

ESF-15 Joint Information Center (JIC) Organizational Chart

The JIC is established to support and assist in the coordination of federal, state, local, tribal and private sector incident communications with the public.

- Central point for coordination of incident information, public affairs activities and media access to information regarding the latest developments
- Location of media center for press briefings

Media Guidance

ESF-15 provides for new media guidance.

- Through policy established by the ESF-15 Director, federal field response personnel are authorized to speak to the media within the scope of their assigned duties and knowledge
- *“Talk about what you know and do”*
- Questions about policy and national decisions are beyond the scope of this and should be referred to an ESF-15 authorized spokesperson
- NOT an authorization to solicit interviews or pitch stories

Media Access Program

- Provides transparency for the media by allowing them to view response operations with response teams first-hand (builds public confidence)
- Restrictions may apply when national security, law enforcement, privacy and safety might be compromised and media must follow strict guidelines so as not to interfere with operations.
- Similar to "embedding" but typically shorter than the days or weeks normally associated with media embeds

ESF-15 emphasizes using visuals over words to demonstrate what is being done to assist citizens during the crisis, including use of satellite imagery, GIS products (maps and charts), and video.

Figure: Joint Information Center (JIC) Organizational Chart

