



Emergency Management Assistance Compact



# Highlighting EMAC in Social Media and Press Releases

Strategic Communications Guide for Public Information Officers

July 2024

## EMAC Overview

The Emergency Management Assistance Compact [EMAC] is a nationally adopted mutual aid agreement sanctioned by Congress and ratified by all 50 states, the District of Columbia, Puerto Rico, Guam, the U.S. Virgin Islands, and the Northern Mariana Islands. EMAC is defined by thirteen detailed Articles of Agreement which outline the framework of the Compact. You can learn more about the legislation, Public Law 104-321, by visiting [EMAC's official website](#).

EMAC has a dynamic governance structure with oversight by the member emergency management directors, an operational support structure, as well as a task force that develops EMAC's policies and procedures.

## Frequently Asked Questions

### ▶ How do you become an EMAC Member?

The state, territory, or district must pass law consistent with Public Law 104-321.

### ▶ Can tribes join EMAC?

No. EMAC Membership is only open to the states, U.S. Territories, and the District of Columbia.

### ▶ Can EMAC only be used for specific types of disasters or emergencies?

No. EMAC is all hazards/all disciplines.

### ▶ Does the Governor have to declare a state of emergency or disaster to receive resources through EMAC?

Yes! While EMAC can be activated prior to a declaration, there must be a Governor's emergency or disaster declaration in place prior to resources being deployed. [EMAC Law, Article I].

### ▶ What Legal Protections Are Provided by EMAC?

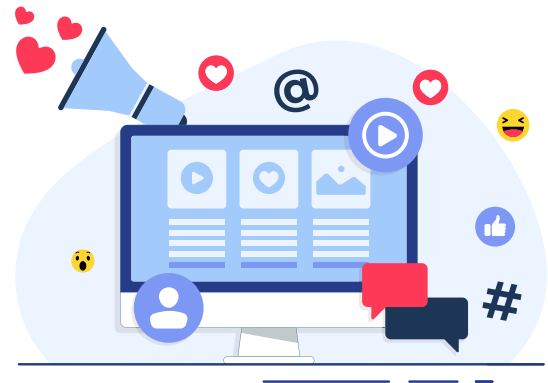
- ✓ State issued Certificates, Licenses, and Permits are all valid in the Requesting State [EMAC Article 5]
- ✓ Personnel are considered an agent of the Requesting State for tort liability and immunity purposes so long as they are acting in good faith [EMAC Article 6]
- ✓ Local government and volunteers can deploy through EMAC using enabling mechanisms to make them temporary agents of the Assisting State [Article 7]
- ✓ Workers' compensation and death benefits will be provided by the Assisting State [Article 8]
- ✓ Guarantees reimbursement of eligible, mission related, documented expenses [Article 9]

### ▶ What is the RSA?

The RSA, or Resource Support Agreement, is a legally binding agreement between the two EMAC Members which identifies the request, offer, and acceptance of the offer. One RSA is completed for each EMAC mission to set the terms and conditions of that mission.

# Leveraging Social Media and Press Releases to Highlight EMAC

In today's digital landscape, platforms such as Facebook, LinkedIn, Twitter, and other emerging social networks are pivotal in disseminating information. These platforms are instrumental for Public Information Officers (PIOs) to scan and analyze public sentiments and misconceptions, especially during crises management phases.



Insights gathered from social media allow PIOs to combat misinformation effectively through strategic press releases and social media, thereby ensuring accurate and timely information dissemination.

PIOs can also leverage the extensive reach of social media for proactive information sharing about their activity through the Emergency Management Assistance Compact (EMAC) in disaster response and recovery.

A well written press release can highlight the use of the Emergency Management Assistance Compact (EMAC) while also sharing key information related to response and recovery actions underway following a disaster or emergency. Sharing this key information can showcase how their state, territory, or district officials are being pro-active in ensuring the public not only has accurate information as well as their actions coordinating the response and recovery efforts.

During sensitive events, the Assisting State(s) should coordinate with the Requesting State for review and approval of press releases and social media postings prior to their release. The Assisting State should only share information related to their response, not response specific information from the Requesting State.

*The following are some of the key benefits of sharing press releases and information on EMAC activity in social media:*

## ► 1. Enhanced Transparency

Press releases and social media postings offer a channel for sharing information with the public and stakeholders highlighting how the state, territory, or district is managing resource needs through mutual aid agreements. By detailing the nature of the assistance being received or provided, a press release reinforces transparency in government operations, ensuring the public understands the efforts being made to respond to, and recover from, the incident.

## ► 2. Building Public Trust

Demonstrating how EMAC is being activated and utilized to provide resources effectively among EMAC Members shows a proactive and responsible management of resources. The use of EMAC can also build

public trust while offering an opportunity to showcase how the Governor and other officials are taking proactive, decisive steps to respond to, and recover from, the disaster or emergency that has occurred. These examples reflect well on leadership and demonstrate a coordinated effort across the nation to manage the crisis.

## ► 3. Strengthening Interstate Relationships

Highlighting EMAC in communications underscores the collaborative efforts between states, territories, and the district. While no EMAC Member has all the resources they need, EMAC can become a force multiplier to secure resources across states, territories, and the district. This collaborative effort shows states, territories, and the district can rely on each other in times of need, strengthening relationships and



enhancing the cooperative framework that can be used in future emergencies. A positive portrayal of interstate mutual aid helps to strengthen and improve both regional and national relationships, presenting a united front in emergency management efforts.

#### ▶ **4. Providing a Basis for Recognition and Appreciation**

Through press releases, the efforts, experience and sacrifices of Resource Providers from other states, territories, or the district can be recognized and appreciated. Acknowledging the efforts of deployed personnel not only boosts morale among the teams involved, but also promotes an environment of teamwork and gratitude for the assistance provided.

#### ▶ **5. Guiding Media Coverage**

Effective press releases can help frame the media narrative about an emergency and the response and recovery efforts underway. By providing key facts and official statements, PIOs can help ensure media coverage is accurate and focused on the constructive aspects of the response and recovery efforts, rather than speculation or misinformation.

#### ▶ **6. Managing Politically Sensitive Situations**

In politically sensitive situations, press releases or social media posts may be withheld or they may be used to allow the state, territory, or district to manage the narrative. Press releases can be used to address potential criticism proactively, or to explain complex decisions in a controlled manner. Providing factual information is crucial when public sentiments are charged, and the stakes are high.

*Press releases and social media postings on EMAC activations are more than informational tools. They are a strategic tool used in managing public perception, enhancing governmental transparency, and fostering a cooperative approach to emergency management. They ensure all stakeholders are informed, involved, and prepared for the challenges and collaborative efforts that lie ahead.*

### **EMAC Social Media Channels**



Facebook:  
[www.facebook.com/amacweb](http://www.facebook.com/amacweb)



LinkedIn:  
[www.linkedin.com/groups/2471654](http://www.linkedin.com/groups/2471654)



X (formerly Twitter):  
[www.twitter.com/NEMA\\_web](http://www.twitter.com/NEMA_web)



YouTube:  
[www.youtube.com/nemaforyou](http://www.youtube.com/nemaforyou)

### **Commonly Used Hash Tags**

#EMAC

#DisasterResponse

#EmergencyPreparedness

#NEMAReadyNation

#NationalGuard

## Sample Social Media Posts

A good social media post would include the following:

- ✓ What happened
- ✓ What your state, territory or the district is doing to help, or the help being received
- ✓ Highlight the local resources that deployed (if relevant)
- ✓ Mention the Emergency Management Assistance Compact (EMAC)

**Governor Ron DeSantis** · Follow  
Aug 1 · 🌐

In response to the devastating floods in Kentucky, I've deployed the [Florida Division of Emergency Management](#) to support response and recovery efforts in the most impacted areas through the Emergency Management Assistance Compact.

Florida stands ready to assist Kentucky.




Responding to a request from New Mexico Governor Michelle Lujan Grisham, Governor Newsom directed the California Governor's Office of Emergency Services (Cal OES) to send the additional resources, which entail three strike teams, comprised of 15 Cal OES fire engines (Type 3 and Type 6) and 55 personnel. Cal OES continues to monitor operations in New Mexico and requests for additional EMAC assistance.



gov.ca.gov  
**Governor Newsom Deploys Additional Firefighting Resources to New Mexico to Com...**

"I've seen my share of disasters but standing in the middle of downtown Mayfield and spinning 360 degrees and just seeing leveled structures left and right was one of the most humbling experiences I've ever had in my life," said Jeff Sands, Public Information Officer for the Delaware Emergency Management Agency.

Sands spent two weeks in Kentucky over the holidays on assignment as part of the Emergency Management Assistance Compact (EMAC), in which participating emergency management agencies can request assistance from their counterparts in other states.



wdel.com  
**Helping to pick up the pieces in Kentucky**

**Kentucky National Guard** · Follow  
Jul 30 · 🌐

Army Staff Sgt. Jacob Dixon and other crews with the [63rd Theater Aviation Brigade](#) are continuing rescues in eastern Kentucky.

A special thank you to [West Virginia National Guard](#) and [Tennessee National Guard](#) for joining in during this tough time.


[#nationalguard](#) [#TeamKentucky](#)



**West Virginia National Guard** · Follow  
Jul 30 · 🌐

SGT Curtis Peaytt, a flight medic with C Co., 2/104th GASB spoke with WSAZ about their 2-day search and rescue missions assisting the [Kentucky National Guard](#).

In total, the WVNG rescued 19 people and three pets. All crews are safely back in West Virginia and we remain ready to provide additional assistance if necessary.




wsaz.com  
**W.Va. National Guard responds to Ky. disaster relief**

V.I. Territorial Emergency Management Agency spokesman Eric Ackerson told The Daily News on Tuesday that a group of Ohio dispatchers have been assisting understaffed centers on both St. Thomas and St. Croix. Ackerson said that with the rise of COVID-19 cases in the territory, the agency put out a call for assistance under a contingency plan to "give operators a rest and properly quarantine."

"It's kind of a standard procedure and most 911 call centers in every city do that kind of thing," said Ackerson, whose agency operates the territory's 911 Emergency Call Centers.

The help is the result of an Emergency Management Assistance Compact, according to Ohio team leader Matthew Reinke.



# Sample Press Release

[Header: Agency Name Logo]

FOR IMMEDIATE RELEASE

[Date]

Press Release: [State, Territory, District Name] Engages Emergency Management Assistance Compact (EMAC) in Response to [Type of Emergency]

[City, State] – In response to the recent [type of emergency, e.g., hurricane, wildfire], the [Name of State, Territory, District] has requested assistance through the Emergency Management Assistance Compact (EMAC). EMAC is a vital interstate compact that provides a proven mutual aid framework allowing states to share resources during times of disaster or emergency.

## Key Points:

- **EMAC Activation:** Following the activation of EMAC, [State, Territory, District Name] will receive [specific type of support, e.g., personnel, equipment, resources] from member states. This collaboration underscores our collective commitment to safeguarding lives and protecting property during emergencies or disasters.
- **Scope of Assistance:** EMAC resources can include [list typical assistance types, such as medical teams, firefighting crews, law enforcement, and emergency operations planning].
- **Impact of EMAC:** To date, EMAC has been a critical tool in [describe past successes of EMAC in the state or nationally, if applicable].

## Statements from Officials:

[Name and title of official], stated, “The rapid mobilization of support through EMAC is essential to our emergency response efforts. This partnership enables us to access a broad range of resources necessary to effectively address the challenges posed by [type of emergency]. We are grateful for the continued support from the following EMAC partners [identify Assisting States].”

## About EMAC:

### Version 1:

The Emergency Management Assistance Compact (EMAC) is a nationally adopted mutual aid agreement sanctioned by Congress and ratified by all 50 states, the District of Columbia, Puerto Rico, Guam, the U.S. Virgin Islands, and the Northern Mariana Islands. This partnership allows Members to assist one another in responding to all types of emergencies or disasters using resources from all disciplines, including the National Guard. Through EMAC, states, territories, and the district can share resources, personnel, and expertise to enhance response capabilities, recover more quickly, and save lives. EMAC ensures effective support is readily available and can be mobilized rapidly across borders during emergencies or disasters, reinforcing the commitment of states to work collaboratively in times of crisis. EMAC not only strengthens local response and recovery efforts but also demonstrates the nation is committed to the premise of neighbor helping neighbor in the face of disasters. Learn more about EMAC at [www.emacweb.org](http://www.emacweb.org).



## Sample Press Release, continued

### Version 2:

The Emergency Management Assistance Compact (EMAC) is a collaborative mutual aid framework sanctioned by Congress and ratified by all 50 states, the District of Columbia, Puerto Rico, Guam, the U.S. Virgin Islands, and the Northern Mariana Islands. EMAC enables a swift and efficient response to disasters by facilitating the efficient sharing of resources, personnel, and expertise. EMAC enhances response and recovery efforts, saves lives, and demonstrates the nations commitment to the premise of neighbor helping neighbor ensuring resilience during crises. For more information, visit [www.emacweb.org](http://www.emacweb.org).

### Contact:

For more information, please contact [\[Contact Information\]](#).

### End of Press Release ###