

JOB AID 1 – ESTABLISHING THE INITIAL RESPONSE

STEP	ACTION	✓
1.	Check in and obtain initial briefing from IC/UC.	<input type="checkbox"/>
2.	Establish a dedicated phone line and website for providing information and managing telephone and e-mail inquiries from the media, stakeholders and general public.	<input type="checkbox"/>
3.	Gather basic facts about the incident – who, what, where, when, why and how.	<input type="checkbox"/>
4.	Use gathered facts to answer inquiries.	<input type="checkbox"/>
5.	<p>Activate the following positions as needed:</p> <p><input type="checkbox"/> Media Relations Assistant</p> <ol style="list-style-type: none"> 1. Use dedicated phone to answer calls from media, stakeholders and public. 2. Record names, phone numbers and organization of the callers; also note date/time of calls, nature of inquiries and deadlines for receiving additional information. (See <i>Query Record</i> in Appendix E) 3. Use approved news releases and gathered facts to answer media calls. (See <i>Sample Documents</i> in Appendix E) <p><input type="checkbox"/> Information Gathering Assistant</p> <ol style="list-style-type: none"> 1. Gather verified incident information from sources throughout the response organization. (See <i>ICS Form 209</i> in Appendix D) 2. Provide this information to the assistants handling inquiries and writing news releases. <p><input type="checkbox"/> Information Products Assistant</p> <ol style="list-style-type: none"> 1. Assemble gathered facts into two or three sentences that answer who, what, when, where, why and how of incident. (See <i>Sample Documents</i> in Appendix E) NOTE: Answering the “why” and “how” at many incidents is difficult or impossible to accomplish (e.g., these facts may only come out after an investigation). 2. List remaining facts and information in bullet form. (List responding agencies, type and amount of equipment, etc.) NOTE: News releases should be only one page in length. If there is a need for additional information about specific topics, then a separate fact sheet should be made. 3. Spell check and edit news releases and give to PIO for editing, approval and routing to the IC/UC for final approval. 4. Give approved news releases to Media Relations Assistant. 5. Distribute news releases to news media and other requestors. 6. Develop three key messages as soon as information is gathered. 	<input type="checkbox"/> <input type="checkbox"/>
6.	<p>Select a location for the JIC. The location should meet the following criteria:</p> <ul style="list-style-type: none"> • Enough space for everyone to work based on personnel resource requests. • Access to phone lines. • Enough AC outlets and/or power strips, used within fire codes. • Access to a fax machine. • Access to a photocopier. • Located at or near the ICP or Emergency Operations Center (EOC). • Access to a computer and/or access to the Internet. 	<input type="checkbox"/>
7.	Call for more assistance, preferably people trained in public information, JIC and ICS operations. Make requests for additional resources via the Logistics Section.	<input type="checkbox"/>