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RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 122 pages. OCLC Number: (OCoLC)741360568 Subject: Emergency management -- Handbooks, manuals, etc. Excerpt: . . . incorporating satellite, Internet, and Web-based systems to meet communication needs during an emergency. All responding organizations to an emergency are typically encouraged to participate in and resources of the JIC. If participation in the JIC is not feasible, the non-participating share the organization is encouraged to conduct their communication activities in cooperation with the JIC. JIC members during a radiological emergency typically include, but are not limited to, public affairs and public information officers from: the nuclear power plant licensee and contractors; government and quasi-governmental agencies at the local, county, state, and federal level; police departments and other law enforcement agencies; fire departments and Emergency Management Services; offices of elected officials; the Red Cross and other non-profit organizations. A critical function of the JIC in an emergency is to provide information to the public, the media, and key stakeholders in real time. Message maps are critical to this process. By working from a common set of message maps, organizations involved in managing and responding to the emergency can work together in a cohesive manner and speak with one consistent voice. By maintaining a bank of message maps at a centralized communication facility or repository, resources can be better managed and duplication of effort is minimized. The use of message maps as part of the JIC also allows for (1) tracking and maintaining communication records; (2) analyzing the effectiveness and accuracy of message delivery; (3) identifying inaccurate or flawed message reporting by the media; and (4) tracking target audience response to messaging. This information can later be analyzed and evaluated to improve performance. Message maps...

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