JIC Planning Considerations

The following list of questions provides a good starting point in determining priorities in establishing a JIC and organizing the appropriate resources to fulfill those needs.

First Steps - Initial Phase

1. **What is the status on the situation?**
   Obtain a situational briefing and gather accurate information as such what happened, when, where, how, and who was involved/affected? Get as many specifics and details as possible.

2. **How / where will you set up a JIC? What resources are needed to establish a JIC?**
   What type of a JIC will you need to set up and where will it be located? What staffing resources, equipment, supplies and other resources will you need to effectively establish and run a JIC?

3. **Who needs to be in the JIC? Who needs to be involved?**
   Who are the key responding agencies? How quickly can they send a representative to participate and provide input on public communication decisions?

4. **What are the initial priorities and objectives for the JIC?**
   What are the initial priorities and objectives in responding to the event and how will this be accomplished and who needs to be involved?

5. **Who are the key audiences?**
   Identify the key audiences that need to be communicated to – victims, families, general public, employees, key partners and media. They should be communicated with regularly, so begin to set up a system to do that.

6. **What are the key messages to be communicated?**
   Identify no more than three (3) key messages and determine which messages relate to which audiences best. What are the risks and the actions needed that need to be communicated about?

7. **Are there any issues of confidentially due to HIPPA or criminal investigations related to the event?**
   The members of the media often have a problem with confidentiality. But when it comes to medical or criminal information there are things that cannot be legally disclosed. Explain this. Use your good judgment.

JIC Planning Considerations

Second Steps - Operational Phase

1. **What are the Media Relations Objectives?**
   Determine media relations objectives and top priorities and assign a lead.

2. **What are the Research/Writing Objectives?**
   Determine content objectives and priorities, assign a lead.

3. **What are the Special Project Objectives?**
   Determine special projects objectives and priorities are and assign a lead.

4. **Are there any new or changing priorities?**
   If there are changing or new priorities, what needs to be readjusted to meet those needs?

5. **What information has changed or needs to be updated?**
   Are there rumors and misinformation that need to be addressed? Let the news media know if there are corrections to previously released information. If what you know has changed, let the media and other key stakeholders know.

6. **Who are our subject matter experts?**
   What internal resources/expertise can be called upon?

7. **What's working and what isn't working?**
   Assess the efficiency and effectiveness of the JIC structure to determine if any changes need to be made. Take note of challenges, issues and successes for after-action reports (AAR).

8. **What additional resources do you need to meet additional or increased demands?**
   If additional resources are needed, can you obtain or do you need to make reassignments to your current structure to meet increased demands?

JIC Planning Considerations

Third Steps- Demobilization Phase

1. **What key issues are still outstanding and need to be resolved?**
   Are there any outstanding issues that need to be addressed? Which issues need to be immediately resolved and which ones may be addressed at a later on the after-action plan?

2. **Do you anticipate any post-event media activity?**
   Assess public communication needs during a prolonged event and identify what resources can be deactivated and which ones need to remain operational.

3. **What follow-up communications need to be made?**
   Plan for updates or follow up communications and identify target audiences.

4. **Which units can be deactivated and which units need to stay operational?**
   Determine which units can be deactivation and which can not. Develop a phase-out plan.

JIC Planning Considerations

JIC Equipment and Supplies Considerations

The following list of questions provides a good starting point in determining what type of equipment, supplies and resources you will need.

1. **Will the JIC be set up as a physical organization/location or as a virtual JIC?**
   First determine the set up for your JIC, whether that means physically working together in one location or working independently from separate offices.

2. **How many tables, chairs and desks/workstations will be needed for the JIC?**
   If you are setting up a physical JIC, how will you set up your room? Think about who needs access to what equipment and who needs to be close to each other.

3. **What communication systems will be needed for the JIC?**
   How many computers, laptops, phones, faxes and copiers/printers will you need, including other operational equipment such as white boards, LCD projectors, screens, etc.?

4. **What office supplies will you need?**
   What basic supplies will JIC staff need – notepad, message pads, pens/pencils, markers, flip charts, staplers, clips, etc.?

5. **What type of technological and new media technologies will be needed for the JIC?**
   If the JIC is virtual, what electronic and communication systems do you need to have in place?