

NORTH CAROLINA EMERGENCY OPERATIONS PLAN (NCEOP)
ANNEX A | APPENDIX 1
SERT PUBLIC INFORMATION SECTION
2023

A. PURPOSE

This appendix describes the Public Information Section (also known as the Joint Information System (JIS)) of the State Emergency Response Team (SERT) during activation.

B. MISSION

The Public Information Section (or JIS) is responsible for communicating through print, electronic and social media during SERT activation. This section maintains message templates as necessary and prepares others on an as-needed basis. The JIS insures all necessary emergency information is widely available, accessible and available in multiple languages.

C. ORGANIZATION

The Communications Director reports directly to the Secretary of Public Safety and works directly with the SERT Leader during SERT activation. The Communications Office is organized to rapidly disseminate emergency information and to provide the SERT a public relations arm as described in Tab A. The Emergency Management Public Information Officer coordinates with the NCDPS Communications Office and the Governor's Press Office.

D. TABS

1. SERT Public Information Section