

Wisconsin Emergency Response Plan

STATE EMERGENCY SUPPORT FUNCTION (ESF) 15 EXTERNAL AFFAIRS (Draft for Review Only)

Lead Coordinating Agency: Wisconsin Emergency Management (WEM)

Support Agencies: Governor's Office
Department of Military Affairs (DMA)
Department of Transportation (DOT)
Department of Natural Resources (DNR)
Department of Agriculture, Trade & Consumer Protection (DATCP)
Department of Health & Family Services (DHFS)
State Lab of Hygiene

Federal ESF Coordinating Agency: Department of Homeland Security (DHS)
/Federal Emergency Management Agency (FEMA)

I. INTRODUCTION

A. Purpose

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

B. Scope

1. A significant emergency will involve many State Agencies and media organizations. ESF 15 assistance will be provided as requested.
2. ESF 15 coordinates State assistance to provide the appropriate public information support to Federal, State, local and tribal governments.

II. POLICIES

- A. Provide information statewide in a timely, consistent and unified method to state, local, private and tribal organizations.
- B. Local jurisdiction will provide immediate and vital information to the general public and state, local, private and tribal organizations regarding response and recovery activities.
- C. 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.

- D. The Governor's Office has lead responsibility as the official spokesperson for state public information activities. State Public Information Officers will coordinate and provide timely information to the Governor's press office.

III. CONCEPT OF OPERATIONS

A. General

1. Upon notification, WEM Public Information Officer (PIO) will report to the State Emergency Operations Center (EOC) to coordinate and disseminate accurate and timely disaster-related information.
2. In the event the EOC is not activated, WEM's PIO or another designated state PIO will work with state emergency management staff and the Governor's Press Office to issue appropriate press releases, situation reports and conduct media interviews.
3. WEM's PIO will coordinate working with the MAC Group Coordinator/Officer in Charge to ensure there is appropriate PIO staffing. Depending on the severity of the situation, the State EOC may be activated on a 24-hour schedule.
4. Depending on the severity of the situation, the Governor's Public Affairs Office will coordinate with the WEM PIO on media advisories and releases and will be available to reporters and news organizations.
5. Initiate rumor control procedures by monitoring media sources, as appropriate.

B. Organization

Wisconsin operates under the Wisconsin MACS System (see Basic Plan, page 15). ESF 15 operates within the Information Unit as identified in MACS.

ESF 15 coordinates with Governor's Office, DHS/FEMA Region V, Public Affairs Office as well as local units of government through the Wisconsin MACS structure.

ESF 15 may co-locate to the disaster area to support local public information efforts and in recovery operations may relocate to the JFO as needed.

C. Phases of Emergency Management

1. Mitigation Activities
 - a. Identify areas where public education programs are needed.
 - b. Develop personal preparedness plans for first responders and families
 - c. Identify emergency support function-specific training requirements.

2. Preparedness Activities
 - a. Develop and maintain a roster of ESF 15 personnel, including shift change and staffing procedures, address, telephone, cellular, facsimile numbers and e-mail addresses.
 - b. Develop and maintain equipment lists.
 - c. Develop requirements for media briefings.
 - d. Develop and maintain an accurate media contact list.
 - e. Encourage county, local, private and tribal organizations to attend WEM public information course.
 - f. Develop procedures for rumor control inquiries.
 - g. Continue offering public information courses.
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 county activities, as needed.
 - d. Collect information concerning ESF field operations and activities.
 - e. Coordinate with other ESFs agencies and State/Federal/Private/Tribal organization to develop a flow of information, including situation reports, health advisories and other public information releases concerning the response and recovery efforts.
 - f. Provide situation reports to the EOC OIC/Operations Officer and distribute to designated recipients.
 - g. Attend briefings and gather information for situation updates.
 - h. Document and maintain a record of incoming and outgoing communications.
 - i. Establish and operate a Joint Information Center (JIC) when appropriate. If a JIC is activated, send an ESF representative to that location, if appropriate.
 - j. Establish contact with the congressional offices representing the affected area to provide information on the incident
 - k. Select media briefing locations and conduct media briefings on a regular basis.
 - l. Monitor media and implement rumor control process when appropriate.
 - m. EOC/OIC will coordinate with Lead PIO before deactivating the ESF 15.
 - n. Inform the Governor's Office, including Governor's Press Office, State and local officials 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 Governor's Office, including Governor's Press Office, State and local officials and informed of recovery activities.
- d. Provide support to the State Coordinating Officer (SCO) during federally declared disasters.
- e. EOC/OIC will coordinate with Lead PIO before deactivating the ESF 15.

IV. RESPONSIBILITIES

A. Primary Agency

Wisconsin Emergency Management

- 1. Assess the public affairs needs of the incident.
- 2. Support the Governor's Office with disseminating emergency public information.
- 3. Designate WEM or other appropriate or designated state public affairs staff person to serve as the State PIO to coordinate all state public information.
- 4. Manage State EOC public information and JIC operations.
- 5. Coordinate Wisconsin's 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. Obtain approval for release of information from the OIC.
- 9. Conduct and/or coordinate regular news conferences at the State EOC and/or the JPIC.
- 10. Enlist state 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. The Governor's Office designates a chief spokesperson following an emergency or disaster. The State PIO coordinates through the Governor's Press Office.

B. All Support Agencies Responsibilities

- 1. Provide PIO(s) to assist (if necessary) at the scene, JPIC or the State EOC as requested by the Governor, WEM or department secretary.
- 2. Assist the Lead PIO 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).
4. Monitor and log incoming calls for information and rumors. Monitor media broadcasts and articles for accuracy.

V. RESOURCE REQUIREMENTS

VI. REFERENCES (located in EOC)

See Wisconsin Emergency Response Plan, Basic Plan, Attachment 1

VII. ACRONYMS

See Wisconsin Emergency Response Plan, Basic Plan, Attachment 7

VIII. APPENDICES