



FUNCTIONAL ANNEX G
PUBLIC INFORMATION

Primary Agency: Office of Civil Defense (OCD)
Office of the Governor

Supporting Organization: GovGuam Wide

I. Introduction

A. Purpose

The Annex provides guidance on carrying out the public information function in support of the Government of Guam's response and recovery to a major disaster or emergency.

It is critical to the success of the response effort to keep the general public informed of all issues, events and response efforts through the dissemination of accurate, consistent and timely information.

Specific objectives are to:

1. Instill confidence that the Government of Guam will conduct response and recovery operations quickly, effectively and efficiently;
2. Communicate steps being taken to reduce any threats to the health of the public at large;
3. Outreach with all residents;
4. Keep local elected officials informed during a major disaster or emergency;
5. Provide authoritative information to deal with unsubstantiated rumors.

II. Policies

The Office of Civil Defense (OCD) is responsible for implementing public information activities during and after a major disaster or emergency. OCD will develop strategic plans and policies; interact with Government of Guam Public Information Officers, U.S. Navy and U.S. Air Force Public Affairs Officers and the Office of Communications of the Governor of Guam, and determine the need for a Joint Information Center (JIC).

In a major disaster or emergency, a JIC will be established as a central point for coordination for emergency public information and media access to all response and recovery information.

The JIC is a physical location near the Emergency Operations Center (EOC) of the Office of Civil Defense where Public Information Officers 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.

Before its release, local disaster information will be coordinated to the maximum extent possible to ensure consistency and accuracy.

All Federal Agencies may use their own mechanisms for releasing information. The coordinating Public Information Officer (PIO) exercises no editorial or policy control over agencies' release of information about their own policies, procedures or programs.

Government of Guam agencies as well as voluntary and private responding organizations are encouraged to participate in and share the resources of the JIC. If co-locating at the JIC is not feasible, all organizations are encouraged to conduct their information activities in cooperation with the JIC.

Access to the EOC will be limited. Need for access will be coordinated through the JIC Coordinator. Further, requests for interviews with Response Agencies and officials will be coordinated through the JIC Coordinator.

III. Concept of Operations

A. ORGANIZATION

The primary organizational elements of the Joint Information Center may vary depending on the size of the disaster. Generally, these elements include:

1. The Lead Public Information Officer for the Office of Civil Defense in the Joint Information Center is the Director of Communications of the Office of the Governor of Guam, or a designee, who responds to inquiries from the local and national news media on all emergency response and or recovery efforts of the Government of Guam.
2. The Joint Information Center Coordinator for the Office of Civil Defense in the Joint Information Center is the Press Aide of the Governor of Guam, or an appointee, who coordinates the preparation and dissemination of public information, providing media representatives with access to information sources during emergency response and or recovery operations of the Government of Guam.
3. The Joint Information Center Operations Lead for the Office of Civil Defense in the Joint Information Center is a designee of the Lead Public Information Officer who assists the JIC Coordinator in the planning and coordination of all public information activities of the JIC.
4. The Joint Information Center Plans Lead for the Office of Civil Defense in the Joint Information Center is a designee of the Lead Public Information Officer who collects and evaluates all emergency

incident information to be released to the general public and the media.

5. The Joint Information Center Logistics Lead for the Office of Civil Defense in the Joint Information Center is a designee of the Lead Public Information Center that is responsible for all incident needs of the JIC and coordinates the resources and other services needed to support the incident response of Government of Guam Public Information Officers assigned to the JIC.
6. The Joint Information Center Financial and Administrative Lead for the Office of Civil Defense in the Joint Information Center is a designee of the Administrator of the Office of Civil Defense who is tasked with the management of all fiscal and administrative functions of the Joint Information Center.

B. ASSIGNMENT OF RESPONSIBILITIES

Lead Public Information Officer

The Lead Public Information Officer is responsible for providing essential property and lifesaving information to the media and the general public, coordinates the information flow from the Joint Information Center and manages on-scene media activities. The Lead PIO will also take action to correct misunderstandings, misinformation and incorrect information concerning emergency response and recovery operations that appear in the news media.

Joint Information Center Coordinator

The JIC Coordinator serves as the primary point of contact for the media for information regarding all disaster or emergency response and recovery efforts of the Office of Civil Defense. This includes providing the media accurate and timely information on disaster operations, working with members of the media to encourage accurate and constructive news coverage.

Joint Information Center Operations Lead

The JIC Operations Lead manages all information about response and recovery operations from the Emergency Operations Center and develops and produces press releases and advisories for dissemination by the Joint Information Center. This includes the scheduling of all media and elected officials briefings at the JIC, handles all on-scene interviews, supervises the media desk and all phone inquiries, monitors media coverage to ensure critical messages are being reported, and identifies potential issues or problems that could have an impact on public confidence in the response and recovery effort.

Joint Information Center Plans Lead

The JIC Plans Lead will work closely with the Emergency Operations Center Planning Section to gather all information about response and recovery operations and develop and produce information for dissemination by the Joint Information Center. This includes attending daily Incident Command System General Staff and command staff meetings as well as informal meetings with Unified Commanders and the Administrator of the Office of Civil Defense.

Joint Information Center Logistics Lead

The JIC Logistics Lead will work with the Office of Civil Defense and the JIC Coordinator to ensure the staffing and procurement needs of the Joint Information Center during activation. Proper documentation of all JIC activities will adhere to Government of Guam Procurement regulations and Civil Service Rules and Regulations.

Local Media

The local media obtain response operations information through the Lead Public Information Officer and/or the JIC Coordinator at the Joint Information Center. The local media shall provide for representation at the JIC during the EOC hours of operations. Media representatives shall also assist in rumor control. All requests for one-on-one interviews with response personnel or agency spokespersons shall be made through the JIC Coordinator. All media organizations will coordinate all on site or location coverage with the JIC Operations Lead.

Response Agencies

Response Agencies will identify an agency spokesperson to the Joint Information Center Coordinator. All response agencies will coordinate the release of all agency specific information through the Joint Information Center.

IV. Response Actions

A. INITIAL ACTIONS

On notification that a disaster or emergency is imminent or has occurred, the Administrator of the Office of Civil Defense will:

1. Contact the Director of Communications of the Office of the Governor or a designee to determine whether there is to be a unilateral response to news media or a coordinated response, to communicate the Government of Guam response;
2. Determine the need for a Joint Information Center after consulting with the Office of the Governor or designee;

3. Coordinate with the Incident Commander and or the Response Activity Coordinators in assigning a Lead PAO to deploy to the emergency incident or disaster site and assume public information responsibilities at the Joint Information Center.

B. CONTINUING ACTIONS

1. The Office of Civil Defense will:
 - a. Provide advice and support to Response Activities Coordinators and keep them apprised of all public information actions;
 - b. Serve as the focal point for all incoming information from the on-scene Lead Public Information Officer and Joint Information Center; and
 - c. Ensure all Joint Information Center procedures in the Guam Emergency Response Plan are put into action
2. The Lead Public Information Officer will:
 - a. Assume the on-scene Lead Public Information Officer role on arrival at an emergency response or disaster site
 - b. Represent the Office of Civil Defense with the media, public and other agencies; and
 - c. Serve as an advisor to the Office of Civil Defense and implement public information policies and procedures as established by the Office of Civil Defense.
3. Each person representing a Joint Information Center Member Organization will function in two capacities:
 - a. Represent the agency in carrying out its public information mission; and
 - b. Provide public information services in support of the various Joint Information Center missions.

V. *Plan Development & Maintenance*

The Office of Civil Defense will be responsible for the maintenance and revision of this annex.

The Office of Civil Defense will review, update and or exercise this annex with the media on a bi-annual basis or as scheduled hazard specific exercises allow.

VI. *Command And Control*

The management of the JIC will be the responsibility of the Joint Information Center Coordinator or an appointee. All issues of policy, coordination of operations and the direction and control rest with the Director of Communications in the Office of the Governor in conjunction with the Director of the Emergency Operations Center.

VII. AUTHORITIES AND REFERENCES

Executive Order No. 91-09