



# 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!

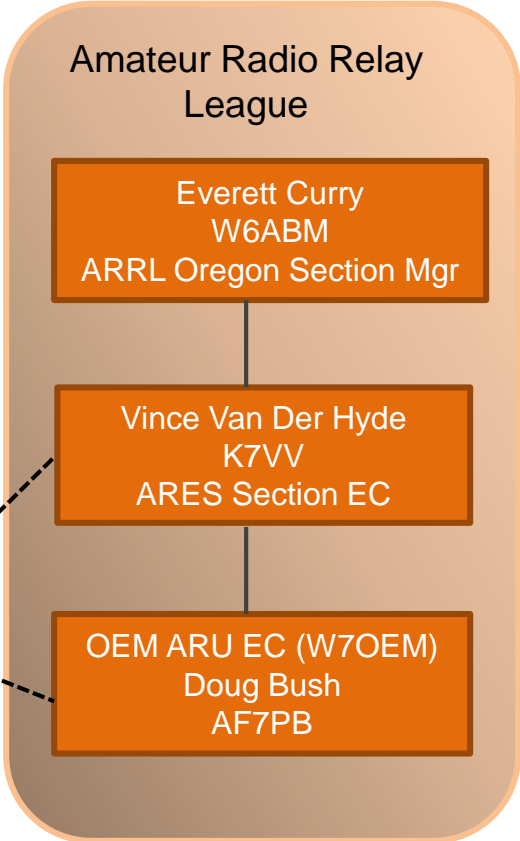
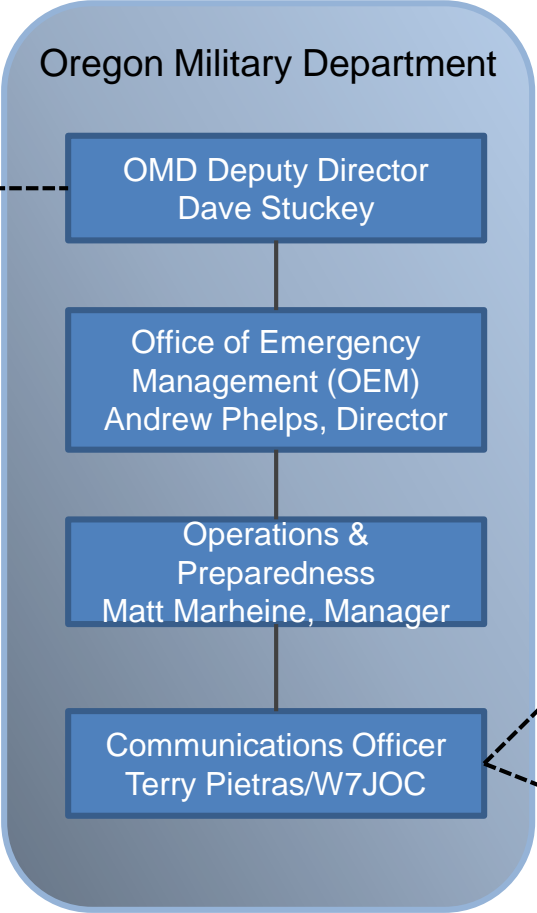
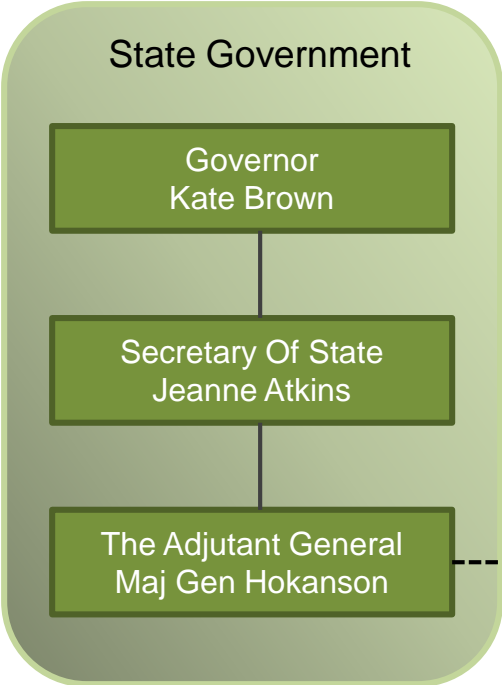


# OREGON OFFICE OF EMERGENCY MANAGEMENT

## 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 25<sup>th</sup> 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?

