

ESF 15 - External Communication

Coordinating Agency:

Marion County Clerk

Primary Agency:

Marion County Clerk

Support Agencies:

Adjutant General's Office, Kansas Division of Emergency Management (KDEM)

Adjutant General's Office, Office of Public Affairs

Federal Emergency Management Agency

FOX TV

Hillsboro Free Press

Hillsboro Star-Journal

KAKE-TV 10

KEYN - Radio

KFDI-Radio

KSN-TV 3

KWCH-TV 12

KZSN - Radio

Marion County Record

McPherson Sentinel

Peabody Gazette

The Kansan

Wichita Eagle

I. Purpose and Scope

A. Purpose

1. The purpose of ESF 15 is to disseminate information on emergencies to the public through the news media in Marion County.

B. Scope

1. This ESF coordinates actions to provide the required external affairs support to county and incident management elements. This Annex details the establishment of support positions to coordinate communications to various audiences. This ESF applies to county departments and agencies that may require public affairs support or whose public affairs assets may be employed during an emergency. This scope describes:
 - a. Quickly relay critical and potentially lifesaving information to those at risk
 - b. Provide timely, consistent information on the status of emergency operations
 - c. Coordinate the release of public information from all responding agencies

- d. Assure the public that government is responding effectively to the emergency
- e. Make credible and consistent information available to answer citizen inquiries
- f. Provide ongoing and useful information regarding recovery activities
- g. Ensure a system is in place to provide information and guidance to County, City and if appropriate, State and Federal, elected and appointed officials

II. Concept of Operations

A. General

1. ESF 15 is organized consistent with the State of Kansas EOC and the requirements of the National Response Framework, the National Incident Management System, and the Incident Command System to provide incident assessment, planning, procurement, deployment, coordination and support operations to the County Emergency Response Team, Area Operations and Regional Incident Management Teams (IMTs) to assure a timely and appropriate response to an emergency or situation.
2. Procedures protocols and plans for disaster response activities are developed to govern staff operations at the Marion County EOC and in the field. These are in the form of Emergency Operations Plans (i.e. Base Plan) and corresponding Appendices, Incident Annexes, Support Annexes and Standard Operating Guidelines, which describe ESF 15 capabilities
3. In a large event requiring local or state mutual aid assistance, ESF 15 will coordinate with support agency counterparts to seek, procure, plan, coordinate and direct the use of required assets.
4. The Marion County Clerk will act as the lead agency for ESF 15. Depending on the severity of the situation, other local public information officers and County staff will assist with media advisories and releases. Lead or support agency public information staff will operate from the Marion County EOC on a 24-hour schedule to help maintain the flow of public information.
5. Depending on the severity of the disaster, the Marion County Emergency Management may activate a 24-hour citizen information center to handle citizens' inquiries.
6. In a catastrophic disaster, ESF 7 (Resource Support), ESF 14 (Long Term Recovery) and ESF 15 will work together to release information regarding volunteer goods and services that need to be sent to the disaster area, and where volunteers and donors may go to deliver such goods or services. All ESFs will routinely provide information to ESF 15 to keep Marion County officials and citizens aware of current events. Information regarding shelter capacity and availability will be updated and shared via normal communication methods such as local media, websites and social media in conjunction with the American Red Cross.
7. Joint Information System (JIS)
 - a. The Joint Information System (JIS) describes all public information activities being conducted regarding the event, including those outside the EOC and the

JIC (i.e., public information functions being carried out at the scene and from departmental offices or other remote offices and locations).

- b. The ESF 15 Coordinator will work to establish communications with all Joint Information System (JIS) components to facilitate the exchange of information. The use of an organized JIS will help to ensure interagency communication and the release of consistent information.
 - c. As part of the JIS, the on scene agency PIO will address media representatives at the incident site and keep the EOC and the JIC informed of these briefings. Contact with JIS components will be maintained primarily by telephone and radio.
8. Joint Information Center (JIC)
- a. The Joint Information Center (JIC) is a physical location where PIOs from organizations with primary disaster involvement come together to coordinate and disseminate information. (KPS480/2020)
 - b. The purpose of JIC is to :
 - Gather and coordinate information and serve as the “hub” for the release of timely, accurate, consistent and useful disaster related information
 - Allow all involved organizations to speak from “one sheet of paper” providing consistent messages to the public
 - Enable the EOC Team to concentrate on emergency decision-making and refer all media and public inquires to the JIC
 - Ensure the ability exists to answer direct inquiries from the public
 - Monitor media coverage to verify the accuracy of information being disseminated
 - Be proactive in responding to the disaster related information needs of all audiences
 - Develop and implement a comprehensive public information strategy to gain and maintain public trust and confidence
 - c. In most cases, the JIC will be located in close proximity to the County EOC. However, it may be located anywhere to support emergency activities. Wherever it is located, it is imperative that the JIC maintain contact with decision makers and/or the EOC via telephone, radio, the Internet, facsimile and/or face-to-face communications.
 - d. Once a JIC is activated, all emergency public information activities, including media inquiries, should be coordinated through the JIC. The JIC will become the central coordination point for all emergency public information and external communications activities. To the extent possible, the JIC will be staffed with

Public Information Officers (PIOs) from all agencies and organizations involved in the event.

- e. The PIO will coordinate with city and county officials to establish a Joint Information Center in accordance with National Incident Management System principles and work with media at the scene. The PIO will coordinate information sharing among internal and external partners. The PIO will conduct media briefings and coordinate with the Incident Commander or EOC on time of media briefs and content.
- f. The PIO will have all public messages or media releases reviewed and approved by the Incident Commander, EOC manager and/or the ESF it is releasing information for. The process will involve checking for accuracy, conciseness and ease of understanding. (KPS482/2020)
- g. Public information will be released through official sources and will have the originating source of the information listed on the document. All releases will be verified and approved by either the Incident Commander or EOC Director.
- h. Rumor control is accomplished by dispelling as quickly as possible the false information during media briefings and on official agency social media sites. Marion County PIO along with other community PIO's and Medical Facility PIO's work together to monitoring news media and social media outlets looking for information and misinformation on Marion Counties emergencies. When misinformation is identified the JIC will issue a correction to all of the media outlets to include social media. (KPS483/2020)
- i. The PIO will have regularly scheduled media briefings and allow the media escorted access to the scene when safe. The media may be invited into the Joint Information Center. Every effort will be made to coordinate information sharing between the media and the PIO/JIC.
- j. The JIC is designed to be flexible to accommodate the unique requirements of any emergency or disaster situation and its structure and staffing will be customized for each response. For example, a major event would require JIC activation and full staffing, while a smaller event might only require one or two people performing all of the necessary tasks.
- k. Regardless of the incident, the function of the JIC remains essentially the same, while the number of departments and agencies involved as well as the location and the quantity of information to be disseminated will vary greatly. At a minimum, the following functions must be performed regardless of these variables:
 - Establish and maintain contact with local radio, television and print media
 - Develop and disseminate written information such as news releases, fact sheets and other reports as needed
 - Schedule news conferences or interviews with department heads and other officials; brief them if appropriate

- Provide interview opportunities that meet the unique needs of each medium (television, radio, print)
 - Establish and maintain a communications link or a Joint Information System (JIS) with field PIOs and all remote sites performing public information activities
 - Monitor the information being released by the media to ensure appropriate information is being released and take steps to correct any inaccurate information
 - Exchange information with elected officials, voluntary organizations, industry representatives, State and Federal PIOs and all other involved agencies as the situation dictates
 - Provide ongoing information to and coordination with County, City, State and Federal elected officials
- I. PIOs working in the JIC retain the autonomy to represent the public information needs of their respective agencies, while working closely with the EOC Team and/or JIC to ensure consistent information is being disseminated in a timely manner by all departments.

9. Dissemination Process

1. The county will provide information to those with access or functional needs (to include but not limited to, sensory, intellectual, or cognitive disabilities) to the maximum extent possible. The county may contact the State ADA Coordinator if needed to assist in informing the access or functional needs population. There are multiple warning systems within Marion County. Warnings may be either audible or visual, depending on the medium. The different systems have the ability to accommodate those with visual and hearing impairments, as well as, the County's non-English speaking population. The following warning systems and methods are available within Marion County.(KPS485)
 - Outdoor Warning Sirens
 - "Nixle Mass Notification System
 - The Emergency Alerting System (EAS) provides audio alerting via radio and television stations. Some emergency planning and disaster information brochures are available in Braille.
 - WEA Text Alerts to compatible cellular devices
 - NOAA All Hazards Radio
 - Public Address equipment installed in emergency vehicles
 - Many televisions have the capability to provide closed-captioning in Spanish.

- All schools, Hospitals & Nursing Homes in Marion County have NOAA all-hazards radios and also monitor broadcast media.
 - All hospitals and nursing homes in Marion County have the ability to monitor broadcast media. Both hospitals have public safety radios (800MHz) with receive capabilities and limited transmit capabilities.(KPS485/2020)
2. The county will utilize facility staff to inform those individuals in congregate care facilities such as childcare centers, group homes, assisted living centers and nursing homes. These facilities are required to maintain emergency operations plans that cover their facilities and populations that will inform their population on the status of the disaster and recovery efforts.
1. Many methods are used to disseminate information to the public during an emergency or disaster. Warning systems, in general, are described in Annex ESF 2 Communications. Considerations for special populations are outlined below.
1. General Public: Radio, television, print media, fliers, posters, brochures, message boards, information brochures are all established methods for providing information to the public. Use of a particular medium(s) will be situation dependent, based upon the urgency of the information and the intended audience. Announcement are made over the Cable-TV system over-ride and the print and electronic media are provided news conferences. Indirect entry into the Emergency Alert System (EAS) is available by having one of the local radio stations enter our messages.
2. Special Populations
- Non-English Speaking: The ENS announcements can made in both English and Spanish. Interpreters can be present when announcements are made to the media in order to address the needs of the non-English speaking residents of this jurisdiction.
 - Hearing Impaired: The only form of communication available is TTY telephone service from the EOC and the County Administrative Offices.
 - Schools and Nursing Homes: The administrative offices have NOAA Weather Alert radios. The Emergency Alerting System (EAS) provides trailers on TV screens provide weather watch and warning messages and other emergency information
 - Visually impaired The Emergency Alerting System (EAS) provides audio alerting via radio and television stations. Some emergency planning and disaster information brochures are available in Braille

- Non-English speaking: Many televisions have the capability to provide closed-captioning in Spanish

10. Specialized Information Protocols

0. Restricted Areas & Reentry: Information on restricted areas, as well as the process for reentry into an area after it has been declared safe, will be obtained from the EOC and Incident Commander and disseminated immediately to the media and the public.
1. Emergency Assistance: Information on any federal, state or local disaster assistance that might be available will be obtained from the agency offering the assistance. In some cases this information may give directly to the media and the public. In others cases, a telephone number will be provided for obtaining additional information.
2. Casualties: Information on the number of fatalities, injured and missing will be obtained from the EOC and Incident Commander and disseminated immediately to the media and the public. The identity of victims will be released only after confirmation of proper next-of-kin notification. Information on the number of fatalities, injured and missing individuals will be routinely released through the PIO. Names or identifying information will generally not be released until one hour after notification to next-of-kin.
3. The County PIO will collect and maintain a file of fact sheets, instructions & procedures, and other readily available pre-scripted information on a wide range of topics to support the rapid dissemination of public information. This pre-scripted information will usually be generic in nature and non-specific to the event, but may still prove valuable to both the media and the public in the early stages of an emergency or disaster. Examples of such pre-scripted information include:
 - Chemical Fact Sheets -- for known chemical hazards
 - Public Health Guidance -- for disease prevention after flooding
 - Red Cross Press Releases

B. Direction and Control

1. The ESF 15 Coordinating Agency is Marion County Clerk which is appointed by the Marion County Emergency Management, in coordination with local planning partners. The staff serving as ESF 15 Coordinator is appointed by and located in the Marion County Clerk. When ESF 15 support is necessary, the ESF 15 Coordinator coordinates all aspects of ESF 15.
2. ESF 15 complies with the National Response Framework, and the National Incident Management System (NIMS). The NIMS guides the direction and control system adopted by the Marion County Emergency Management, which functions as the official disaster prevention, protection, response, preparedness, recovery, and mitigation organization within Marion County.

3. The ESF 15 system operates at two levels: 1) Marion County EOC; 2) field locations.
4. The Marion County Emergency Management serves as the focal point for ESF 15 activities. It is responsible for ensuring that all appropriate program departments, support agencies, other ESF and other private voluntary agencies have knowledge about the system and ESF 15 expectations, as well as coordinate and cooperate efficiently during an event.

C. Organization

1. County

- a. During an activation of the Marion County EOC, primary and support agency staff is integrated with the Marion County Clerk staff to provide support.
- b. The Public Information function will be a part of the Command Staff. The Public Information Officer is responsible for interfacing with the public and media and/or agencies with incident-related information requirements.
- c. During a disaster, the Marion County EOC will act as the central coordinating facility for receiving and disseminating public information. Information flow to the Marion County EOC will occur directly from news media reports and citizen public information phone calls. Information will flow from the Marion County EOC in the form of media briefings, news releases and situation reports. Information will also flow from ESF 15 to the State of Kansas EOC.
- d. The Marion County Clerk will develop and maintain ESF 15 and accompanying Appendices, Annexes and Standard Operating Guidelines that govern response actions related to emergencies. Primary and support agencies should develop and maintain their own similar documents for internal use, which must be compatible with and in support of the overall Emergency Operations Plan. All such documents will be in compliance with the National Response Framework, The National Incident Management System, the Incident Command System, and the Marion County MNEOP.

2. State of Kansas

- a. During an activation of the State of Kansas EOC, the Adjutant General's Department, Office of Public Affairs is designated as the state lead for Public Information and will provide a liaison to facilitate requests for State PIO resources to local Emergency Operations Centers.
- b. During an emergency or disaster event, the primary and support agencies of ESF 15 at the State of Kansas EOC will report to the SEOC Manager.
- c. The Adjutant General's Department, Office of Public Affairs develops and maintains ESF 15 and accompanying Appendices, Annexes and Standard Operating Guidelines that govern response actions related to emergencies. Primary and support agencies should develop and maintain their own similar documents for internal use, which must be compatible with and in support of the overall Kansas Response Plan. All such documents will be in compliance with

the National Response Framework, the National Incident Management System, the Incident Command System and the Kansas Response Plan.

- d. The primary and supporting agencies working for the State ESF 15 will report directly to the State of Kansas EOC.

D. Alerts and Notifications

1. The Marion County Clerk and/or Marion County Emergency Management will notify the County Warning Point (Marion County Public Safety Warning Point (PSAP)) when information comes to their attention indicating that an emergency or disaster situation is developing.
2. The County Warning Point (Marion County Public Safety Warning Point (PSAP)), will notify the “on call” Emergency Duty Officer and/or Emergency Coordinating Officer (ECO) for ESF 15 when Marion County has been threatened or impacted by an emergency or disaster event as provided in the County Warning Point procedure.
3. ESF 15 will be activated or placed on standby upon notification by the Marion County EOC. The representatives or designees of the coordinating agency will manage the emergency activities of ESF 15. If additional support is required, the ESF 15 coordinating and primary agencies may jointly manage ESF 15 activities.
4. Upon instructions to activate or placement of ESF 15 on standby, Marion County Clerk will implement procedures to notify all ESF 15 planning team members and, if necessary, mobilize all personnel, facilities, and physical resources likely to be needed, based on the emergency circumstance.

E. Actions

1. Actions carried out by ESF 15 are grouped into phases of emergency management: Preparedness, Response, Recovery and Mitigation. Each phase requires specific skills and knowledge to accomplish and requires significant cooperation and collaboration between all supporting agencies and the intended recipients of service.

Overall Actions Assigned to All Members	
<i>Preparedness (Pre-Event) Actions for ESF 15 - External Communication</i>	
1	Credential and badge department employees prior to an incident

Overall Actions Assigned to All Members	
<i>Response (During Event) Actions for ESF 15 - External Communication</i>	
1	Alert and activate off-duty and auxiliary personnel as required by the emergency.
2	Activate mutual aid agreements as required.

Overall Actions Assigned to All Members	
<i>Recovery (Post Event) Actions for ESF 15 - External Communication</i>	
1	Return borrowed resources and those obtained through agreement, lease, or rental when those resources are no longer required.

2	Provide continued situation reports to support recovery and damage assessment process.
3	Collect documentation for possible financial reimbursement process for recovery activities. Provide updates to eligible applicants on any disaster recovery programs.

Overall Actions Assigned to All Members	
<i>Mitigation Actions for ESF 15 - External Communication</i>	
1	Participate in the hazard identification process and identify and correct vulnerabilities

III. Responsibilities

A. The following list identifies the responsibilities designated to each agency/organization for this ESF. The Coordinating and Primary Agency and their responsibilities are listed first. The Supporting Agencies follow in alphabetical order.

Coordinating: Marion County Clerk	
<i>Preparedness (Pre-Event) Actions for ESF 15 - External Communication</i>	
1	Maintain a central personnel roster, contact, and resource lists to support ESF-15 tasks.
2	Identify who is responsible for initial notification of ESF-15 personnel.
3	Identify responsibilities for liaison roles with state and adjacent county PIOs.
4	Develop mutual aid and other support agreements with surrounding jurisdictions and the private sector.
5	Identify all viable methods to reach the public including but not limited to radio, television, print media flyers, posters, brochures, informational booths and the Internet.
6	Develop pre-scripted media releases and public advisories.
7	Ensure adequate space and equipment is available for the operation of a JIC.
8	Pre-identify media outlets, establish contact lists, and provide training on emergency public information procedures.
9	Provide continuous and accessible public information about disasters and recovery activity.
10	Establish process to verify information is accurate and valid before public release.
11	Identify public information needs required for facilities that serve vulnerable needs populations.
12	Identify public information needs required for individuals with vulnerable needs.
13	Identify personnel or process used to provide public information to individuals with limited English language ability.
14	Establish contact with private resources that could provide support during an emergency.
<i>Response (During Event) Actions for ESF 15 - External Communication</i>	
1	Designate personnel to coordinate ESF-15 activities in EOC and JIC.
2	Manage the collection, processing, and dissemination of information between ESF-15 and EOC or incident command.
3	Participate in EOC briefings, incident action plans, situation reports and meetings to support ESF15.
4	Inform the public of health and/or safety concerns, status of emergency situation, and ways to reduce or eliminate the associated dangers.
5	In coordination with the EOC team, release emergency information.
6	Implement a proactive public information strategy to meet media needs.
7	Activate and staff management functions of the JIC.

8	Resolve any conflicting information and dispel rumors.
Recovery (Post Event) Actions for ESF 15 - External Communication	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in after action meetings and prepare after action reports as requested.
3	Continue all emergency public information activities based on the circumstances and the organizations involved in the recovery efforts.
4	Distribute information on what to do when returning to your damaged home.
5	Distribute information on how and where to apply for different types of disaster assistance.
6	Participate in briefings, incident action plans, situation reports and briefings.
7	Release information concerning the need for volunteer goods and services.
8	Provide information regarding available disaster recovery programs and resources to the media and the public.
9	Maintain records of all news releases to support documentation after the disaster.
10	Compile a written record of events, including any printed materials, news releases, tapes and clippings.
11	Assess effectiveness of information and education programs.
12	Review plans and procedures with key personnel and make revisions and changes.
Mitigation Actions for ESF 15 - External Communication	
1	Provide information and increase awareness about safe rooms and other shelter methods.
2	Promote preparedness information that will lessen the impact of disasters, such as having a disaster preparedness kit and family disaster plan.
3	Establish contacts and develop working relationships with the media.
4	Provide ESF-15 representative for update of mitigation plan.

Primary: Marion County Clerk	
Preparedness (Pre-Event) Actions for ESF 15 - External Communication	
1	Maintain a central personnel roster, contact, and resource lists to support ESF-15 tasks.
2	Identify who is responsible for initial notification of ESF-15 personnel.
3	Identify responsibilities for liaison roles with state and adjacent county PIOs.
4	Develop mutual aid and other support agreements with surrounding jurisdictions and the private sector.
5	Identify all viable methods to reach the public including but not limited to radio, television, print media flyers, posters, brochures, informational booths and the Internet.
6	Develop pre-scripted media releases and public advisories.
7	Ensure adequate space and equipment is available for the operation of a JIC.
8	Pre-identify media outlets, establish contact lists, and provide training on emergency public information procedures.
9	Provide continuous and accessible public information about disasters and recovery activity.
10	Establish process to verify information is accurate and valid before public release.
11	Identify public information needs required for facilities that serve vulnerable needs populations.
12	Identify public information needs required for individuals with vulnerable needs.
13	Identify personnel or process used to provide public information to individuals with limited English language ability.

14	Establish contact with private resources that could provide support during an emergency.
Response (During Event) Actions for ESF 15 - External Communication	
1	Designate personnel to coordinate ESF-15 activities in EOC and JIC.
2	Manage the collection, processing, and dissemination of information between ESF-15 and EOC or incident command.
3	Participate in EOC briefings, incident action plans, situation reports and meetings to support ESF15.
4	Inform the public of health and/or safety concerns, status of emergency situation, and ways to reduce or eliminate the associated dangers.
5	In coordination with the EOC team, release emergency information.
6	Implement a proactive public information strategy to meet media needs.
7	Activate and staff management functions of the JIC.
8	Resolve any conflicting information and dispel rumors.
Recovery (Post Event) Actions for ESF 15 - External Communication	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in after action meetings and prepare after action reports as requested.
3	Continue all emergency public information activities based on the circumstances and the organizations involved in the recovery efforts.
4	Distribute information on what to do when returning to your damaged home.
5	Distribute information on how and where to apply for different types of disaster assistance.
6	Participate in briefings, incident action plans, situation reports and briefings.
7	Release information concerning the need for volunteer goods and services.
8	Provide information regarding available disaster recovery programs and resources to the media and the public.
9	Maintain records of all news releases to support documentation after the disaster.
10	Compile a written record of events, including any printed materials, news releases, tapes and clippings.
11	Assess effectiveness of information and education programs.
12	Review plans and procedures with key personnel and make revisions and changes.
Mitigation Actions for ESF 15 - External Communication	
1	Provide information and increase awareness about safe rooms and other shelter methods.
2	Promote preparedness information that will lessen the impact of disasters, such as having a disaster preparedness kit and family disaster plan.
3	Establish contacts and develop working relationships with the media.
4	Provide ESF-15 representative for update of mitigation plan.

Supporting: FOX TV	
Response (During Event) Actions for ESF 15 - External Communication	
1	Resolve any conflicting information and dispel rumors.
Recovery (Post Event) Actions for ESF 15 - External Communication	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Supporting: Hillsboro Free Press	
<i>Preparedness (Pre-Event) Actions for ESF 15 - External Communication</i>	
1	Maintain a central personnel roster, contact, and resource lists to support ESF-15 tasks.
2	Identify personnel or process used to provide public information to individuals with limited English language ability.
<i>Response (During Event) Actions for ESF 15 - External Communication</i>	
1	Resolve any conflicting information and dispel rumors.
<i>Recovery (Post Event) Actions for ESF 15 - External Communication</i>	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Supporting: Hillsboro Star-Journal	
<i>Preparedness (Pre-Event) Actions for ESF 15 - External Communication</i>	
1	Maintain a central personnel roster, contact, and resource lists to support ESF-15 tasks.
2	Identify personnel or process used to provide public information to individuals with limited English language ability.
<i>Response (During Event) Actions for ESF 15 - External Communication</i>	
1	Resolve any conflicting information and dispel rumors.
<i>Recovery (Post Event) Actions for ESF 15 - External Communication</i>	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Supporting: KAKE-TV 10	
<i>Preparedness (Pre-Event) Actions for ESF 15 - External Communication</i>	
1	Maintain a central personnel roster, contact, and resource lists to support ESF-15 tasks.
2	Identify personnel or process used to provide public information to individuals with limited English language ability.
<i>Response (During Event) Actions for ESF 15 - External Communication</i>	
1	Resolve any conflicting information and dispel rumors.
<i>Recovery (Post Event) Actions for ESF 15 - External Communication</i>	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Supporting: KEYN - Radio	
<i>Preparedness (Pre-Event) Actions for ESF 15 - External Communication</i>	
1	Maintain a central personnel roster, contact, and resource lists to support ESF-15 tasks.

2	Identify personnel or process used to provide public information to individuals with limited English language ability.
Response (During Event) Actions for ESF 15 - External Communication	
1	Resolve any conflicting information and dispel rumors.
Recovery (Post Event) Actions for ESF 15 - External Communication	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Supporting: KFDI-Radio	
Preparedness (Pre-Event) Actions for ESF 15 - External Communication	
1	Maintain a central personnel roster, contact, and resource lists to support ESF-15 tasks.
2	Identify personnel or process used to provide public information to individuals with limited English language ability.
Response (During Event) Actions for ESF 15 - External Communication	
1	Resolve any conflicting information and dispel rumors.
Recovery (Post Event) Actions for ESF 15 - External Communication	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Supporting: KSN-TV 3	
Preparedness (Pre-Event) Actions for ESF 15 - External Communication	
1	Maintain a central personnel roster, contact, and resource lists to support ESF-15 tasks.
2	Identify personnel or process used to provide public information to individuals with limited English language ability.
Response (During Event) Actions for ESF 15 - External Communication	
1	Resolve any conflicting information and dispel rumors.
Recovery (Post Event) Actions for ESF 15 - External Communication	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Supporting: KWCH-TV 12	
Preparedness (Pre-Event) Actions for ESF 15 - External Communication	
1	Maintain a central personnel roster, contact, and resource lists to support ESF-15 tasks.
2	Identify personnel or process used to provide public information to individuals with limited English language ability.
Response (During Event) Actions for ESF 15 - External Communication	
1	Resolve any conflicting information and dispel rumors.
Recovery (Post Event) Actions for ESF 15 - External Communication	

1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Supporting: KZSN - Radio	
<i>Preparedness (Pre-Event) Actions for ESF 15 - External Communication</i>	
1	Maintain a central personnel roster, contact, and resource lists to support ESF-15 tasks.
2	Identify personnel or process used to provide public information to individuals with limited English language ability.
<i>Response (During Event) Actions for ESF 15 - External Communication</i>	
1	Resolve any conflicting information and dispel rumors.
<i>Recovery (Post Event) Actions for ESF 15 - External Communication</i>	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Supporting: Marion County Record	
<i>Preparedness (Pre-Event) Actions for ESF 15 - External Communication</i>	
1	Maintain a central personnel roster, contact, and resource lists to support ESF-15 tasks.
2	Identify personnel or process used to provide public information to individuals with limited English language ability.
<i>Response (During Event) Actions for ESF 15 - External Communication</i>	
1	Resolve any conflicting information and dispel rumors.
<i>Recovery (Post Event) Actions for ESF 15 - External Communication</i>	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Supporting: McPherson Sentinel	
<i>Preparedness (Pre-Event) Actions for ESF 15 - External Communication</i>	
1	Identify personnel or process used to provide public information to individuals with limited English language ability.
<i>Response (During Event) Actions for ESF 15 - External Communication</i>	
1	Resolve any conflicting information and dispel rumors.
<i>Recovery (Post Event) Actions for ESF 15 - External Communication</i>	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Supporting: Peabody Gazette	
Preparedness (Pre-Event) Actions for ESF 15 - External Communication	
1	Identify personnel or process used to provide public information to individuals with limited English language ability.
Response (During Event) Actions for ESF 15 - External Communication	
1	Resolve any conflicting information and dispel rumors.
Recovery (Post Event) Actions for ESF 15 - External Communication	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Supporting: The Kansan	
Preparedness (Pre-Event) Actions for ESF 15 - External Communication	
1	Maintain a central personnel roster, contact, and resource lists to support ESF-15 tasks.
2	Identify personnel or process used to provide public information to individuals with limited English language ability.
Response (During Event) Actions for ESF 15 - External Communication	
1	Resolve any conflicting information and dispel rumors.
Recovery (Post Event) Actions for ESF 15 - External Communication	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Supporting: Wichita Eagle	
Preparedness (Pre-Event) Actions for ESF 15 - External Communication	
1	Maintain a central personnel roster, contact, and resource lists to support ESF-15 tasks.
2	Identify personnel or process used to provide public information to individuals with limited English language ability.
Response (During Event) Actions for ESF 15 - External Communication	
1	Resolve any conflicting information and dispel rumors.
Recovery (Post Event) Actions for ESF 15 - External Communication	
1	Evaluate response and recommend changes to ESF-15 Annex to correct shortfalls and improve future response activities.
2	Participate in briefings, incident action plans, situation reports and briefings.
3	Compile a written record of events, including any printed materials, news releases, tapes and clippings.

Marion County Emergency Management	
Preparedness (Pre-Event) Actions for ESF 15 - External Communication	
1	Develop standard operating guides and checklists to support ESF-15 activities.
2	Develop and maintain ESF-15 Annex.
3	Identify all viable methods to reach the public including but not limited to radio, television, print media flyers, posters, brochures, informational booths and the Internet.

4	Develop pre-scripted media releases and public advisories.
5	Pre-identify media outlets, establish contact lists, and provide training on emergency public information procedures.
Response (During Event) Actions for ESF 15 - External Communication	
1	Resolve any conflicting information and dispel rumors.

Marion County Long Term Recovery Committee	
Recovery (Post Event) Actions for ESF 15 - External Communication	
1	Distribute information on how and where to apply for different types of disaster assistance.

Unmet Needs Team	
Recovery (Post Event) Actions for ESF 15 - External Communication	
1	Distribute information on how and where to apply for different types of disaster assistance.

IV. Financial Management

A. ESF 15 is responsible for coordinating with Marion County Clerk to manage ESF 15 expenses relevant to an event.

B. During a response, each agency/department funds disaster operations from their current operating budget and are responsible for recording and tracking agency expenditures. If a federally declared disaster exists, each agency is responsible for seeking reimbursement in accordance to the formula has established by the Federal Emergency Management Agency via the FEMA/State Agreement.

C. Expenditures by support entities will be documented by those entities and submitted directly to the Marion County Clerk or a designated Finance Service officer as soon as possible.

V. References and Authorities

Authorities

- (Federal) - 44 CFR 350 - 44 CFR 350 of the Code of Federal Regulations.
- (Federal) - 44 CFR Part 10 - 44 CFR Part 10 - Environmental Considerations.
- (Federal) - 44 CFR Part 13 - 44 CFR Part 13 (The Common Rule) - Uniform Administrative Requirements for Grants and Cooperative Agreements.
- (Federal) - 44 CFR Part 14 - 44 CFR Part 14 - Audits of State and Local Governments.
- (Federal) - 44 CFR Part 206 - 44 CFR Part 206 - Federal Disaster Assistance for Disasters Declared after November 23, 1988.
- (Federal) - 44 CFR Parts 59-76 - 44 CFR Parts 59-76 - National Flood Insurance Program and related programs.

- (Federal) - 50 CFR, Title 10 - 50 CFR - Title 10 of the Code of Federal Regulations.
- (Federal) - National Flood Insurance Act of 1968, 42 U.S.C. 4101 - As amended by the National Flood Insurance Reform Act of 1994 (Title V of Public Law 103-325).
- (Federal) - Public Law 101-549 - Public Law 101-549, Clean Air Act Amendments of 1990, which provide for reductions in hazardous air pollutants and risk management planning requirements.
- (Federal) - Public Law 101-615 - Public Law 101-615, Hazardous Materials Transportation Uniform Safety Act (HMTUSA), which provides funding to improve capability to respond to hazardous materials incidents.
- (Federal) - Public Law 106-390, Disaster Mitigation Act 2000 - Public Law 106-390, Disaster Mitigation Act of 2000, to amend the Robert T. Stafford Disaster Relief and Emergency Assistance Act to authorize a program for pre-disaster mitigation, to streamline the administration of disaster relief, to control the Federal costs of disaster assistance, and for other purposes.
- (Federal) - Public Law 107-296, 116 Stat. 2135 (2002) - Public Law 107-296, 116 Stat. 2135 (2002) (codified predominantly at 6 U.S.C. 101-557 and other sections of the U.S.C.), ESTABLISHED THE Department of Homeland Security with the mandate and legal authority to protect the American people from the continuing threat of terrorism.
- (Federal) - Public Law 833-703 - Public Law 833-703 - amendment to the Atomic Energy Act of 1954.
- (Federal) - Public Law 84-99, 33 U.S.C. 701n - Flood Emergencies, authorizing an emergency fund for flood emergency preparation, flood fighting and rescue operations, and repair and restoration of flood control works threatened or destroyed by flood.
- (Federal) - Public Law 85-256, Price-Anderson Act - Public Law 85-256, Price-Anderson Act, 42 U.S.C. 2210, which provides for a system of compensating the public for harm caused by a nuclear accident.
- (Federal) - Public Law 89-665, 16 U.S.C. 470 - National Historic Preservation Act, relating to the preservation of historic resources damaged as a result of disasters.
- (Federal) - Public Law 91-671, Food Stamp Act of 1964 - Public Law 91-671, Food Stamp Act of 1964, in conjunction with Section 412 of the Stafford Act, relating to food stamp distributions after a major disaster.
- (Federal) - Public Law 93-234 - Flood Disaster Protection Act of 1973, as amended by the Flood Insurance Reform Act of 1994, 42 U.S.C. 4001, et seq, provides insurance coverage for all types of buildings.
- (Federal) - Public Law 93-288, as amended, 42 U.S.C. 5121 - Public Law 93-288, as amended, 42 U.S.C. 5121, et seq, the Robert T. Stafford Disaster Relief and Emergency Assistance Act, which provides authority for response and recovery assistance under the Federal Response Plan, which empowers the President to direct any federal agency to utilize its authorities and resources in support of State and local assistance efforts.

- (Federal) - Public Law 95-510, 42 U.S.C. 9601 - Public Law 95-510, 42 U.S.C. 9601, et seq, the Comprehensive Environmental Response, Compensation, and Liability Act of 1980 (CERCLA), as amended, which requires facilities to notify authorities of accidental releases of hazardous materials.
- (Federal) - Public Law 99-499 - Public Law 99-499, Superfund Amendments and Re-authorization Act of 1986, Part III, the Emergency Planning and Community Right-to-Know Act of 1986, 42 U.S.C. 11001, et seq, which governs hazardous materials planning and community right-to-know.
- (Federal) - Regulatory Improvement Act of 1994 - Regal Community Development and Regulatory Improvement Act of 1994.
- (Federal) - Stewart B. McKinney Homeless Assistance Act - Stewart B. McKinney Homeless Assistance Act, 42 U.S.C. 11331-11352, Federal Emergency Management Food and Shelter Program.
- (State) - Kansas Administrative Regulation 56-2-1 and 56-2 - These regulations define the requirements of local emergency management agencies. It establishes the minimum functions of such agencies, the minimum support counties must provide to such agencies and the minimum qualifications of county emergency management directors/coordinators.
- (State) - Kansas Planning Standards - The Kansas Planning Standards (KPS) is intended to be an all-encompassing guide to review or redevelop Local Emergency Operations Plans (LEOPs).
- (State) - Kansas Response Plan - The Kansas Response Plan (KRP) is designed to address natural and man-made hazards that could adversely affect the State of Kansas. The KRP applies to all State government departments and agencies that are tasked to provide assistance in a disaster or emergency situation. It describes the fundamental policies, strategies, and general concept of operations to be used in control of the emergency from its onset through the post disaster phase.
- (State) - Kansas Statutes Annotated (KSA) 48-9a01 - This Emergency Management Assistance Compact (EMAC) is a mutual aid agreement and partnership that allows states to assist one another during emergencies. Emergency Management Assistance Compact establishes a firm legal foundation for States to send assistance to, and receive assistance from other States.
- (State) - KSA 12-16, 117 - This state statute empowers municipalities (counties and cities) to establish policies regarding the rendering of aid to other municipalities during times of declared emergencies/ disasters. It streamlines the process of mutual aid over the "interlocal agreement" mechanism contained in KSA 12-2901.
- (State) - KSA 48-904 through 48-936 - These state statutes establish the duties, roles and responsibilities for emergency management within the state, and establishes basic requirements for counties to establish and maintain emergency management programs. It outlines the organization, policies and procedures governing the Kansas Division of Emergency Management (KDEM), establishes the powers and authorities of the

Governor, state and local officials to deal with emergencies/disasters before, during and after their occurrence.

- (State) - KSA 65-5701 through 65-5711 - These state statutes are the state level implementation of Superfund Amendments and Reauthorization Act (SARA), Title III. It defines the Hazardous Materials (HAZMAT) roles and responsibilities of state agencies, makes counties Hazardous Materials emergency planning districts and establishes a Local Emergency Planning Committee (LEPC) in each county.
- (State) - State of Kansas Executive Order 05-03 - This Executive Order designates the National Incident Management System (NIMS) as the standard for incident management in the State of Kansas.
- (Local) - Marion County - Kansas Resolution dated August 1, 1963, establishing the Marion County Emergency Management Office.
- (Local) - Marion County Resolution 02-16 providing mutual aid per KSA 12-16,177.

References

- (Federal) - Federal Bureau of Investigation's Concept of Operations - Federal Bureau of Investigation's Concept of Operations for Weapons of Mass Destruction
- (Federal) - Federal Radiological Emergency Response Plan - Federal Radiological Emergency Response Plan
- (Federal) - National Incident Management System (NIMS) - National Incident Management System (NIMS)
- (Federal) - National Response Framework (NRF) - National Response Framework (NRF)

