

ANNEX I

PUBLIC INFORMATION

ANNEX I - PUBLIC INFORMATION

PROMULGATION STATEMENT

Annex I: Public Information, and contents within, is a guide to how the University maintains public information during an incident. The Annex is written in support of the Texas A&M University (TAMU) Emergency Operations Plan (EOP) and shall be considered an interactive support document to the EOP.

APPROVAL AND IMPLEMENTATION

The University's Assistant Vice President for Safety and Security shall be responsible for annex oversight and coordination with applicable stakeholders. The annex is flexible in that part of the plan, or the entire plan, may be activated based on the specific emergency and decision by University executive management.

This Annex and its supporting contents, are hereby approved, supersedes all previous editions, and effective immediately upon the signing of all signature authorities noted below.

Approved: Signature on File Date: 10/18/2016

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Texas A&M University

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This annex outlines additional operational concepts and procedures specific to Texas A&M University as otherwise not stated in Annex I: Public Information of the Brazos County Interjurisdictional Emergency Management Plan.

SECTION I: GENERAL

In the event that a crisis occurs on University property, Marketing and Communications will be notified as soon as possible according to Annex A: Warning. In his/her role as chief spokesperson for the University, the Marketing & Communications representative will ultimately be responsible for the communications efforts (post initial notification and warning) relative to the crisis. However, they will work closely with emergency management and response officials to ensure that information being released to the campus community and media is accurate and timely. The University Police Department (UPD) has also identified a departmental Public Information Officer (PIO) to assist with public information dissemination and media relations during an emergency. The UPD PIO will work closely with Marketing and Communications during any incident.

Dependent on the size and scope of the emergency, there may be other emergency response agencies with Public Information Officers who may be involved to represent their agency and to assist with the media response. Incidents involving multiple agencies will call for the implementation of a Joint Information Center.

Marketing & Communications and the UPD PIO are both members of the Emergency PIO Group. This group is comprised of public information officers from emergency response and emergency management departments from the following jurisdictions: Brazos County, the City of Bryan, the City of College Station, and Texas A&M University. During times of emergency, members of the Emergency PIO Group may be called upon to assist with public information responsibilities. Upon activation of the Joint Information Center (JIC) located at the Community Emergency Operations Center (CEOC), members of the Emergency PIO Group will work in shifts to provide emergency public information based on the National Response Team Joint Information Center Model.

SECTION II: CONCEPT OF OPERATIONS

For a detailed plan of how Marketing and Communications will address emergency assessment, strategy development, media relations and media monitoring, as well as web updates, press conferences, etc., see the Emergency Communications Plan as developed and maintained by Marketing and Communications.

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For a detailed plan on how public information officers (PIO) will be integrated into the CEOC and the JIC, see the CEOC Standard Operating Guidelines.

SECTION III: ORGANIZATION AND ASSIGNMENT OF RESPONSIBILITIES

Marketing and Communications

- During an incident where an ICP (Incident Command Post) is not established, will follow all protocols as identified in the Emergency Communications Plan.
- During an incident where an ICP is established, will send a representative to the ICP to coordinate the field PIO functions which may include, coordinating media interviews with on-scene personnel, and providing accurate information to the Marketing and Communications staff at their main office.
- During an incident where an ICP is established and the CEOC is activated, will send a representative to the ICP to serve as a field PIO, as well as to the CEOC to serve as a liaison between the field PIO and the CEOC command staff.
- During an incident where an ICP is established and the JIC has been activated at the CEOC, Marketing & Communications will send a representative to the ICP to serve as a field PIO. They will also send a representative to be the Lead PIO and manage the JIC with the help of the Emergency PIO Group. The Marketing & Communications representative in the JIC may choose to defer the Lead PIO position to a member of the Emergency PIO Group with more experience.

University Police Department Public Information Officer

- During an incident where an ICP is not established, will assist Marketing and Communications with media inquiries, as appropriate.
- During an incident where an ICP is established, will report to the ICP upon notification to assist the Marketing and Communications representative, as necessary. If a Marketing and Communications representative is not present, the UPD PIO should assume the lead field PIO position (if necessary) until a Marketing and Communications representative arrives.
- During an incident where an ICP is established and the CEOC is activated, will report to the ICP upon notification to assist the Marketing & Communications representative as appropriate. If a Marketing and Communications representative is not present, the UPD PIO will assume the lead field PIO position until a Marketing and Communications representative arrives.

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- During an incident where an ICP is established and the JIC has been activated at the CEOC, the UPD PIO may be assigned to the ICP, the JIC or elsewhere, depending on the public information needs of the incident and assignments made by the Lead PIO managing the JIC.

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RECORD OF CHANGE

CHANGE NUMBER	DATE OF CHANGE	DESCRIPTION OF CHANGE	CHANGE MADE BY:
Throughout	11/11/2013	Minor Grammatical Changes	SASE
I-3	11/11/2013	Added paragraph about other agency PIOs	SASE
I-4	11/11/2013	Expanded on the Lead PIO description under Marketing & Communications responsibilities	SASE
I-5	11/11/2013	Added flexibility to where the UPD PIO may be during emergencies when the JIC and ICP are established	SASE
I-5	11/11/2013	Removed the Emergency PIO Group section from Roles & Responsibilities	SASE
Throughout	October 2016	Updates to reflect title changes and commonly used terminology.	SASE

Note: SASE stands for the Office of Safety & Security