

NEMA Public Information Subcommittee Report

October 2017 - February 2018

Monthly PIO conference calls

The PIOs participated in information sharing conference calls with topics and guest speakers that included:

- **Real world responses**
 - Harvey, Irma, Maria
 - California wildfires
 - False alarms for ballistic missiles
 - Mass shooting in Las Vegas
 - Massive recovery operations in Puerto Rico
- **IPAWS Update** –Wade Witmar, IPAWS Deputy Director, FEMA Continuity Communications Division, reviewed agencies recent work to leverage IPAWS messaging
- **Emergency Alert Procedures at state and federal levels** – PIOs reviewed differing protocols/guidance from state perspective versus federal perspective. Call resulted in four directives to NEMA leadership:
 - Request FEMA/DHS to “own” messaging for any type of incoming attacks.
 - Ask FEMA to provide clear guidance for who activates EAS for which type of events
 - Request discussion of EAS/NAWAS protocol and clarification at mid-year forum
 - Request discussion with representatives from FCC, WEA/IPAWS at mid-year forum
- **Emergency Preparedness Outreach** – representatives from FEMA Ready campaign and select states will collaborate to create/update a fresh approach for public education. Need tailored messages for regions.

Current PIO Projects

- **Best JIS/JIC Practices for nuclear events** – research, identify and describe best practices for public information operations through the Joint Information System and Center specifically for radiological events. PIOs from 9 states will work with the NEMA Radiological Emergency Preparedness Subcommittee. PIO Chair- Judy Kioski, AZ
- **Develop a fresh preparedness campaign** that captures lessons learned from recent disasters to update the decade old Ready campaign. PIO Chair – Keli Cain, OK
- **Accessibility Guide for Public Information Officers** – This guide serves as a roadmap to make sure that federal/state agencies are making their electronic and information technology accessible to people with disabilities. (Requirement per section 508 of the Rehabilitation Act of 1973, as amended in 1998.)

Completed PIO Projects

- **NEMA PIO handbook** – completed and distributed in October 2017.
- **Civil Unrest Public Information Response Guide** – completed fall 2017
This resource provides guidance on consistent, credible, coordinated information to unique audiences in a civil unrest event, including digital media guidance that addresses social media monitoring, reactive re-posting and proactive re-messaging and job aids. **Argonne Labs include the NEMA Civil Unrest Public Information Response Guide in their latest PIO handbook published in early 2018.**

FEMA PIO workshop - June 12-14, 2018

The NEMA PIO workshop scheduled for late September 2017 was canceled due to the number of ongoing disasters that impacted so many of the states (Harvey, Irma, Jose, Maria and California

wildfires). The PIOs will meet in Atlanta at the Region IV office. Planning is underway, but *potential* topics include:

- sharing public information with hard-to-reach populations (overcoming cultural / language challenges) before, during and after disasters;
- resources available through FEMA and DoD to support public information;
- making social media accessibility friendly, disaster messaging in non-Stafford Act disasters;
- messaging / PIO operations related to radiation events
- juggling multi-events
- EMAC – best practices and lessons learned