

STATE OF VERMONT EMERGENCY OPERATIONS PLAN

STATE SUPPORT FUNCTION (SSF) 14 PUBLIC INFORMATION

VTEOP
July 30, 2015

PRIMARY AGENCY: Department of Public Safety, Division of Emergency Management and Homeland Security

SUPPORT AGENCIES: All State Support Functions and other agencies

1. INTRODUCTION. The purpose of State Support Function 14 (SSF-14) is to disseminate information on emergencies to the general public through the news media and other avenues, including social media. SSF-14 is concerned with information on emergencies in which local governments have requested State assistance, to coordinate, prepare and disseminate all disaster-related information to the media. SSF-14 also coordinates, prepares and disseminates disaster-related information to the general public through the Public Inquiry Information Line at Vermont 2-1-1, coordinated by DEMHS

2. MISSION. SSF-14 develops and disseminates a variety of information, education, and instructions to the general public, government officials, and the news media through direct contact, briefings, presentations, news releases and advisories, web site and social media engagement, and response to public and news media queries. Support includes, but is not limited to: serving as the official spokesperson concerning Division of Emergency Management & Homeland Security emergency management activities and involvement in emergency response and recovery operations; serving as the primary point-of-contact with the news media for DEMHS and; overseeing the Joint Information System (JIS), including the Joint Information Center (JIC) and Media Center, as required, to support emergency response and recovery operations; and coordinating community relations/outreach efforts as part of state emergency response and recovery operations.

3. CONCEPT OF OPERATIONS

- a. General. The SSF-14 staff will be located in the State Emergency Operations Center (SEOC) in Waterbury as a part of the Incident Coordination Team (ICT). During a nuclear power plant incident, SSF-14 staff will remain in the State Emergency Operations Center. SSF-14 will disseminate information to the media on response and recovery actions taken by the State Emergency Operations Center staff. SSF-14 will provide the media with an overview of the emergency situation. SSF-14 will not provide detailed information related to situations at the local level, as this information is best disseminated by local officials. However, SSF-14 will coordinate with local counterparts when circulating information about State activities and will seek assistance from local Public Information Officers when State personnel are in their area or when trying to confirm reports about local actions. SSF14 can expect the media's interest in the event to be consistent with or exceed citizen's needs. The scope of information that must be provided to the media exceeds the resources of a single agency. Support from State agency communicators will be critical. Information must be disseminated from a central source – SSF-14.

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- b. Organization. SSF-14 will be staffed by the Department of Public Safety, Division of Emergency Management & Homeland Security designees and Public Information Officers or other appropriate staff from support agencies.
 - (1) Lead Public Information Officer: All SSF-14 staff work is at the direction of the DEMHS Public Information Officer (DEMHS PIO). The DEMHS PIO oversees the information flow to the public.
 - (2) Department Spokespersons: SSF-14 will be staffed by the designated Department Public Information Officers who, along with Division of Emergency Management & Homeland Security officials, will serve as agency spokespersons. The DEMHS Public Information Officer may serve as a spokesperson concerning weather issues.
 - (3) Supporting Agencies: Other agency communications staff will assist with incoming news agency requests for information, preparing for news conferences, drafting news releases and handling reporter and citizen calls. The agency communications staff who assist SSF-14 during an emergency are not considered spokespersons for DEMHS or Department of Public Safety.
 - (4) Vermont Public Inquiry Information Line: Staff and volunteers at Vermont 211 will be responsible for answering calls to the Vermont Public Inquiry Information Line. Staffing will be coordinated through SSF-14 in conjunction with Vermont 211. SSF-14 will be responsible for activating the telephone lines and providing regular briefings for the Vermont Emergency Information Line. SSF-14 will determine the best time to activate the telephone lines based on volunteer resources available and projected impact of an emergency. SSF-14 will make the decision about when the Vermont Public Inquiry Information Line should be shut down.

4. RESPONSIBILITIES

- a. Department of Public Safety, Division of Emergency Management and Homeland Security
 - (1) Identify, train, and assign personnel to staff SSF-14 in the SEOC.
 - (2) Notify all SSF-14 supporting agencies, as needed, upon activation.
 - (3) Maintain a current inventory of resources, including trained/qualified personnel, which could support public information operations.
 - (4) Be prepared to liaison with the Governor's Communications Director in regards to emergency orders, State office closings, and media events involving the Governor.
 - (5) Develop and implement a comprehensive multi-media public information program which includes: Public Service Announcements which are close-captioned for the hearing impaired;; and an emphasis on family preparedness through a coordinated print and broadcast campaign and public speaking engagements.
 - (6) Maintain a current list of media contacts.
 - (7) Participate in state and local exercises and conduct an annual SSF-14 drill or exercise to validate this annex and supporting procedures.

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b. General for all supporting Agencies, Departments and Organizations

- (1) Provide information to SSF-14 for the preparation of media releases during emergency situations, as requested. If media releases are prepared by supporting agency, all must be vetted through SSF-14.
- (2) Execute responsibilities as outlined in the SEOP Base Plan and in the SSF, Organizational and Support Annexes.
- (3) Provide personnel to the ICT, SRAAT, JIC, IFO and EOF, as requested and outlined in Tab 1 to SSF Annex 5 VTEOP, to assist SSF operations.
- (4) Identify staff technical experts to provide subject matter expertise, data, advice, and staff support for operations that fall within the domain of each agency.
- (5) Support emergency planning efforts, as requested.
- (6) Participate in preparedness activities, orientations, drills and exercises to support the execution of the SEOP and RERP.

c. Agency of Agriculture, Food and Markets

- (1) Identify, train, and assign personnel to maintain contact with and prepare to execute missions in support of SSF-14 during periods of activation.
- (2) Be prepared to provide staffing to SSF-14 as identified in Tab 1 to Annex E of the VTEOP.
- (3) Be prepared to provide technical review of media releases related to agency matters.

d. Agency of Human Services

- (1) Identify, train, and assign personnel to maintain contact with and prepare to execute missions in support of SSF-14 during periods of activation.
- (2) Be prepared to provide staffing to SSF-14 as identified in Tab 1 to SSF Annex 5 of the VTEOP.
- (3) Be prepared to provide technical review of media releases related to agency matters.

e. Agency of Natural Resources

- (1) Identify, train, and assign personnel to maintain contact with and prepare to execute missions in support of SSF-14 during periods of activation.
- (2) Be prepared to provide staffing to SSF-14 as identified in Tab 1 to SSF Annex 5 of the VTEOP.
- (3) Be prepared to provide technical review of media releases related to agency matters.

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f. Agency of Transportation and Department of Motor Vehicles

- (1) Identify, train, and assign personnel to maintain contact with and prepare to execute missions in support of SSF-14 during periods of activation.
- (2) Be prepared to provide staffing to SSF-14 as identified in Tab 1 to SSF Annex 5 of the VTEOP.
- (3) Be prepared to provide technical review of media releases related to agency matters.

g. Department of Buildings & General Services

- (1) Identify, train, and assign personnel to maintain contact with and prepare to execute missions in support of SSF-14 during periods of activation.
- (2) Be prepared to acquire additional facilities and equipment in support of SSF-14 (An SSF-7 function).

h. Department of Health

- (1) Identify, train, and assign personnel to maintain contact with and prepare to execute missions in support of SSF-14 during periods of activation.
- (2) Be prepared to provide staffing to SSF-14 as identified in Tab 1 to SSF Annex 5 of the VTEOP.
- (3) Be prepared to provide technical review of media releases related to agency matters.

i. Department of Public Safety

- (1) Identify, train, and assign personnel to maintain contact with and prepare to execute missions in support of SSF-14 during periods of activation.
- (2) Be prepared to provide staffing to SSF-14 as identified in Tab 1 to Annex E of the VTEOP.
- (3) Be prepared to provide technical review of media releases related to agency matters.

j. Vermont Association of Professional Development Agencies (VAPDA)

- (1) Identify, train, and assign personnel to maintain contact with and prepare to execute missions in support of SSF-14 during periods of activation.
- (2) Be prepared to provide staffing to SSF-14 as identified in Tab 1 to SSF Annex 5 of the VTEOP.

5. FEDERAL INTERFACE

- a. This SSF is supported by National Response Plan ESF-15, External Relations. Federal response for this function will be limited to the provision of representatives from federal agencies as requested by the Director, DEMHS. These representatives are authorized to

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provide emergency/disaster assistance available under statutory or secretarial authorities. The Federal Coordinating Officer (FCO), appointed by the President, will coordinate the provision of federal assistance subsequent to an emergency or major disaster declaration, in conjunction with the State Coordinating Officer (SCO).

- b. Federal ESF-15 personnel will normally deploy to the state as a part of the ERT-A and later staff the DFO.
- c. SSF-14 will coordinate with Federal ESF-15 to obtain federal assistance as needed.

TABS:

A - Operating Procedures

B - Resources

C - Joint Information Center (JIC)

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TAB A to STATE SUPPORT FUNCTION (SSF) ANNEX 14 OPERATING PROCEDURES

1. Direction and Control.

- a. Management of SSF-14: All SSF-14 staff work is at the direction of the SEOC PIO. The SEOC PIO oversees the information flow to the public via the press, social media, and other avenues. SSF-14 will also be staffed by public information officers from State agencies and departments.
- b. Spokespersons: The following persons are considered spokespersons for Department of Public Safety and Division of Emergency Management & Homeland Security and, in coordination with SSF-14, will be called on to speak with the media during an emergency: Commissioner, Department of Public Safety; Director or Deputy Director of the Division of Emergency Management & Homeland Security; Public Information Officer; SEOC Section Chiefs when designated by the Director.
- c. Crafting the Message: During an emergency, SSF14 can effectively manage communications with the media by crafting a unified message for the Division and the Department and act as the primary voice in communicating that message. SEOC PIO will work closely with the Division of Emergency Management & Homeland Security Director and the Governor's Office to coordinate these on-going messages to the media. Other DEMHS staff and State Support Functions may be brought into discussions about media and message, but they should not assume the role of Department spokesperson unless it is in coordination with SSF14.
- d. Gathering Emergency Information: The majority of the information that SSF-14 will disseminate to the public via the media will come from situation reports, local news releases and direct one-on-one contact with State Support Function personnel. Situation report information will be double-checked by SSF-14 staff before it is released to the media and public; emergency operations center staff should not quote situation reports to the media.
- e. Disseminating Emergency Information: State Support Function 14 will disseminate information to the media/public in the following ways:
 - (1) News Conferences: SSF-14 is solely responsible for coordinating and executing any news conference involving the Commissioner of the Department of Public Safety or the Director of DEMHS. When the Governor is to be present, SSF-14 will work with the Governor's Press Office to execute the news conference.
 - (2) Twice Daily Updates: If the situation requires it, twice a day at a minimum, SSF-14 will release emergency updates to the media. These updates contain information on weather, road closures, sheltering, military actions, school/office closings, environmental hazards and related information gathered from situation reports, local news releases and State Support Function personnel located in the State Emergency Operations Center. The Department and Division are best served by presenting the majority of this new information in a concise and organized manner, rather than in a stream of news releases throughout the day.

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- (3) News Releases: SSF-14 will write, edit and distribute all state news releases regarding an emergency in which the SEOC is activated. The SEOC PIO, in consultation with the Division of Emergency Management & Homeland Security Director and Governor's Office, makes the decision regarding what emergency information warrants a news release.
 - (4) Broadcast Interviews: To meet the needs of television and radio reporters, SSF-14 will ask Agency and Division officials to serve as spokespersons for on-air interviews. DEMHS personnel who are contacted directly by the media for a broadcast interview should route that request to SSF-14.
 - (5) Social Media: Information from press releases will be re-purposed for posting on social media sites. VT DEMHS Facebook and Twitter sites will be used by a designee for such purpose. Assisting agencies may also use information for their social media sites.
 - (6) Vermont Public Inquiry Information Line: SSF-14 will continually update Vermont Public Inquiry Information Line staff (Vermont 211) who are taking calls from concerned citizens in the impacted areas.
- f. Media in the State Emergency Operations Center: When a news reporter enters the Department of Public Safety building to cover emergency operations, SSF-14 should be notified. SSF-14 staff will escort the reporter to the area where the news conference is being held or permit them to photograph Emergency Operations Center activity. Reporters are not allowed to interview emergency operations center personnel unless the request has been vetted by SSF-14. Special requests for extended interviews or live shots within the State Emergency Operations Center should be submitted to SSF 14 and will be considered on a case-by-case basis.
- g. Working with Rapid Assessment & Assistance Teams: SSF-14 works with Rapid Assessment & Assistance Team Leaders when media ask to follow a Rapid Assessment & Assistance Team. The Rapid Assessment & Assistance Team Leader will serve as the team's spokesperson. If media rendezvous with a Rapid Assessment & Assistance Team and have not notified SSF-14, the team leader shall notify SSF-14.
- h. Staffing a Joint Information Center (JIC) or Incident Field Office (IFO): Depending on the severity and scope of the emergency, SSF-14 personnel may coordinate public information from a Joint Information Center (JIC) or Incident Field Office (IFO) located in or near an impacted area. In some cases, the Joint Information Center (JIC) or Incident Field Office (IFO) staff may serve as the primary facility for receiving and disseminating emergency public information.
- i. Working with Radiological Emergency Preparedness: SEOC PIO staff will play a role in radiological exercises conducted relative to Vermont Yankee and during actual events that merit state involvement. Whether on-site or working in consultation from the State Emergency Operations Center, they will write news releases, disseminate information to the media, execute news conferences and press briefings at the SEOC, staff news conferences at the Joint Information Center, post public information to social media, and work in coordination with the other Tri-State PIOs, the Governor's Press Office, and local public information personnel.

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- j. Joint Field Office Operations: SSF-14 will be responsible for providing a Public Information Officer for Joint Field Office Operations, if needed. That Public Information Officer will maintain close contact with the SEOC PIO. Any news releases or media advisories regarding state recovery activities will be written and distributed from the SEOC PIO in Waterbury.
 - k. Disaster Recovery Center Operations: Due to limited staffing availability, SSF-14 will rely on State Agency Public Information Officers to staff Recovery Centers located throughout the impacted area.
- l. Resources.
- (1) Human resources: The DEMHS PIO will coordinate the training of State agency public information personnel in SSF-14 operations to ensure an adequate source of competent assistance during emergencies.
 - (2) Equipment: SSF-14 uses land-line and cellular telephones, and computers to disseminate information to the media and public. The Department of Public Safety will retain and update the Division of Emergency Management & Homeland Security's comprehensive media distribution list, used for the rapid and widespread delivery of emergency news releases.

2. PREPAREDNESS

- a. Maintain a current inventory of resources, including trained/qualified personnel, which could support public information operations.
- b. Develop and implement a comprehensive multi-media public information program which includes: Public Service Announcements which are close-captioned for the hearing impaired; Vermont Alert; the Emergency Alert System (EAS); and an emphasis on family preparedness through a coordinated print and broadcast campaign and public speaking engagements.
- c. Maintain a current list of media contacts.
- d. Participate in state and local exercises and conduct an annual SSF-14 drill or exercise to validate this annex and supporting procedures. Involvement in actual incidents in which the SEOP is activated satisfies this requirement.

3. NOTIFICATION AND ACTIVATION

- a. State Warning Point: The State Warning Point notifies the DEMHS Duty Officer of incidents that have potential State public information implications.
- b. Initial State Emergency Operations Center Activation: When the State Emergency Operations Center is activated, the DEMHS Public Information Officer (PIO) or designee, will notify public information officers for each State agency and alert them of impending Public Information operations. Depending on the severity and scale of the emergency, the DEMHS PIO will notify the Governor's Communications Director.

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- c. Agency Notification: Each agency will designate a person to assist in emergency public information operations. DEMHS will request that agency emergency communications officers report to the State Emergency Operations Center, as needed.

4. RESPONSE

- a. SSF-14 will publicize, through the media and internet resources, such as social media, response activities that support affected communities. Response activities that would be publicized include, but not limited to: location of shelters and feeding stations; location of comfort stations; boil water orders; road closure information; school and office closing information; environmental hazards; evacuation orders & routes; location of ongoing emergency operations.
- b. Be prepared to issue appropriate Vermont Alert and/or EAS messages to the public, as needed.
- c. Establish and publish the number for the Vermont Public Inquiry Information Line
- d. SSF-14 will continually brief the Vermont Public Inquiry Information Line on this information so that it can be disseminated directly to the public.
- e. SSF-14 will respond to media who request to follow State Rapid Assessment & Assistance Teams (S-RAAT) in the field and provide escorts as appropriate.
- f. SSF-14 will staff the S-RAAT if assistance is requested by local authorities.
- g. Be prepared to issue appropriate Public Service Announcements (PSAs) appropriate to the developing situation.
- h. Update social media sites like Facebook and Twitter

5. RECOVERY

- a. SSF-14 will respond to reporter inquiries for damage assessment statistics and estimates, as appropriate.
- b. SSF-14 will publicize the status of disaster declarations, types of assistance available to disaster victims, and recovery center locations.
- c. SSF-14 will respond, when asked, to staff a Disaster Field Office. The DEMHS PIO may seek assistance from State agency Public Information Officers or will contract for a Public Information Officer.
- d. Anticipate and plan for the arrival of, and coordination with, ESF 15 (External Relations) personnel in the SEOC and/or the DFO.
- e. Require SSF-14 team members and their agencies to maintain appropriate records of costs incurred during the event.
- f. Maintain regular updates on social media sites.

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6. MITIGATION

- a. SSF-14 will publicize significant accomplishments (Success Stories) that highlight mitigation.
- b. Support requests and directives from the Governor and/or FEMA concerning mitigation and/or re-development activities.
- c. Document matters that may be needed for inclusion in agency or state/federal briefings, situation reports and action plans.
- d. Update social media sites

ATTACHMENTS:

- 1 - All Hazard Procedures
- 2 - VY JIC Procedures

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**ATTACHMENT 1 to TAB A TO SSF ANNEX 14
All HAZARD PROCEDURES**

This attachment contains operating procedures by position for Joint Information Center (JIC) staff members.

Emergency Writer
Lead PIO
Media Manager
Municipal EOC Liaison
Public Inquiry Liaison
State Agency Liaison
Web Writer

Emergency Writer

1. Receive notification from State Emergency Operations Center Lead Public Information Officer that the State Emergency Operations Center has been activated, and report to the SEOC. Unless otherwise specified, the physical location of the State Emergency Operations Center is 103 South Main Street, Waterbury.
2. Upon arrival at the SEOC, obtain briefing from Lead Public Information Officer or Deputy Public Information Officer.
3. Request work station set up from Operations and Logistics.
 - a. Work space
 - b. Computer with internet access
 - c. Phone
 - d. Any other necessary space or tools
4. When instructed to do so by Lead PIO or Deputy PIO, prepare emergency outreach materials.
 - a. Emergency Alert System message.
 - i. Prepare message
 1. Include immediate protective actions for the public – no more than two.
 2. EAS must not exceed 90 seconds.
 3. EAS must be followed by a press release with complete details.
 4. Once prepared, obtain approval from Lead or Deputy PIO.
 5. If instructed to do so, obtain approval from Incident Commander.
 - ii. Issue message
 1. Utilize DEMHS EAS procedures to issue EAS message.
 2. DEMHS EAS procedures are located in the Watch Officer folder on the DEMHS Network and in hard copy in the SEOC Communications Center next to the EAS machine.
 3. If you are unable to issue the message using the EAS machine, contact the DEMHS Watch Officer (1-800-347-0488) and request that they send out the EAS message with the information provided.
 - b. Prepare press release for incident to include:
 - i. Immediate protective actions for the public
 1. Shelter
 2. Evacuation
 3. Other pertinent instructions
 - ii. Infrastructure interruptions
 1. Roads closures/conditions
 2. Power outages
 3. Other
 - iii. Status of situation
 - iv. Resources available to the public

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1. Shelters
 2. Vermont 2-1-1
 3. Vermont 5-1-1 road conditions
 4. National Weather Service forecasts
 5. Social media sites
- c. Obtain approval of press release
 - i. Request approval of press release from Lead PIO or Deputy PIO.
 - ii. If instructed to do so, obtain approval of press release from Incident Commander.
 - d. If instructed to do so, email press release to Vermont Department of Public Safety listserv
 - i. If incident affects the entire state, send email to dps.mediastatewide@state.vt.us
 - ii. If incident affects southern areas of Vermont, send email to dps.mediasouth@state.vt.us
 - iii. If incident affects northern areas of Vermont, send email to dps.medianorth@state.vt.us
 - e. If unable to send to VT DPS listservs:
 - i. (no permission) contact Lead/Deputy PIO or Public Safety Answering Point at 1-800-347-0488 with instructions to distribute press release to appropriate listserv as directed above.
 - ii. (listserv outage) contact Governor's office of VDH to issue emergency messages.
 - f. Forward press release to Web Writer for posting to web site and other internet sites.
 - g. If Web Writer is not available post press release to web platforms
 - i. Vermont Alert using the VT-Alert Press Release Guide.
 - ii. Post link to press release on Vermont Alert to VT DEMHS social media - "Vermont Emergency Management" on Facebook and Twitter.
 1. If unable to post to VT DEMHS social media sites (no permission) contact DEMHS Watch Officer (1-800-347-0488) and request contact information for VT DEMHS or VT State Police Public Information Officer
 2. Contact VT DEMHS or VT State Police Public Information Officer and request that they post link on social media
5. Correct misinformation from press releases if any is reported and confirmed.

Lead Public Information Officer

A Deputy Public Information Officer should carry out any or all duties of Lead Public Information Officer as outlined in this procedure if Lead PIO is unavailable or the Deputy PIO is assigned to do so.

1. Receive notification from Division of Emergency Management and Homeland Security Watch Officer that the State Emergency Operations Center has been activated. Unless otherwise specified, the physical location of the State Emergency Operations Center is 103 South Main Street, Waterbury.
2. In consultation with the DEMHS Watch Office and the DEMHS Director's Office, determine immediacy of need for public notification.
 - a. If immediate public notification is NOT needed, report directly to Vermont State Emergency Operations Center.
 - b. If immediate public notification is needed:
 - i. Obtain briefing from Incident Commander or VT DEMHS Watch Officer about the situation, including the impacted location(s), description of impact, and actions currently being taken in response to the incident.
 - ii. Prepare Emergency Alert Message if conditions warrant EAS as determined by Incident Commander or Watch Officer.
 1. Include immediate protective actions for the public – no more than two.
 2. EAS must not exceed 90 seconds.
 3. EAS must be followed by a press release with complete details.
 4. Once prepared, provide information to the Incident Commander and obtain approval from Incident Commander to issue this EAS message.
 - iii. Provide information to the DEMHS Watch Officer and request that they send out the EAS message utilizing the DEMHS EAS Procedures.
 1. DEMHS EAS procedures are located in the Watch Officer folder on the DEMHS Network and in hard copy in the SEOC Communications Center next to the EAS machine.
 2. If the DEMHS Watch Officer is unable to send out the EAS message, contact the State Warning Point (1-800-347-0488) and request that they send out the EAS message with the information provided.
 - iv. Prepare press release for incident to include:
 1. Immediate protective actions for the public
 - a. Shelter
 - b. Evacuation
 - c. Other pertinent instructions
 2. Infrastructure interruptions
 - a. Roads closures/conditions

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- b. Power outages
 - c. Other
 - 3. Status of situation
 - 4. Resources available to the public
 - a. Shelters
 - b. Vermont 2-1-1
 - c. Vermont 5-1-1 road conditions
 - d. National Weather Service forecasts
 - e. Social media sites
 - v. Obtain approval of press release.
 - 1. Provide press release to the Incident Commander and request approval to distribute.
 - 2. In absence of IC, obtain approval from head of State Support Function or State Agency primarily responsible for response.
 - vi. Email press release to Vermont Department of Public Safety listserv
 - 1. If incident affects the entire state, send email to dps.mediastatewide@state.vt.us
 - 2. If incident affects southern areas of Vermont, send email to dps.mediasouth@state.vt.us
 - 3. If incident affects northern areas of Vermont, send email to dps.medianorth@state.vt.us
 - vii. If unable to send to VT DPS listservs:
 - 1. (no permission) contact Lead/Deputy PIO or Public Safety Answering Point at 1-800-347-0488 with instructions to distribute press release to appropriate listserv as directed above.
 - 2. (listserv outage) contact Governor's office of VDH to issue emergency messages.
 - viii. Post press release as a Press Release on Vermont Alert using the VT-Alert Press Release Guide.
 - ix. Post link to press release on Vermont Alert to VT DEMHS social media - "Vermont Emergency Management" on Facebook and Twitter.
 - 1. If unable to post to VT DEMHS social media sites (no permission) contact DEMHS Watch Officer (1-800-347-0488) and request contact information for VT DEMHS or VT State Police Public Information Officer
 - 2. Contact VT DEMHS or VT State Police Public Information Officer and request that they post link on social media.
 - x. Report to Vermont State Emergency Operations Center.
- 3. Upon arrival at Vermont State Emergency Operations Center obtain briefing from Incident Commander.
- 4. Request work station set up from Operations and Logistics.
 - a. Work space
 - b. Computer with internet access

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- c. Phone
 - d. Any other necessary space or tools
5. Contact the DEMHS Watch Officer (1-800-347-0488) and request contact information for incident-appropriate state agency communicators. Contact Governor's Press Secretary (contact information available in State Emergency Operations Plan SSF 14 Annex, Tab F Joint Information Center) and other incident-appropriate state agency communicators to provide situation details.
6. Determine number of people needed to staff SSF-14 for one operational period and number of operational periods.
7. Notify SSF-14 staff of activation and need for deployment. If you do not have contact information for SSF-14 staff members, contact information can be furnished by the DEMHS Watch Officer (1-800-347-0488)
8. Coordinate SSF-14 team assignments if incident requires multiple positions.
 - a. Deputy PIO - performs any or all duties of Lead Public Information Officer if Lead PIO is unavailable or assigned to do so.
 - b. Emergency Writer – prepares emergency outreach materials
 - c. Web Writer – posts information on DEMHS website, facebook, twitter and Vermont Alert.
 - d. Media Manager – coordinates press conferences, provides updates to media and monitors media
 - e. Municipal EOC Liaison – maintains contact with local EOCs and provides public information updates
 - f. Public Inquiry Liaison – maintains contact with Vermont 2-1-1 and tracks public inquiry trends
 - g. State Agency Liaison – maintains contact with affected state agencies and coordinates public notification
9. Prepare public outreach materials in accordance with step 2(b) above if needed. Public outreach materials include news releases, educational materials and web content. Additional information about creating these materials can be found in the State Emergency Operations Plan, SSF 14 Annex, Tab F Joint Information Center.
10. Determine appropriate media spokesperson in advance of media inquiries or press conferences. Potential spokespersons include:
 - a. Incident Commander
 - b. VT Public Safety Commissioner
 - c. VT DEMHS Director's Office or Section Chiefs
 - d. Appropriate State Support Function lead or agency head
 - e. Public Information Officer
11. Prepare spokesperson.
 - a. Arrange briefing with spokesperson identified in step 10 above.
 - b. Prepare talking points for incident.
 - i. Include information outlined in step 2(b)(iv) above.
 - ii. Consult with agencies involved in response and appropriate State Support Function lead to update information.
12. Field media calls and arrange appropriate response.
 - a. Answer questions directly if call is for background information.

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- b. Determine if official spokesperson is needed for formal interview.
 - i. If formal interview is required, arrange time and location with media representative and spokesperson.
 - ii. Prepare spokesperson in accordance to step 11 above.
- 13. If media inquiries are extensive or it is otherwise necessary for effective communications arrange a press briefing.
 - a. Determine location of press briefing.
 - i. Consider location of spokespeople
 - ii. Consider constraints of current situation
 - 1. Response on-scene or at state EOC
 - b. Arrange for podium and other materials needed for press conference.
 - c. Coordinate with the State Emergency Operations Logistics Section to ensure appropriate displays are operational.
 - d. Determine spokespeople – with a maximum of four
 - i. Spokesperson identified in step 10 above
 - ii. Other appropriate response organizations
 - iii. Other appropriate state agencies
 - e. Coordinate media access to press conference location
 - i. Ensure no special clearance is needed
 - ii. Determine if media or spokespeople need escort at location
 - 1. Arrange for media escort if needed.
 - f. Notify Incident Commander of press conference
 - g. Notify Governor's press secretary of press conference (contact information available in State Emergency Operations Plan SSF 14 Annex, Tab F Joint Information Center)
 - h. Notify media of press conference via media release to media listserv as outlined in 2(b)(vi) above. Media release should include:
 - i. Location
 - ii. Time
 - iii. Spokespeople
 - iv. General subject of press conference
 - i. Prepare handout press release for media to receive after press conference
 - i. In accordance with 2(b)(iv) above
- 14. If media updates are determined to be on-going, establish a media center for reporters. If assistance is required in finding a media center, contact the SEOC Logistic Section.
 - a. Location should be convenient to press conference area
 - b. Location should have phone and internet access IF POSSIBLE
 - c. Location should allow for unaccompanied access to and from media center
 - d. A media liaison should be assigned to media center
- 15. Take part in situational briefings in SEOC
- 16. Take part in decision-makers meetings to determine protective actions for the public.

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17. When updates are available, issue public notification materials as outlined in 2(b) above.
18. Monitor Facebook and Twitter for the purposes of situational awareness and rumor control.
19. Share information on DEMHS Facebook and Twitter sites from responding agencies
 - a. VTrans
 - b. Vermont Health Department
 - c. Vermont State Police
 - d. State Utilities
 - e. National Weather Service
 - i. Burlington
 - ii. Albany
 - f. All other pertinent sites
20. Delegate duties above to appropriate SSF-14 staff position as outlined in step 8 above.

Media Manager

1. Receive notification from State Emergency Operations Center Lead Public Information Officer that the State Emergency Operations Center has been activated, and report to the SEOC. Unless otherwise specified, the physical location of the State Emergency Operations Center is 103 South Main Street, Waterbury.
2. Upon arrival at state EOC get briefing from Lead Public Information Officer or Deputy Public Information Officer.
 - a. Determine status of press releases, talking points, press kits, and advisories.
3. If media inquiries are extensive or it is otherwise necessary for effective communications and instructed to do so arrange a press briefing.
 - a. Determine location of press briefing.
 - i. Consider location of spokespeople
 - ii. Consider constraints of current situation
 1. Response on-scene or at state EOC
 - b. Arrange for podium and other materials needed for press conference.
 - c. Coordinate with the State Emergency Operations Logistics Section to ensure appropriate displays are operational.
 - d. Determine spokespeople – with a maximum of four
 - i. Potential spokespeople may include:
 1. Incident Commander
 2. VT Public Safety Commissioner
 3. VT DEMHS Director's Office or Section Chiefs
 4. Appropriate State Support Function lead or agency head
 5. Public Information Officer
 6. Other appropriate response organizations
 - e. Coordinate media access to press conference location
 - i. Ensure no special clearance is needed
 - ii. Determine if media or spokespeople need escort at location
 1. Arrange for media escort if needed.
 - f. Notify Incident Commander of press conference
 - g. Notify Governor's press secretary of press conference (contact information available in State Emergency Operations Plan SSF 14 Annex, Tab F Joint Information Center)
 - h. Notify media of press conference via media release to media listserv as out lined in 2(b)(vi) of Lead PIO Procedure. Media release should include:
 - i. Location
 - ii. Time
 - iii. Spokespeople
 - iv. General subject of press conference
 - i. Prepare handout press release for media to receive after press conference
 - i. In accordance with 2(b)(iv) of Lead PIO Procedure.

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4. If media updates are determined to be on-going establish a media center for reporters. If assistance is required in finding a media center, contact the SEOC Logistic Section.
 - a. Location should be convenient to press conference area
 - b. Location should have phone and internet access IF POSSIBLE
 - c. Location should allow for unaccompanied access to and from media center
 - d. A media liaison should be assigned to media center
5. Monitor all media via web sites, print, radio, and television.
 - a. Report misinformation to the Deputy PIO.

Municipal Emergency Operations Center Liaison

1. Receive notification from State Emergency Operations Center Lead Public Information Officer that the State Emergency Operations Center has been activated, and report to the SEOC. Unless otherwise specified, the physical location of the State Emergency Operations Center is 103 South Main Street, Waterbury.
2. Upon arrival at Vermont State Emergency Operations Center obtain briefing from Lead Public Information Officer or Deputy Public Information Officer.
 - a. Status of incident.
 - b. Local jurisdictions affected.
 - c. Status of local Emergency Operations Centers.
3. Request work station set up from Operations and Logistics.
 - a. Work space
 - b. Computer and internet access
 - c. Phone
 - d. Any other necessary space or tools
4. Communicate with the SEOC Operations section to determine contact information for local Emergency Operations Centers.
5. Contact local EOCs in affected communities.
 - a. Determine best direct contact at each local EOC for Public Information.
 - b. Arrange to receive all public notifications from jurisdiction.
 - c. Determine need for public notification.
 - d. Determine if appropriate public notifications are occurring.
 - e. Offer state assistance on public notifications. If requested, coordinate with SEOC Lead PIO to provide public notification through:
 - i. Emergency Alert System
 - ii. Vermont Alert
 - iii. Press Release
6. Report information from Local EOCs to Lead Public Information Officer or Deputy Public Information Officer.
7. Maintain contact with local EOC to determine if an offer of assistance is necessary.

Public Inquiry Liaison

1. Receive notification from State Emergency Operations Center Lead Public Information Officer that the State Emergency Operations Center has been activated, and report to the SEOC. Unless otherwise specified, the physical location of the State Emergency Operations Center is 103 South Main Street, Waterbury.
2. Upon arrival at Vermont State Emergency Operations Center obtain briefing from Lead Public Information Officer or Deputy Public Information Officer.
3. Request work station set up from Operations and Logistics.
 - a. Work space
 - b. Computer and internet access
 - c. Phone
 - d. Any other necessary space or tools
4. Ensure public inquiry line at Vermont 2-1-1 is active.
 - a. Using your phone, call Vermont 2-1-1 and confirm that it is functioning.
 - b. If not active, contact Lead Public Information Officer or Deputy PIO for purposes of activation
5. Maintain contact with Public Inquiry Supervisor at 2-1-1 to update public inquiry.
 - a. If direct contact information for Public Inquiry Supervisor is unknown, call 2-1-1 and request to speak with the Public Inquiry Supervisor.
 - b. Contact Public Inquiry Supervisor on a regular basis with information pertaining to:
 - i. Changes to incident response
 - ii. Further protective actions
 - iii. Opening of shelters
 - iv. Other pertinent information
6. Identify public inquiry trends. Three similar calls to public inquiry constitute a trend.
 - a. Public Inquiry Supervisor will report trends to the Public Inquiry Liaison.
 - b. After receiving notification from Public Inquiry Supervisor of trend, Public Inquiry Liaison will report trend to Lead or Deputy PIO who will confirm or deny trend.
 - c. Public Inquiry Liaison will report back to Public Inquiry Supervisor confirming or denying trend.

State Agency Liaison

1. Receive notification from State Emergency Operations Center Lead Public Information Officer that the State Emergency Operations Center has been activated, and report to the SEOC. Unless otherwise specified, the physical location of the State Emergency Operations Center is 103 South Main Street, Waterbury.
2. Upon arrival at Vermont State Emergency Operations Center obtain briefing from Lead Public Information Officer or Deputy Public Information Officer.
 - a. Status of incident.
 - b. State Support Functions/State Agencies involved in response.
3. Request work station set up from Operations and Logistics.
 - a. Work space
 - b. Computer and internet access
 - c. Phone
 - d. Any other necessary space or tools
4. If affected state agencies have been activated in the State Emergency Operations Center, communicate directly with appropriate State Support Functions to determine need for additional contact with agencies.
5. If affected state agencies have not been activated to the SEOC, determine in consultation with Lead PIO and Incident Commander who the appropriate contact at affected agency is for the purposes of public notification.
6. Contact agency public information representative to update situation and coordinate public notification.
 - a. Press releases may be written by agency or SSF-14.
 - b. All press releases must be reviewed by agency and Lead PIO at SEOC.
 - c. Press Release guidance can be found in State Emergency Operations Plan SSF 14 Annex, tab F Joint Information Center.
7. Maintain contact with affected agencies throughout incident.

Web Writer

1. Receive notification from State Emergency Operations Center Lead Public Information Officer that the State Emergency Operations Center has been activated, and report to the SEOC. Unless otherwise specified, the physical location of the State Emergency Operations Center is 103 South Main Street, Waterbury.
2. Upon arrival at state EOC get briefing from Lead Public Information Officer or Deputy PIO.
3. Sign in to appropriate sites to provide for web posting. If you do not have log in information for these sites, you will not be asked to fill this role.
 - a. VT DEMHS web site (vem.vermont.gov)
 - b. VT DEMHS Facebook (facebook.com/vermontemergencymanagement)
 - c. VT DEMHS Twitter (twitter.com/vemvt)
 - d. Vermont Alert (vtalert.gov)
4. When instructed by Lead or Deputy PIO, post information to web platforms.
 - a. Material should come from press releases and other public notifications.
5. Maintain information on all formats to reflect current incident information and protective actions.
 - a. Add new incident information and protective actions.
 - b. Remove outdated incident information and protective actions.