



SEA-PAC CONVENTION 2015

EMERGENCY COMMUNICATIONS LEADERSHIP WORKSHOP

OREGON OFFICE OF EMERGENCY MANAGEMENT
COMMUNICATIONS OFFICER
TERRY PIETRAS / W7JOC



LEADERSHIP GOALS

"Your Blueprint"

1. BUILDING TRUSTED RELATIONSHIPS
2. DEVELOPING YOUR TEAM/UNIT
3. EXERCISING & PRACTICING (HAVE FUN!)
4. CREATE YOUR "SITUATIONAL AWARENESS"

WHAT ARE YOUR % PERCENTAGES? OBJECTIVES?

TERRY PIETRAS / W7JOC
At the beach in Seaside, OR



OREGON OFFICE OF EMERGENCY MANAGEMENT

Organizational Restructuring

- **Statewide Emergency Communications Function**
 - ✓ Deficiencies exist in our existing programs, they are inadequate to support the growing technological needs of our communities and demands placed on our local, county & state Emergency Management Personnel.
 - ✓ Transitioning from “Technology & Response Section” to the “Operations & Preparedness Section”.
 - ✓ New plans need to be developed to operationalize the emergency communications capabilities in the state. Research is underway to find the “Best Practices” used across the states.
 - ✓ New community support strategies are being put into place today...more on this later.
 - ✓ Let’s get serious now, “it’s the FCC” (video).



OREGON OFFICE OF EMERGENCY MANAGEMENT

Communications Officer Responsibilities

- **Develop Statewide Emergency Communications Programs, Plans, Processes, Policies & Strategies**
 - ✓ Backup Emergency Communications
 - ✓ Community Support – Amber & Weather Alerts
 - ✓ Federal – EAS, IPAWS, SHARES, SECURE etc.
 - ✓ State & Federal – Disaster Response, Events, Drills & Exercises
 - ✓ Click here for more...equipment support too!

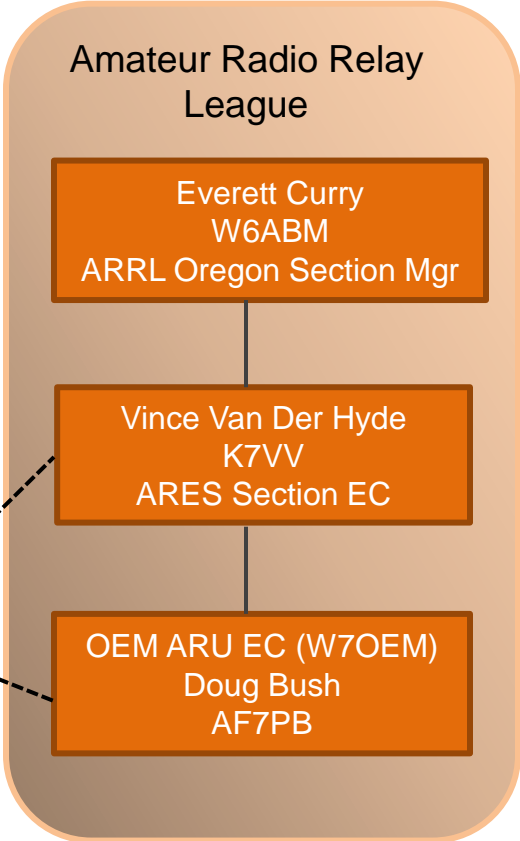
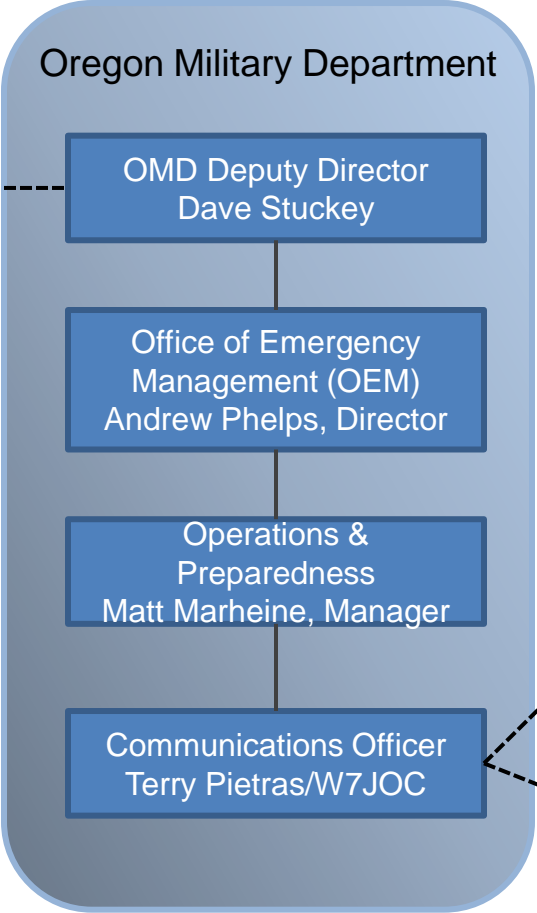
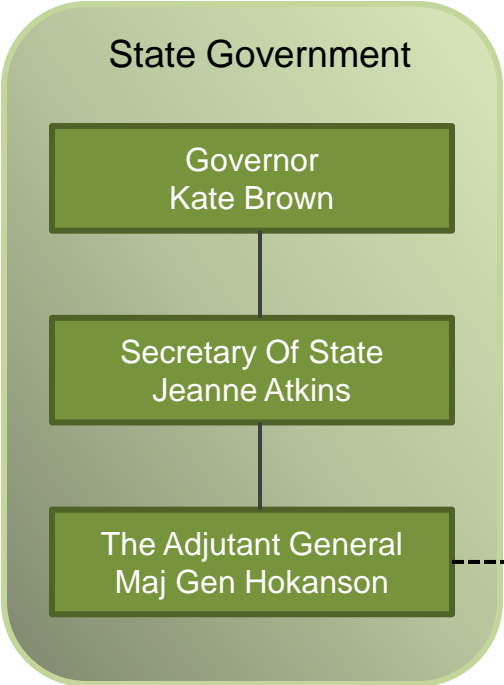


OREGON OFFICE OF EMERGENCY MANAGEMENT

Backup Emergency Communications

- **MISSION:** Integrate Auxiliary Communications capabilities into the normal “State” Emergency Management Process.
- **STATEMENT:** “As emergency responders, volunteers and paid, we are all trying to serve the needs of the citizens of our state.”

Building Trusted Relationships ---
“The key to successful response efforts”
- T.Pietras -





OREGON OFFICE OF EMERGENCY MANAGEMENT

Building Trusted Relationships

- How do we do that?
 - We communicate with each other to discover things we have in common.
 - We work together during an exercise, drill, event or disaster.
 - We help out or volunteer with an agency in need.
 - We pay it forward, or we pay it back.
 - We “always” speak well of each other.
 - Your ideas...
 - Is it time for a little fun? (just give it away!)
 - The Key is understanding your Role & Expectations!



OREGON OFFICE OF EMERGENCY MANAGEMENT

Building Trusted Relationships

- New community support strategies
 - Communications Officer visits to County Auxiliary Communication Unit Monthly Meetings. WashCo, MultoCo, YamhillCo...
 - Support community events. SEA-PAC OEM Trailer Recruiting Event (see picture & signups), Hillsboro Air Show, Hood to Coast, Race the Wave etc. (make your request through EM)
 - Support Local, County & State (OEM) drills & Exercises and integrate normal state emergency management process: Incident Name & # from the Oregon Emergency Response System (OERS).



OREGON OFFICE OF EMERGENCY MANAGEMENT

Exercising & Practicing (Have Fun!)

- ARES April 25th Spring SET “Quake EX I”
 - Integrated normal OEM & FEMA EM processes into the exercise: Incident Name & #
 - Communication Announcement to both EM’s and Aux. Com Leaders (EC’s) at the same time.
 - OEM Press Release – Hit the Wire! (FlashAlert)
 - Did you participate?
 - I can do it, I can do it. “The Knack” (video)



OREGON OFFICE OF EMERGENCY MANAGEMENT

Exercising & Practicing (More Fun!)

- Preparing for Cascadia Rising 2016
 - Overview (see handouts)
 - What is it?
 - When is it?
 - Where is it?
 - Why should I care?
 - How is it implemented?
 - What are the preparation OEM drills?
 - What are ESF's?
 - What is the "Playbook"?



OREGON OFFICE OF EMERGENCY MANAGEMENT

Developing Your Team/Unit

- Just 2 things...
 - Unit Training Plan
 - Individual Volunteer Training Plan
 - Includes all members and leaders
- This isn't time for status quo
 - Encourage professionalism (yes including appearance)
 - Practice Voice comms with HT's at each meeting (video)
 - Create incentives for license upgrades, recruitments, etc.
 - Invite guest speakers to your meetings (including EM's)
 - Make the training accomplishments public!
 - Encourage competition within the membership
 - Find ways to support your community too!



OREGON OFFICE OF EMERGENCY MANAGEMENT

Understanding Your Role & Expectations

- “Your Served Agency”
 - Are you serving the needs of your served agency?
 - Do you understand their expectations of you or from you?
 - Are you putting yourself between them and their volunteers?
- A “Coordinator” is a person who helps in planning, organizing and executing events; who acts as a liaison, and who facilitates a group of people understand their common objectives and assists them on how to plan to achieve their objectives.
- If you are working in an EOC, have you taken EOC training and other volunteer agency training?



OREGON OFFICE OF EMERGENCY MANAGEMENT

Create Your Situational Awareness

- Do you know what Threat and Risks exist in your state?
- Do you know where to get information on them quickly?
- Do you know what forms your agency wants you to use?
- Do you know the current “State” situation? Weather etc.
- Are you prepared for an activation?
- Do you have your HT with you today, here?
- Time for a reality check in Nepal (video)



OREGON OFFICE OF EMERGENCY MANAGEMENT

New State Communications Program

- ID Cards aka Red Cards: Is it time to raise the bar? Are these just a defacto standard credential? Usefulness?
- National Issue: How to credential EmComm volunteers.
- What are the best practices across the states?
- How to integrate “normal” state emergency management processes.
- Do we credential people to go into an EOC without EOC training?
- How do we train for a “real world” event?
- Should we be using Tactical call signs, Interoperability channels, ICS structures, what forms & message formats?
- How do we interact with outside agencies or Tribal governments?
- When, where & how do we use Strategic Technology Reserves (STR cache) from ODOT?



OREGON OFFICE OF EMERGENCY MANAGEMENT

Questions?

