

Improvement Plan Matrix

Tasks	Recommendations	Improvement Actions	Responsible Party/ Agency	Completion Date
<p>III-14 Provide emergency public information to the media and the public</p>	<p>1. Emergency Management Agency (EMA) should establish procedures or protocols to ensure that news releases reach all affected counties or agencies, regardless of their Emergency Management System capabilities.</p>	<p>1. The director of EMA issued a directive on September 1, 2003, requiring that all personnel assigned to work in the JIC receive a copy of the operating procedures, become familiar with them, and follow them during an emergency.</p>		
		<p>2. The director of EMA will convene a working group with representatives from selected counties to develop a plan to provide all counties with access to the EMS and to train county staff.</p>		
		<p>3. The EMS system director will develop and implement a backup system (e.g., fax, email) to ensure that all counties receive news releases by January 15, 2004.</p>		
<p>III-15 Establish and maintain rumor control operations</p>	<p>1. The Emergency Management Agency (EMA) should advise Public Information Officers (PIOs) to place a high priority on developing a script (in coordination with the Emergency Control Center (ECC)) for Rumor Control staff to use in responding to public inquiries.</p>	<p>1. The director of EMA will work with a group of state and local PIO's to develop procedures for the development and distribution of a script that can be used by Rumor Control staff during an emergency.</p>		
	<p>2. The Emergency Management Agency (EMA) should develop a list of Emergency Alert System (EAS) stations and frequencies as a reference tool for Rumor Control.</p>	<p>2, A list of EAS stations and frequencies has been developed and is available in the Emergency Operations Center, the 911 Center, the Emergency Control Center, and has been distributed to all state and county PIO's.</p>		
		<p>3. The EMA PIO will review the list at the beginning of each month and report any changes that are required.</p>		