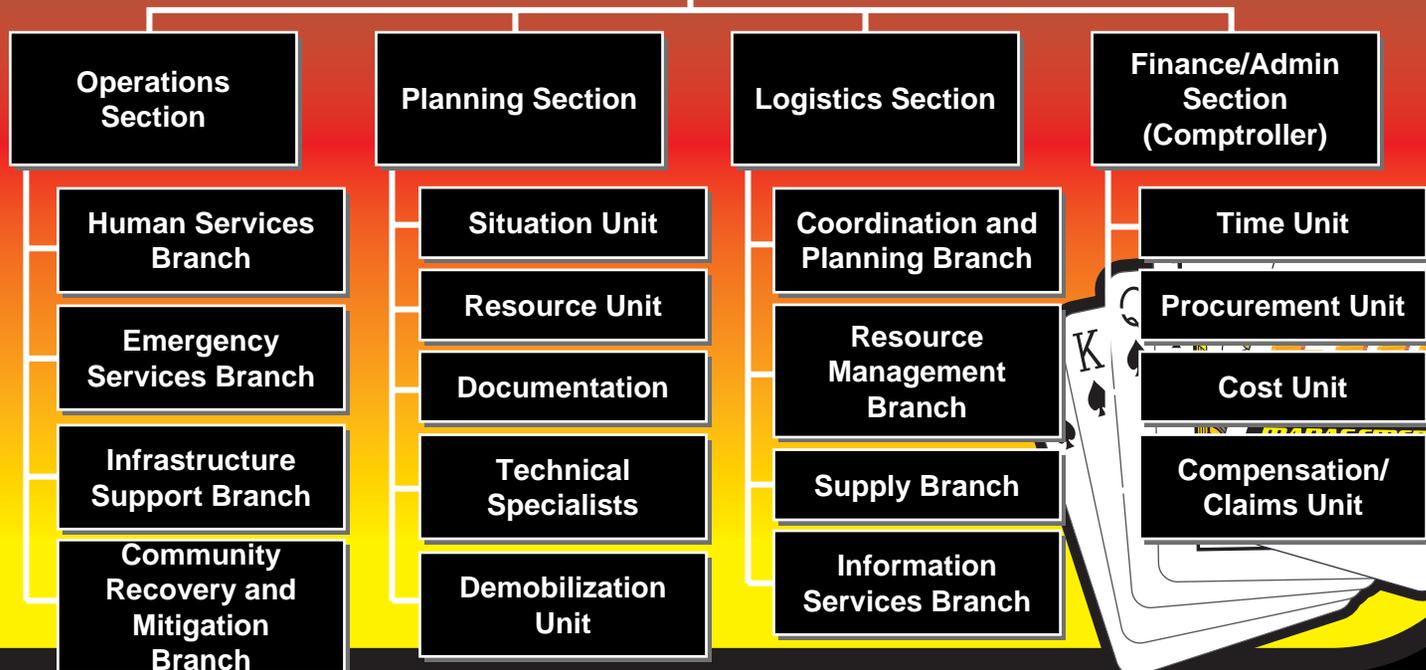
JFO Coordination Group



JFO Coordination Staff



JFO Sections

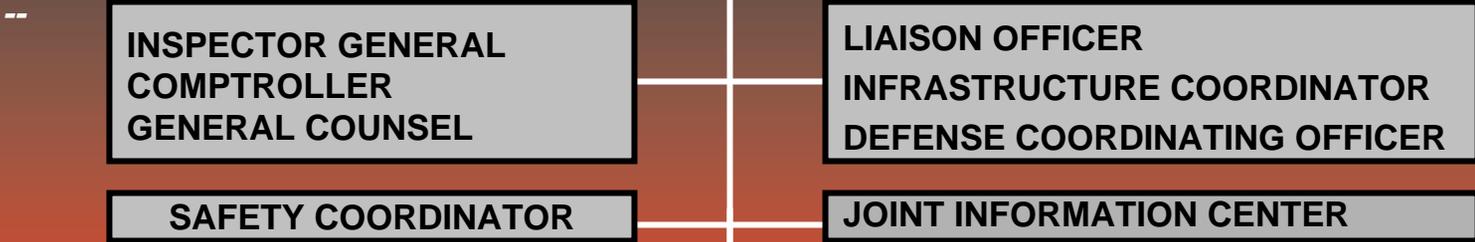


Proposed Joint Field Office Organization For Terrorist Events

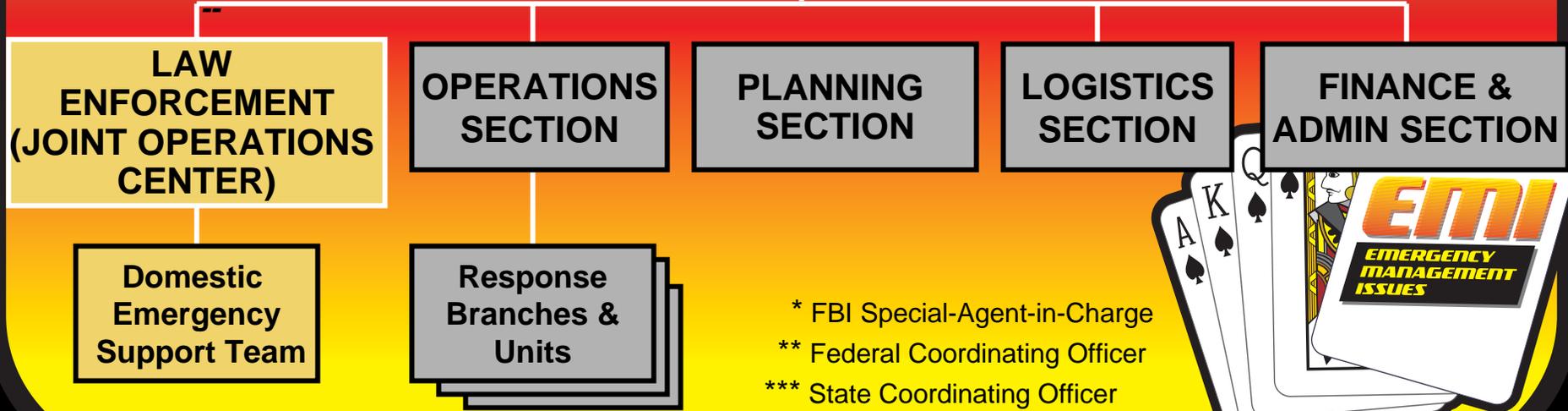
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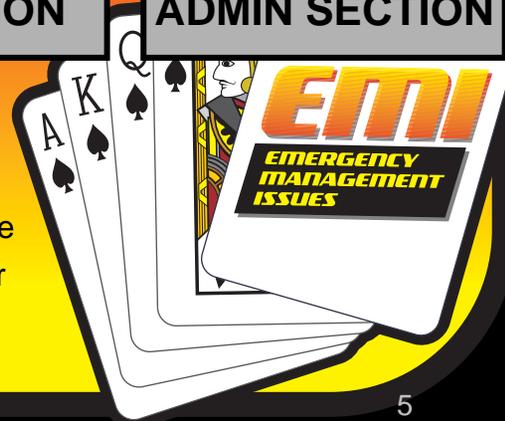
--- Joint Coordination Staff -



--- Joint Field Office Sections -



* FBI Special-Agent-in-Charge
** Federal Coordinating Officer
*** State Coordinating Officer



Media Management (Art or Science?)

- Media must be managed
- Must have engagement plan
 - Cannot just be reactive
 - Must have a proactive component
- Must have internal and external messages
- Make experts assessable for limited time and specific briefings



“Shark” Environment of Katrina

- Atlanta Facility
- Mr. Brown
- Time Magazine Article
- Difficult when media has an agenda
- Military in contrast to other Federal approaches



Self-Examination- *(Discuss with Senior Management)*

- What is your strategy ?
 - Pre
 - Event
 - Post
- Is your strategy?
 - Aggressive
 - Passive
 - Neutral
- Do you apply JIC concepts?
 - The nature of “Joint”
 - JIC /State/National interface



Practical Steps to Consider...

- Watch your emails
- Remember Your “internal Audience”
- Convey the scientific in “layman’s” terms
 - Teams Limitations
 - Capabilities
 - Key Strengths
 - Agency statutory requirements
- Ensure Unified JIC
 - Talking points for “everyone”
 - Joint Letterhead for PSA/releases



Summary of Key Points

- Active PIO engagement throughout the response and recovery continuum is critical
- PIOs are important “links’ in the emergency response chain
- PIOs should have a plan, coordinate the plan, exercise the plan, and refine the plan (cyclical)



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QUESTIONS?

