

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 Associate 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: 12/15/2019

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Texas A&M University

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ANNEX I – PUBLIC INFORMATION

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, the Division of 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 Division of Marketing & Communications representative will ultimately be responsible for the communications efforts (post initial notification and warning) relative to the crisis. However, he/she 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

During an incident where an Incident Command Post (ICP) is not established, the UPD PIO will work with the Division of Marketing & Communications to address public information inquiries and comply with applicable legislation on timely warning and emergency notifications.

During an incident where an ICP is established, UPD and Marketing & Communications may send representation to the ICP, if available. These PIOs will be responsible for

implementing the field PIO functions of coordinating media interviews with on-scene personnel and providing updated information to university administration.

During an incident where an ICP is established and the CEOC is activated, UPD and Marketing & Communications may send representatives to either or both locations, based on availability. Working with Command Staff and EOC Staff, they will coordinate the public information function and subsequent media inquiries or press conferences.

During an incident where an ICP is established and the Joint Information Center (JIC) has been activated, UPD and Marketing & Communications should send staff to both locations, based on availability. The JIC may be staffed with additional public information officers from responding organizations and operated with support from the Emergency Public Information Group.

SECTION III: ORGANIZATION AND ASSIGNMENT OF RESPONSIBILITIES

Division of Marketing and Communications

- Issue statements on behalf of the institution
- Monitor social media and assist with emergency public information through social media platforms
- Coordinate press conferences and prepare talking points for university representatives
- Liaison with other public information officers to ensure coordinated messaging

University Police Department Public Information Officer

- Issue statements on behalf of the University Police Department
- Coordinate with media to answer public information inquiries
- Comply with legislation regarding timely warnings and emergency public information requirements
- Liaison with other public information officers to ensure coordinated messaging

Other departmental public information representatives

- Liaison with University Police and Marketing & Communications PIOs to ensure coordinated messaging

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
Throughout	December 2019	Rewrite of the Concept of Operations to more accurately reflect actions. Update of Roles and Responsibilities.	SASE

Note: SASE stands for the Office of Safety & Security