



SOP

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Department of Homeland Security  
National Operations Center  
Media Monitoring Capability  
Standard Operating Procedures

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## Revision History:

Date	Version	Description	Author
4/10/12	1.0	Addition of NOC Phases of reporting. The Phases of Reporting identify the various types of reports that are generated by the NOC, as well as the different alert levels under which each report is generated: Sections 4.3 – 4.3.8	(b) (6), (b) (7)(C)
4/10/12	1.0	Addition of COP 3.1 instructions. The instructions on adding information to Legacy COP were removed with this update: Sections 5.1 – 5.1.1	(b) (6), (b) (7)(C)
5/7/12	1.1	Addition of instructions on the adding of Twitter profiles to the “Accounts Followed” list. This addition provides the specific instructions for obtaining approval for the addition of a profile to the list of Twitter accounts followed by the MMC. This addition also includes a note outlining the type of profiles that may/may not be followed by the MMC: Section 6.4.1.1	(b) (6), (b) (7)(C)
5/7/12	1.1	Addition of instructions on mapping the MMC’s shared drive. The shared drive is used as a central posting point for MMC documents and being able to access it is necessary for all analysts: Section 3.2.2	(b) (6), (b) (7)(C)
9/12/12	2.1	Addition of email examples outlining the inadvertent PII redaction process. Section 6.6.4 and 6.6.5	(b) (6), (b) (7)(C)
10/26/12	2.1	Addition of additional information and rules regarding the use of Twitter sources. Specifically the information regarding the use of text-based tweets in reports. Additions were made in Sections 4.2.3, 4.2.4 and 6.4.1	(b) (6), (b) (7)(C)
7/31/13	3.1	Addition of information on the use of Broadcastify, an internet based tool that allows users to access Public Safety Radio Scanners. Additions were made in	(b) (6), (b) (7)(C)

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		Section 6.3.4	



## 1. Media Monitoring Capability

The National Operations Center (NOC) Watch, also referred to as the “Watch,” provides critical functions and capabilities that are central to implementing responsibilities of the Department of Homeland Security (DHS) as mandated by Homeland Security Presidential Directive (HSPD)-5 and other federal regulations. HSPD-5 designated the Secretary of Homeland Security as the Principal Federal Official (PFO) for domestic incident management and required the development of a National Incident Management System (NIMS) and a National Response Plan (NRP – since superseded by the National Response Framework NRF) as the foundations for the nation’s new coordinated approach to domestic incident management. The Watch also serves as the National Fusion Center for State Fusion Centers located across the country. The Media Monitoring Capability (MMC) desk is an integral component of the Watch.

As a part of the NOC, the MMC gets operational direction from the NOC Director communicating directly or through the Senior Watch Officer (SWO) with the MMC Watch Lead. Correspondingly, the governing MMC operational documents are approved by NOC leadership. In addition, the SWO or NOC Duty Director (NDD) may request specific information from or provide direction to the MMC desks on behalf of the NOC Director. In the event SWO tasks or requests conflict with existing direction, especially regarding the Privacy Impact Assessment (PIA), on-duty MMC analysts will immediately notify the MMC Program Manager who will engage NOC Leadership to resolve the issue. For non-operational direction, such as contractual matters, the OPS Contracting Officer’s Representative (COR) provides direction to the Program Manager.

Open source media is a significant source of information during normal operations, crises and extraordinary events. In advance of and during a crisis, international, national, and local media pour into joint operating areas to report on evolving situations. They work aggressively to expose the depth and breadth of the crisis, including the extent of the damage and destruction, fundamental needs (food, fuel, etc.), impact on critical infrastructure (power and energy grid), and federal action(s) and inaction(s). The major news networks continuously stream video, data, and stories to the public; monitor pre-crisis, crisis, and post-crisis activities; and highlight issues for authorities. In addition, the utilization of cellular telephones with photographic capabilities by the public often rapidly provides pictures and commentary via social media. Both breaking news and evolving developments in ongoing situations are captured and publicly shared in near real time. It is essential to monitor the media’s storylines and integrate their focus into the Department’s situational awareness and operations analytical process. Critical situations often require the Secretary to make public statements that reflect the Department’s understanding of the situation, appreciating the circumstances to which the affected population is exposed, and characterizing the federal government’s actions and mitigation efforts.

The MMC is designed to monitor, analyze, and forward operationally relevant open source information to addressees on a NOC-approved distribution list. The MMC is operational 24/7/365. The MMC assists in framing the operational picture that open source media is reporting, uncovering operational issues for incident and emergency management leadership to further evaluate, identifying nascent or evolving situations, and providing valuable information and imagery that can be used to corroborate and/or reconcile first reports.

## 2. Mission

The MMC has three primary missions:

- Continually update existing National Situation Summaries (NSS) and International Situation Summaries (ISS) with the most recent, relevant, and actionable open source media information.
- Dynamically monitor available open source information with the goal of expeditiously alerting the NOC Watch Team and other key Department personnel of emergent incident management situations such as terrorist activities, natural or man-made disasters and public safety.
- Receive, process, and distribute media captured from streaming sources available to the NOC such as Northern Command's (NORTHCOM) Full Motion Video (FMV) and via open sources.

These three missions are accomplished with strict adherence to the approved NOC MMC PIA of Jan 6, 2011 by employing various tools, services, and procedures that are described in detail in this document. The primary missions have three key components:

### 2.1. Leverage Operationally Relevant Information

Leveraging news stories, media reports, and postings on social media sites available to the public, concerning Homeland Security, Emergency Management, and National Health for operationally relevant data, information, analysis, and imagery is the first mission component. The traditional and social media teams review a story or posting from different perspectives and interests, utilizing thousands of reporters, sources, still/video cameramen, analysts, bloggers, and ordinary individuals on scene. Traditional Media outlets provide insight into the depth and breadth of the issue, including worsening situations, federal preparations, response activities, and critical timelines. At the same time, Social Media outlets provide instant feedback and alert capabilities to rapidly changing or newly occurring situations. The MMC summarizes the extensive information from these resources to enrich the operational picture for the Department of Homeland Security, without including unauthorized Personally Identifiable Information (PII).

### 2.2. Identify Operationally Relevant Media

Supporting the NOC by ensuring they have a timely awareness of evolving Homeland Security news stories and media reports of interest to the public and DHS/other federal agencies involved in preparations and response activities is the second key component. DHS and other federal agencies conducting joint operations may be affected by evolving situations in that area. These situations may not be directly related to an ongoing issue but may also have an indirect effect. Through coordination with the NDD or the SWO, the MMC works to ensure the NOC Watch Team is aware of such stories and news events and has time to analyze any effect on operations. In all cases, the MMC follows a protocol for ensuring source credibility and data accuracy. Authorized PII is included in the reports only to the extent that it lends credibility to the report.

Timely reporting of current information is an integral element in maintaining operational awareness by Homeland Security personnel. The MMC understands it is vital that critical information is relayed to key Department decision makers as expeditiously as possible.

### **2.3. Increase Situational Awareness of the DHS Secretary**

Mitigating the likelihood that the Secretary and DHS executive staffs are unaware of a breaking Homeland Security news story or media report is the third component. The Secretary and executive staff members are subject to press questions regarding domestic and international events, and may or may not be informed of the most current media coverage. The MMC understands Critical Information Requirements and NOC Daily Priorities, and monitors news coverage with the perspective of how the breaking story may be related to current and other important ongoing situations and DHS activities. DHS Senior Leadership, the NOC, and the MMC are concerned with and report on what is being reported, not who is reporting it.

The on-duty MMC analysts alert DHS personnel and related federal agencies of updated news stories through distributed Items of Interest (IOI). MMC strives to identify and integrate media coverage to report situations of operational relevance that must be brought to the attention of the Secretary and/or senior leadership.

## **3. Operations**

The Operations section of the SOP provides an overview of the reporting parameters and general guidelines for standing a watch shift. Also included are reviews of administrative components of the MMC, the different technology suites, and facilities utilized by the capability.

### **3.1. Battle Rhythm for MMC Watch**

This synopsis provides a general outline for the flow of a normal watch shift. This can be used as a guide for completing watch responsibilities and should be used as a tool for better understanding how and when certain tasks should be completed by on-duty analysts. Each of the components discussed in the Battle Rhythm will be further explored in subsequent sections of the SOP manual.

#### **3.1.1. Shift Changeover Briefing:**

The oncoming analyst will review each Item of Interest or Update distributed during the previous watch, making sure to understand the overall coverage that was provided during the previous 24 hours, as well as identify any themes or ongoing incidents. Once this review is completed, the outgoing analyst will provide the oncoming analyst with a thorough briefing of the NOC Priorities and any active NOC items:

- National Situation Summaries (NSS) [Phase Reports]
- International Situation Summaries (ISS) [Phase Reports]
- Awareness Reports
- Events of high media interest
- Requests for Information (RFI) from the NOC Watch Team, DHS Senior Staff
- Instructions/ New Guidance from MMC Management
- Items that meet the criteria for inclusion in the MMC OPSUM

The outgoing analyst is also responsible for verifying that all equipment is correctly operating before the shift is turned over. Once the changeover briefing is completed, both analysts will sign the changeover checklist.

### 3.1.2.NOC Priorities

The NOC will produce a list of priorities each day for the ensuing 24 hour period. This list will be disseminated via email and will be used to shape the monitoring and coverage provided by the MMC staff. Priorities will provide a description of active events, including National Situation Summaries, International Situation Summaries, and Awareness Reports. The NOC Priorities will also identify events of high media interest.

### 3.1.3.Watch Responsibilities

While on shift, the MMC analysts are responsible for monitoring internet based tools, websites, and forums, as well as constantly observing television-based news broadcast to track such things as terrorist activities, natural or man-made disasters, public safety, and damage CIKR. Through continued monitoring, analysts will provide timely reporting of Items of Interest based on pre-established criteria, categories and Critical Information Requirements. Once the analyst has assumed the watch desk, he/she will:

- Collaborate with his/her counterpart on either the traditional or social media desk to discuss the priorities for the shift and any other potential incidents that may require specific attention.
- Log in to all necessary programs, including: the MMC Application, Google shared documents, the daily log, RSS Owl, Shrook, NewsDesk, Tweetdeck or other web-based search tools.
- Ensure that all communication and information exchange programs are open and operating correctly, including: the Homeland Security Information Network (HSIN), the Common Operational Picture (COP), (b) (7)(A), (b) (7)(E) [REDACTED] and Microsoft Communicator (Instant Messenger).
  - Once logged in to [REDACTED], notify the NOC staff that you have assumed the watch. Access the NOC-Watch chat room and enter: **(Your Name) has assumed the NOC Media Monitoring (Traditional Media/ New Media) Watch Desk.**
  - If [REDACTED] is unavailable, contact the SWO/KMO by telephone at: [REDACTED] (b) (6), (b) (7)(C)

Initial searches should include those that either focus on pressing NOC Priorities, ongoing incidents or those that involve First Tier sources such as those discussed immediately below. If there are no open items that require immediate follow up:

- Traditional Media analysts should focus on reviewing major print media sources such as: Washington Post, New York Times, LA Times, USA Today, The Associated Press, FOX News, CNN, MSNBC, Reuters, BBC, and Al Jazeera.
- Social/New Media analysts should focus on reviewing major blogs and media outlet Twitter feeds such as: Breaking News Online, Criminal Justice Online,

Borderland Beat, Huffington Post, Tweetdeck, InciWeb, Guerra Contra El Narco, Global Terror Alert, Twitter Trends Map and Wired Update.

If information is not readily available on First Tier sources, analysts should search more local or issue specific web-pages. As the shift continues, analysts on both desks should find themselves rotating between scanning First Tier sources, searching lower level sources and monitoring RSS Feeds and other monitoring tools. Once a search cycle is completed, the analysts can begin again at the top. While analysts are mainly focused on distributing “breaking” news alerts and updates as information becomes available, they should also be trying to reach a goal of sending out one item every hour. In an average shift, the Media Monitoring Capability should send out approximately 24 (12 Traditional Media/12 Social Media) Items of Interest or Updates.

### **3.2. Technology Suite**

The Media Monitoring Capability is located off the DHS campus. The Traditional Media and Social Media watch desks share a space equipped with an advanced audio video package, allowing analysts to constantly monitor multiple computer programs as well as television network broadcasts at the same time. The technology suite greatly assists the analysts in identifying the most relevant sources and information to be included in the reports. The analysts must be vigilantly attentive to not inadvertently include PII in the reports. The team relies upon internet and cable/satellite for most of its information retrieval. Internet/Cable/Satellite connectivity is provided via commercial contracts. Four large Plasma TVs and computers with multiple screens on each desk enable MMC analysts to perform several tasks (e.g., process video, monitor news broadcasts, compose e-mail) simultaneously.

- The current suite of equipment on the Traditional Media desk includes one Dell Optiplex GX620 workstation (232 GB HD/2MB RAM), one MAC desktop workstation, and three 22” flat screen monitors, and individual analysts are issued a laptop that is used to augment the PCs and to provide a remote capability for surge operations, inclement weather, or other exigencies.
- The current suite of equipment on the Social Media desk includes one MAC desktop workstation, two 19” flat screen monitors, and individual analysts are issued a laptop that is used to augment the PCs and to provide a remote capability for surge operations, inclement weather, or other exigencies.
- Four 40” Samsung flat screen TVs are mounted on a wall in front of the desk and can be viewed from analysts working at either station. The monitors/TVs are equipped with MSI TV Tuner Cards to facilitate radio/TV display and video capture. The system also allows for analysts to change video inputs so that they can display any program that they are utilizing on computers at their desk onto the 40” monitors at the front of the room. This capability helps to facilitate the rapid sharing of information with others in the office as well as display of important information, such as the Common Operational Picture.
- To facilitate communication with the National Operations Center (NOC), the MMC has two phones – a voice over IP phone on each desk and a cellular phone. There is also a pager that the NOC utilizes to disseminate information for ongoing incidents. The MMC office phone is for general business purposes only while the cell phone is used to receive blast calls from the NOC, interact with MMC and NOC personnel, and as a back-up if the

landline goes down. The pager is used to receive alerts on NOC Notes, Phase Reports and other related event situations.

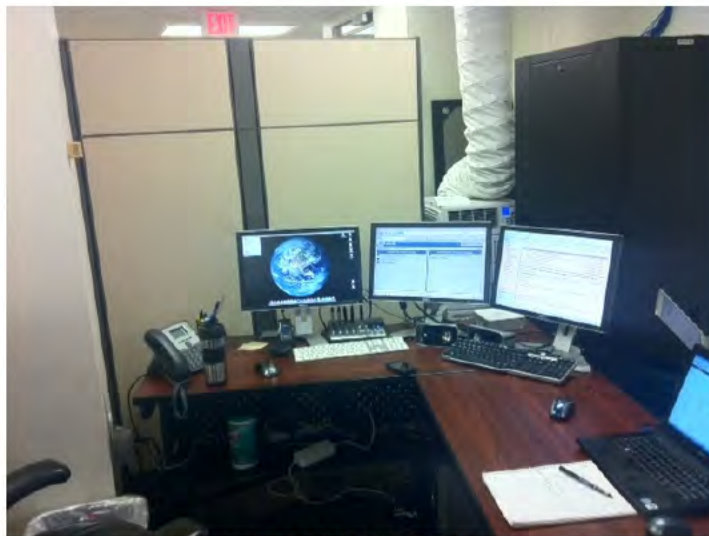


Figure 1: MMC Watch Desk



Figure 2: MMC Front of Room Monitors

### 3.2.1. Television Monitors: Video Switch

In order to change the channels for the displays at the front of the MMC office, analyst must access the MMC network at: (see account information sheet)

It's probably a good idea to have this interface available during your shift, so that you can make any adjustments on the fly.

#### Manual Switching

Using the matrix of Inputs (along left side) and Outputs (along top side) you can quickly click which source you would like to display on any one of 5 outputs. Selection is made by clicking the button that references the combination of Input and Output you wish to see, and then click the "Submit" button at the bottom of the page. Outputs 1 through 4 correspond to the TVs left to right, from top row to bottom row:

ONE	TWO
THREE	FOUR

Figure 3: MMC Monitor Set Up

Output 5 allows you to assign the audio of any input to the overall room speakers.

#### Stored Configurations

To make common configurations easily and quickly available, we have set up some presets. By selecting the number from the drop-down menu under "Stored Configurations" and clicking "Load", you can call up these stored presets. These settings can be changed if we find specific presets that are preferred.

- 1) MMC Extended Desktop HSIN (1), CNN (2), FOX News (3) MSNBC (4).
- 2) MMC Extended Desktop HSIN (2), CNN (1), FOX News (3) MSNBC (4).
- 3) MMC Extended Desktop HSIN (3), CNN (2), FOX News (1) MSNBC (4).
- 4) MMC Extended Desktop HSIN (4), CNN (2), FOX News (1) MSNBC (3).
- 5) SN Extended Desktop HSIN (1), CNN (2), FOX News (3) MSNBC (4).
- 6) SN Extended Desktop HSIN (2), CNN (1), FOX News (3) MSNBC (4).
- 7) SN MAC Desktop HSIN (2), CNN (1), FOX News (3) MSNBC (4).
- 8) SN MAC Desktop (3), CNN (1), FOX News (2) MSNBC (4).

### 3.2.2. Mapping Shared Network Drive

To map to MMC's shared network drives, use the following procedures. When mapping for the first time, you must enter the password (see hard copy of password list in the left pocket of the SOP binder).

For Windows XP computers:

- 1) Click Start
- 2) Click My Computer
- 3) Click on Tools
- 4) Select Map Network Drive
- 5) Select any letter from the dropdown menu for the Drive
- 6) Type in the following under the Folder space for the MMC shared drive  
**(b) (7)(A), (b) (7)(E)**
  - a. For the SN shared drive, type in **(b) (7)(A), (b) (7)(E)**
  - b. The box for "Reconnect at Logon" should be checked
  - c. Do not check the box for "Connect using different credentials"
- 7) Click Finish

For Windows 7 computers:

- 1) Click Start
- 2) Click My Computer
- 3) Select Map Network Drive from the top menu bar
- 4) Select any letter from the dropdown menu for the Drive
- 5) Type in the following under the Folder space for the MMC shared drive  
**(b) (7)(A), (b) (7)(E)**
  - a. For the SN shared drive, type in **(b) (7)(A), (b) (7)(E)**
  - b. The box for "Reconnect at Logon" should be checked
  - c. Do not check the box for "Connect using different credentials"
  - d. Click Finish

### 3.3. Shift Schedule

The Media Monitoring Capability (MMC) maintains 24/7 operations 365 days per year. Analysts work a 12-hour watch shift from either 0600-1800 (day) or 1800-0600 (night). Those not on a 12-hour watch will work an administrative shift from 9-5. The schedules for the Traditional Media and Social Media teams will be offset in order to ensure that administrative coverage is provided for the entire work week. Referred to as "Project Time," analysts will use this week of 8-hour administrative shifts to complete weekly reports, assist the MMC watch, and complete additional tasks as directed by senior DHS/NOC/MMC personnel. The rotating watch schedule follows a general pattern of 2 days on, 2 days off, 3 days on, 2 days off, 2 days on, 3 days off. Analysts work this schedule for two weeks. Once a two-week rotation is complete, the analyst who worked the day shift will automatically switch to night shift. The analyst who worked two weeks on night shift will then work on Project Time.



	4-Jun	5-Jun	6-Jun	7-Jun	8-Jun	9-Jun	10-Jun
MMC 0600-1800 (AM)	1	1	6	6	1	1	6
MMC 1800-0600 (PM)	2	2	3	3	2	2	3
MMC Proj Time							
Proj Time				4	4	4	4
SN 0600-1800 (AM)	7	7	9	9	7	7	9
SN 1800-0600 (PM)	11	11	10	10	11	11	10
SN Proj Time							
Proj Time			5	5	5	5	
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun
MMC 0600-1800 (AM)	6	6	4	4	6	6	4
MMC 1800-0600 (PM)	3	3	1	1	3	3	1
MMC Proj Time							
Proj Time				2	2	2	2
SN 0600-1800 (AM)	9	9	5	5	9	9	5
SN 1800-0600 (PM)	10	10	7	7	10	10	7
SN Proj Time							
Proj Time			11	11	11	11	
	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun
MMC 0600-1800 (AM)	4	4	2	2	4	4	2
MMC 1800-0600 (PM)	1	1	6	6	1	1	6
MMC Proj Time							
Proj Time				3	3	3	3
SN 0600-1800 (AM)	5	5	11	11	5	5	11
SN 1800-0600 (PM)	7	7	9	9	7	7	9
SN Proj Time							
Proj Time			10	10	10	10	

Figure 4: MMC/SN Schedule Format

Figure 4 shows the work schedule of eleven analysts broken down into 2 teams to provide 24/7 operations. A fifth person will usually be on project time and eventually rotate into day shift after Project Time.

The schedule is a 6-month projection, which allows analysts to know their schedule and plan for time off, etc. Note: If an analyst is scheduled to work a 12-hour shift and needs the day off, he or she will coordinate with other analysts and the team lead to ensure that coverage is maintained. The schedule is distributed as an Excel document via email at regular intervals, but is also available through Google Docs: (see account information sheet)

## 4. Distributions

### 4.1. Item of Interest (IOI) Parameters

MMC coverage focuses primarily on providing information on incidents, significant events and crises, which are usually defined as catastrophic events that result in wide-scale damage or disruption to the nation's critical infrastructure, key assets, or the nation's health; and require a coordinated and effective response by Federal, State, and Local entities. For the most part, coverage of international incidents is limited to that of terrorist activities and infectious diseases that impact a wide population of humans or animal stock, such as mad cow disease or H5N1, and catastrophic weather events around the globe (Category 5 Hurricanes, Tsunami, and Large Magnitude Earthquakes). An Item of Interest (IOI) is generated whenever an MMC search or alert produces information about an emergent incident that should be brought to the attention of the NOC. The emphasis in IOI reporting is always focused on operationally relevant information, the "what" versus the "who." In preparing and distributing IOIs, analysts must only include authorized PII. Further, analysts must consider whether inclusion of authorized PII lends credibility to the report before distributing an IOI containing authorized PII. Often PII may be found in the text of the reports when referring to specific individuals or in the text of the source links (e.g., <https://twitter.com/#!/sallyreporter>).

**Note** - If there are ANY questions about whether an incident or other reported item is IOI-worthy, check with MMC leadership.

**4.1.1. Incidents that warrant an IOI:**

- Terrorist incidents (including foreign countries)
- Major natural disasters (e.g., floods, tornadoes, earthquakes)
- Transportation incidents where major bottlenecks may occur or where chemical/explosive hazards exist
- Incidents that could result in injury to a local population (e.g., fire at a chemical production facility releasing toxic fumes)
- Incidents that result in damage to critical infrastructure
- Safety issues (e.g., aircraft emergency)
- Certain crimes (e.g., snipers, mall/school shootings, major drug busts, illegal immigrant busts, etc)
- Policy directives and implementations operationally related to DHS

**Note** - Analysts are to refrain from generating IOI reports that:

- 1) *Include any form of unauthorized PII*
- 2) *Include public reaction to DHS programs, policies and procedures unless they are operationally relevant (e.g., long wait times at TSA checkpoints)*
- 3) *Focus on individuals' First Amendment-protected activities unless they are operationally relevant (e.g., protest shuts down I-95 – in which case the report should focus on impact to operations and not the subject of the protest)*
- 4) *Overview proposed legislation or legal challenges on enacted legislation*
- 5) *Have an obvious political bias or agenda*
- 6) *Are predictive or futuristic*

**4.1.2. NOC Comprehensive Critical Information Requirements (CIR) & Essential Elements of Information (excerpt applicable to MMC)**

**CIR #1 – Facts, Estimates & Projections about the Threat, Incident, Event or Storm:**

**a. Chemical or Biological Attacks**

What Information is known about the chemical or biological agent of concern and what are typical symptoms indicating exposure?

What are the safe and dangerous exposure levels, related medical procedures and/or antidotes?

What are the known distances from the location of release from major population centers?

What do the plume modeling and forecasts indicate?

Is there information on documented water and food contamination?

**b. Cyber Attacks**

What are the critical facts about the extent of the cyber attack?

Were any key national programs or data systems targeted, exposed or impacted? If exposed or impacted, what is the known extent of the damage or compromise of data?

Is there an estimated source of attack and other relevant information regarding the cyber attack?

**c. Earthquakes**

Where exactly was the epicenter of the earthquake located and provide details in relation to the distances from major metropolitan center(s) or landmark(s).?

What were the Richter scale measures of the earthquake?

How far apart in distances throughout the region was the earthquake felt or impacted?

What is the estimated population most affected by the earthquake?

What are the anticipated aftershocks and for what period / duration will they last?

#### **d. Explosions**

What are the critical facts about the explosion (i.e. source(s) or agent(s) or explosive materials used)?

What were the measures or estimates of the explosion's force?

What was the location of impact to buildings?

Are any Critical Infrastructure or Key Resources affected?

#### **e. Fires**

Where is the fire located?

What is the distance from the fire to populated areas (i.e. residential, business, etc)?

What is the size of the fire?

What percentage is contained?

Are there any forecasted and/or factual issues for consideration?

Do fire officials suspect a cause of the fire?

Has a Fire Management Assistance Grant (FMAG) been requested and/or approved?

#### **f. Floods**

What are the projected or estimated flood levels? River levels? Estimated peaks?

What are the cities and population centers impacted (or will be impacted)?

#### **g. Hurricanes**

What Hurricane category applies to this storm?

What are the maximum and sustained winds?

What and where is the anticipated storm surge and flooding risk?

What is the storm diameter, location of eye, barometric pressures, and projected track?

When is the anticipated landfall date/time and where is the storm projected to arrive at?

#### **h. Oil Spill of National Significance or Hazardous Material Spill**

What are the critical facts about the oil or hazardous material spill (i.e. estimates on size and rate of spill, current location, and sources(s) and date/time of spill)?

What do computer projections or modeling indicate with respect to spill drift speed and direction?

What are considered to be safe and dangerous exposure levels (if applicable)?

Has a responsible party for the spill been identified? (*MMC must never include PII*)

Are there any sensitive environmental areas (i.e. Wildlife Preserve, Conservation Areas, Habitats, etc) that could be adversely impacted by the spill?

What other relevant information about the spill must be considered?

#### **i. Mass Migration**

What are the estimates of total migrants attempting to migrate?

What are the likely countries of origin and U.S. destinations?

How many migrants have been intercepted or rescued to date?

Are there any fatalities or serious injuries?

#### **j. Nuclear and Radiological Attack, Incident, or Release**

What is the source of the release?

What are the current radiation levels at the various rings / distances from the release location and from major population centers?

What do plume modeling forecasts indicate for radiation contamination?

Have any safe and dangerous exposure levels been identified?

Is there information on documented water and food contamination? What agencies are responsible and in charge of monitoring this threat?

#### **k. Pandemic Influenza or Outbreak**

What is the critical information regarding the nature of the pandemic or influenza outbreak?

Have incubation periods been identified?

What are the associated symptoms with this outbreak?

Are there any special concerns for elderly persons or infants?

Are there any prescribed medical treatments or shots identified and/or available?

#### **l. Special Events**

What are the critical facts/information about the event (i.e. security, location, facilities, etc)?

#### **m. Suspicious Activity or Suspicious Package**

What are the critical facts about the suspicious activity or package, including a description of the activity or package, the location and nearness to major population centers or landmarks and the proximity to critical infrastructure or facilities?

List other pertinent details on what local law enforcement authorities have been notified (if any); or details on what explosive ordinance responders have been notified (if any).

#### **n. Terrorism Threat**

What are the specific details of the credible threat (methods and means for carrying out the threat, etc)?

#### **o. Tornadoes and Other Severe Weather**

What are the critical facts and description of the tornadoes or storm (to include maximum and sustained winds, storm diameter, location, and barometric pressures)?

What is the projected track of the storm?

What is the anticipated landfall date/time and arrival location?

#### **p. Tsunamis**

What are the estimated wave heights, location, and duration of the tsunami?

What is the estimated date/time to arrive at Continental U.S. (CONUS) shores or major population centers?

What is the estimated speed and direction of the tsunami?

Is there a discrepancy between observed versus forecasted data?

### **CIR #2 – DHS Readiness & Preparedness:**

#### **a. National Terrorism Advisory System (NTAS)**

What are the pertinent details of any threat that drives an NTAS alert (i.e. type of threat, source, timeline, potential impact to public, etc)?

What are the recommended preventive measures to take in order to heighten public safety (by communities, businesses, and government entities) e.g. lockdowns, evacuations, etc.?

#### **b. DHS Protective Measures and Actions**

What are the DHS protective measures or mitigation steps being exercised or planned to limit the impact to DHS mission readiness and response operations?

What offices, teams or task forces were impacted or affected by this threat, event or incident, if any?

What is the status of DHS's specialized teams needed to respond to this threat, incident or storm?

What are the DHS protective measures or mitigation plans or actions being exercised or planned for responding to this terrorist threat, e.g. personnel surge, physical steps, EOC set up, etc.? (Note, this info is important for CIKR facilities or transportation infrastructure especially).

What are the estimated effects these protective measures or mitigation plans have on national supply system, key transportation nodes or commerce, if any?

Are there any advisories or public warnings being issued?

### **CIR #3 – Other Federal, State, Local Readiness & Mitigation Actions:**

#### **a. Evacuation Plans and Estimates**

What is the general evacuation plan for this event or incident?

- What is the estimated number of general population requiring evacuation?
- Have federal, state, tribal, territorial, and/or local authorities identified any areas for evacuation (mandatory or voluntary)?

What is the status of evacuation orders, if any?

Have there been any problems with personnel evacuation or applicable evacuation plans?

What is the rough re-entry plan for the evacuated general public to return?

Will there be any quarantine required or anticipated for the public prior to re-entry? If so, what are the essential details?

#### **b. Changes to Security Levels or U.S. Conditions of Readiness**

Has this threat, incident or event resulted in changes to any U.S. condition of readiness, such as Department of Defense Condition (DEFCON), Force Protection Condition (FPCON), Information Operations Condition (INFOCON) or USCG Maritime Security (MARSEC) Levels?

*Note: CIR 4 is not applicable to MMC*

### **CIR #5 – Life Saving & Critical Resources / Shortages:**

#### **a. Status of First Responders**

How has this event or incident affected the first responders' (fire, police, medical) ability to provide needed support to the affected communities?

Is there a Mutual Aid agreement already in place among regional fire, police, and emergency medical services? If so, what are the pertinent details?

What is the re-entry plan for first responders?

What is the status of medical response personnel?

Is there an anticipated need for search and rescue operations as a result of this event or incident? If so, what DHS agencies and assets will be providing support or likely be used?

What is their status?

What Department of Defense assets are likely to be used? What is their status?

What National Guard assets are likely to be used? What is their status?

#### **b. Life Saving & Other Critical Response / Recovery Actions**

What are the major or critical requests for assistance that DHS is responsible for or responding to?

- Who made the request(s) and what are the relevant dates/deadlines of the request (e.g. Foreign State, Department of State, state, local government, etc)?

What are the major DHS assets or teams requested or already responding to this incident (i.e. IMATs, Vessels, Teams, etc)?

What major operational response actions are being taken in response to the threat, event or incident?

**c. Status of Food, Water, Shelter, Power, and Communications**

What is the status of food, water, shelter, power and communications in the affected region?

**d. Critical Resource Gaps, Unmet Needs, and Medical Shortfalls**

Has any Federal, State or Local government or responding agency identified any critical resource gaps or major operational response or asset gaps that cannot be resolved?

**e. Status of Coast Guard Reserve Personnel**

Has the President authorized the recalling of Title 10 forces to provide support as a result of this event or incident?

Has the U.S Coast Guard activated their Coast Guard Reserve workforce? What are the associated details?

**CIR #6 – Damage & Restoration:**

**a. CIKR (Level One) Damage Estimates and Restoration Actions**

What major Critical Infrastructure and Key Resources (CIKRs) will likely be impacted or have been impacted as a result of this event or incident?

Which impacted CIKRs are the most critical to recovery operations?

What is the projected damage or impact to these CIKRs as a result of this event or incident?

- What are the likely cascading effects that will ensue as a result of the damage to these listed CIKRs?
- What is the long term (greater than 6 months) regional, state and national impact as a result of the damage to these listed CIKRs?

What are the major DHS restoration activities being executed to help restore CIKR facilities and infrastructure?

**b. Other CIKR Damage Estimates**

What other Critical Infrastructure and Key Resources (CIKRs) will likely be impacted or have been impacted as a result of this event or incident?

What is the projected damage or impact to these CIKRs as a result of this event or incident?

What are the major DHS restoration activities being executed to help restore CIKR facilities and infrastructure?

**CIR #7 – People:**

**Status of U.S. Public (in General)**

What are the general estimates for number of U.S. citizens impacted or projected to be impacted by this threat, event or incident?

What is the estimated and confirmed number of deaths, injuries or missing persons as a result of this event or incident?

What is the estimated number of personnel and special needs personnel that might require rescuing as a result of this event or incident?

How many homes were destroyed or damaged as a result of this event or incident?  
How many personnel are estimated and confirmed to be homeless as a result of this event or incident?

**CIR #8 – Health & Safety:**

**a. Major Health Concerns and Estimates**

What are the general estimates for number of U.S. citizens impacted (or will be impacted) by this health-related event or incident?

What are the anticipated effects to U.S. health as a result of this event or incident?

What are the current estimates or confirmed cases of individuals with communicable disease, pandemic like symptoms or confirmed diagnosis?

What are the worst case estimates for communicable disease and/or pandemic outbreak as a result of this event or incident?

**b. Quarantine & Similar Health and Safety Plans**

Are there any plans by the Federal, State, or Local government to implement quarantine plans in response to an incident or threat?

**CIR #9 – Response and Recovery Organization & Leadership:**

**Lead Agency, Response and Recovery Organization(s)**

Who is the lead Federal, State, and Local agency responsible for responding to this threat, incident, event or storm?

What is the primary State or Local Emergency Operation Center (or similar command) established to coordinate all the state and local response actions to this incident?

**CIR #10 – Long Term Recovery and Economic Impacts:**

**a. Estimates on Long Term Recovery Operations**

What are the damage estimates as a result of the impact from this event or incident? (Note: please provide specific emphasis on damage estimates to the communications, energy, and transportation sectors.)

What are the major long term effects (greater than 6 months in duration) as a result of this event or incident?

What is the estimated recovery time from this event, incident or storm?

**b. Economic & Other Strategic National & Long Term Consequences**

What is the estimated strategic U.S. National impact resulting from this event or incident?

- What is the anticipated impact on the U.S. economy?

What is the anticipated impact on the U.S. environment? What are the estimated long term consequences to the geographic region affected by this incident or event?

**CIR #11 – Public Information Guidance**

What additional information regarding this incident and DHS's role in it can be found amongst popular social networks, press releases, and public statements?

**CIR #12 – Weather and Seas**

What is the forecasted weather and seas (e.g. next 72 hours) for the area(s) or region(s) in question or in the area(s) where DHS operations are ongoing?

Any other relevant high-level weather related information

#### 4.1.3. IOI Categorization

The categorization of IOIs in the daily log allows analysts to track the types of articles that are distributed as they relate to 13 characterizations. The emphasis in IOI reporting is always focused on operationally relevant information, the “what” versus the “who.” In preparing and distributing IOIs, analysts take great care to never include unauthorized PII anywhere in the report, including within the text of the source link. The characterizations include:

- 1) **Terrorism:** Includes media reports on the activities of terrorist organizations both in the United States as well as abroad. This category will also cover media articles that report on the threats, media releases by al Qaeda and other organizations, killing, capture, and identification of terror leaders and/or cells. (Reports in this category CANNOT include the name of the terrorist unless deceased.)
- 2) **Weather/Natural Disasters/Emergency Management:** Includes media reports on emergency and disaster management related issues. Reports include hurricanes, tornadoes, flooding, earthquakes, winter weather, etc. (all hazards). Reports will outline the tracking of weather systems, response and recovery operations, as well as the damage, costs, and effects associated with emergencies and disasters by area. Will also include articles regarding requests for resources, disaster proclamations, and requests for assistance at the local, state, and federal levels.
- 3) **Fire:** Includes reports on the ignition, spread, response, and containment of wildfires/industrial fires/explosions regardless of source.
- 4) **Trafficking/Border Control Issues:** Includes reports on the trafficking of narcotics, people, weapons, and goods into and out of the United States of an exceptional level. Reports will also include articles outlining the strategy changes by agencies involved in the interdiction of the items outlined above.
- 5) **Immigration:** Includes reports on the apprehension of illegal immigrants, policy changes having operational implications with regard to immigration in the United States, and border control issues. (Reports in this category CANNOT include the names of illegal immigrants.)
- 6) **HAZMAT:** Includes reports on the discharge of chemical, biological, and radiological hazardous materials, as well as security and procedural incidents at nuclear facilities around the world and potential threats toward nuclear facilities in the United States. Also included under this category will be reports on, and responses to, suspicious powder incidents and chemical or biological agents.
- 7) **Nuclear:** Includes reports on international nuclear developments, attempts to obtain nuclear materials by terrorist organizations, and stateside occurrences such as melt downs, the mismanagement of nuclear weapons, releases of radioactive materials, illegal transport of nuclear materials, obtaining of weapons by terrorist organizations, and breaches in nuclear security protocol.



- 8) **Transportation Security:** Includes reports on security breaches, airport procedures, and other transportation-related issues. Reports will include threats toward and incidents involving rail, air, road, and water transit in the United States.
- 9) **Infrastructure:** Includes reports on national infrastructure, including key assets and technical structures. Reports will include articles related to failures or attacks on transportation networks, telecommunications/ internet networks, energy grids, utilities, finance, domestic food and agriculture, government facilities, and public health.
- 10) **National/International Security:** Includes reports on threats or actions taken against United States national interests both at home and abroad. Reports will include articles related to threats against American citizens, political figures, military installations, embassies, and consulates, as well as efforts taken by local, state, and federal agencies to secure the homeland. Articles involving intelligence will also be included in this category.
- 11) **Health Concerns, National/International:** Includes reports on national and international outbreaks of infectious diseases and recalls of food or other items deemed dangerous to the public health.
- 12) **Public Safety:** Includes reports on public safety incidents, building lockdowns, bomb threats, mass shootings, and building evacuations.
- 13) **Cyber Security:** Reports on cyber security matters that could have a national impact on other CIR Categories; internet trends affecting DHS missions such as cyber attacks; computer viruses; computer tools and techniques that could thwart local, state and federal law enforcement; use of IT and the internet for terrorism, crime or drug-trafficking; and Emergency Management use of social media.

#### 4.1.4. IOI Relevancy Rating Scale

The Item of Interest (IOI) Relevancy Rating Scale is a tool that provides MMC analysts with a process to assess the relevancy of a news story to DHS Operations and the urgency in which the corresponding IOI should be distributed. Determining the relevancy of an IOI allows analysts to triage news stories and send out time-sensitive pieces first, followed by less acute stories. The IOI Relevancy Rating Scale is broken down into five categories, from “Absolutely Send” to “Do Not Report.”

Rating	Threat Assessment	Distribution
5 - Absolutely Send	DHS OPS relevant/Breaking news - time sensitive	Immediate
4 – Send, not time sensitive	DHS OPS relevant, but not time sensitive	Not time sensitive

3 – Continue research and either rate as send or do not send	DHS relevance/Determine if worth distribution	Must determine if Category 4 or Category 2
2 – Marginal DHS Relevance	Marginal DHS relevance/Not in line with reporting guidance	Must be approved by MMC leadership for distribution
1 - Absolutely SHOULD NOT BE Reported	Not operationally relevant	None

#### 4.1.5.Sourcing Items of Interest

Identifying the source of information allows the MMC to record the means by which articles are discovered. This does not involve recording PII of the specific content authors, but instead involves recording general source categories within either traditional or social media as noted below. Such metrics support MMC analysts/management in reviewing the productivity of certain tools/processes to assist in process improvement and quality assurance efforts. Characterization of sourcing includes:

##### Traditional Media

- 1) **Live Broadcast:** The Item of Interest was distributed following live television broadcast by FOX News, CNN, MSNBC, etc.
- 2) **Alert:** The Item of Interest was initiated because of an alert from the NOC.
- 3) **Passive Scan:** The Item of Interest was produced following the finding of an article as the analyst searched websites (Foxnews.com, CNN.com, BBC.co.uk, etc.) or through the use of the MMC’s aggregator tools.
- 4) **Active Search:** The Item of Interest was distributed after the analyst found an article by seeking out certain topics in search engines (Google, Yahoo, MSN, etc.)

##### Social Media

- 1) **Credible Source:** The item of interest was distributed following information provide by a credible source, such as a twitter posting by a media outlet
- 2) **Credible Evidence:** Information is provided by social media sources, but is being redistributed by other users or media outlets, lending credibility
- 3) **Corroborating “Hits” Indicating a Trend:** The item of interest was produced from multiple social media different sources providing an overall picture of the event
- 4) **Official Alert:** A notification posted by an official government or private sector source

#### 4.1.6. Adding Search Terms & Sites:

All of the tools utilized by the Traditional and Social Media teams are highly effective resources for locating salient information on breaking or evolving situations of interests to the DHS NOC. While these tools are all established in a standardized manner, it becomes necessary as situations develop, to add, edit, or adjust the search and source parameters that are used. When necessary, the protocol below will be followed for adding search terms or sources to MMC tools:

1. The Watch analyst will identify the source or keyword that he/she would like to utilize within MMC tools or general internet browser searches and submit it to the Watch Lead (Senior Analyst on shift).
2. The Watch Lead will approve or disapprove of the keyword term or source. If the Watch Lead believes that the source or keyword will add value or provide greater granularity to established searches, the item will be added to MMC tools/searches.
3. A note regarding the addition of a new keyword or source will be entered into the MMC's Daily Log, and a message identifying the change will be sent to MMC management. The new keyword term or source will also be provided to oncoming analysts during the next shift changeover brief.

#### 4.1.7. Credible Sources for Corroboration

**First Tier** – A first tier source is one that does not typically need additional corroboration prior to release. Sources that construct the first tier platform include major news networks, such as CNN and Fox; major newspapers, such as USA Today and The Washington Post; and international news, such as the BBC and The International Herald Tribune. These sources *do not typically need additional corroboration prior to release*:

- Major news networks (Television and Internet)
  - CNN, FOX, ABC, NBC, CBS, MSNBC, Associated Press, Reuters (local affiliates of these major networks can be considered Tier 1 sources)
  - Local affiliates of major networks, preferably sourced by the wire services like AP or Reuters
- Major newspapers
  - Washington Post, LA Times, USA Today, US News and World Report, Wall Street Journal, Chicago Tribune, Houston Chronicle, Boston Globe, Arizona Republic, San Francisco Chronicle, Detroit Free Press, Miami Herald
  - Some major local/state newspapers are appropriate as well (New York Daily News, Chicago Sun Times, Minneapolis Star Tribune, Seattle Times, etc.)
- International News
  - BBC, Sky News, UPI (United Press International), IHT (International Herald Tribune), AFP (Agence France-Presse), Asian Times Online, Al Jazeera English, Prensa Latina (Latin American News Agency), The Guardian, Le Monde (France), The Economist, Kyodo News (Japan), The Australian News, German News, Canada Free Press, Agenzia Italia, United News of India, EFE (Spain), ARI (Russian Information Agency),

**Other Sources** – *Need to be verified by a First Tier source prior to release.*

- Government or specialized sites with a specific focus. Often includes .org's, .net's, and .co's.
  - AllAfrica.com, Emergency and Disaster Management Service, GlobalSecurity.org, etc.
- Obviously partisan or agenda-driven sites (political bias must never be reflected in an IOI)
- Tabloids (national and international)
  - The Sun (UK), National Enquirer, Star, etc.
- Blogs, even if they are of a serious, political nature
- Popular magazines
  - People Weekly, Washingtonian, etc.
- News collection/ compilation sites
  - NationalTerrorAlert.com, Drudge Report.com, DisasterNews.net, Opensourceintelligence.org, Homelandsecurityleader.com, HomelandSecurityToday.com.

## 4.2. Item of Interest (IOI) Creation

The creation of an IOI is a multi step process that involves analysts at both desks. The MMC utilizes a double verification process to strictly adhere to Privacy Guidelines, reduce the potential for errors and ensure that all IOIs meet the qualifications for distribution. No matter which desk is creating the IOI, his/her counterpart on the opposite desk is responsible for reviewing the item for content, spelling, grammar, punctuation, format and PII compliance.

There are two ways in which an analyst can produce IOIs. The primary method involves the use of the MMC Application (App), a specialized data entry tool that categorizes, databases, and distributes IOIs. Should the App fail, analysts can utilize Microsoft Outlook to generate IOIs manually. Every IOI will have the same general appearance, independent of distribution method:

- Font: Times New Roman
- Size: 12 Point
- Recipient's Address In BCC Line (Applicable in Outlook only)
- Bold Appropriate Headings
- Analyst's Signature Block

### 4.2.1. Application – IOI (Traditional Media)

The MMC team utilizes the App as its regular method for distributing IOIs. The App is a worksheet-like function that requires the analyst to input data into specific fields, resulting in a correctly formatted IOI once published. The App automatically databases each item that is distributed, which results in an automated numbering of distributions. This means that when creating an IOI, the new report will be sequentially numbered, building on previous distributions. When analysts are generating an update for an IOI, they only have to make sure that they are updating the correct string (incident) and the App will automatically ensure that it is correctly numbered.

Analysts are responsible for:

- Generating a subject line that summarizes the main points of the article in a clear and concise manner and entering it in the proper field
- Selecting the correlating category(ies)
- Selecting the most specific location possible from the drop down menu
- Copying and pasting relevant points from the article into the text field
- Identifying the specific media source and entering it in the proper field
- Copying and pasting the source link into the correct field
- Selecting the method used to find the article (Sourcing)
- Inserting tags (keywords)
- Selecting the correct distribution list(s) (Default, LIMDIS, SPECDIS)
- Proofing the entire report
- Verifying that the format is correct
- Ensuring that no PII is included except when authorized by the approved NOC MMC PIA dated Jan 6, 2011
- Verifying it is operationally relevant and compliant with the Media Monitoring Guidance Reminder memo (Appendix B)

The screenshot shows the 'MMC: Add Report' application window in Mozilla Firefox. The interface is divided into several sections with red callout boxes pointing to specific elements:

- Analyst's Subject Title:** Points to the top text input field.
- Article Title:** Points to the 'Article Title' field.
- Event Location:** Points to the 'Event Location' field.
- Article Text:** Points to the large text area for pasting the article content.
- Tags:** Points to the 'Tags' input field.
- Source Title:** Points to the 'Source Title' field.
- Link:** Points to the 'Link' input field.
- CIR Selection Drop Down Menu:** Points to the 'CIR Selection' dropdown menu.
- Category Drop Down Menu:** Points to the 'Category' dropdown menu.
- Location Drop Down Menus:** Points to the 'Location Information' section, which includes dropdowns for 'City', 'State', and 'City'.
- Distribution Lists:** Points to the 'Distribution List' section, which includes checkboxes for 'Default', 'LIMDIS', 'SN-OUT', 'SPECDIS', and 'TSNext'.
- IOI Sourcing:** Points to the 'IOI Sourcing' section, which includes a 'Report Thread' field and an 'add source' button.

The application also features a search bar at the top with the text '(b) (7)(A), (b) (7)(E)' and a search button. The bottom of the window shows a search bar with 'Find: 2265' and navigation buttons for 'next', 'Previous', 'Highlight all', and 'Match case'.

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Figure 5: MMC App - Traditional Media



#### 4.2.2.Outlook – IOI (Traditional Media)

If the App is unavailable, analysts can generate an IOI via Microsoft Outlook using the following process:

- Open a new message in the Outlook program
- Insert the format text into the message or type layout. An easy way to get the format is to copy it from a previous IOI
- Generate a subject line that reflects the main points of the incident. When applicable, include a location.
- Add the location of the incident. Ensure this is the actual incident site and not the location of the journalist or news source.
- Insert the article’s text.
- Insert the article’s source and link.

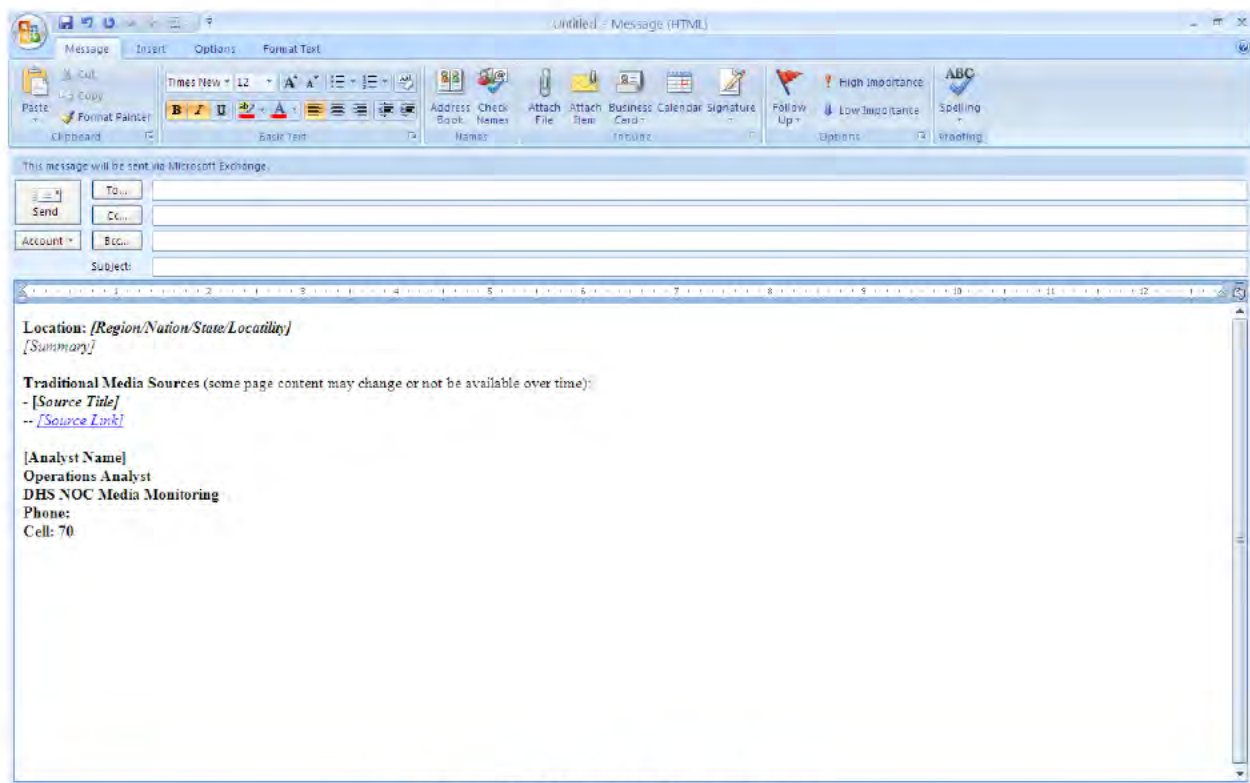


Figure 6: MMC IOI - Outlook Format

When adding information into the application/email, it is imperative that the analyst reviews the article for internal errors, such as spacing or grammar. Using the preview mode prior to distribution, and then copying and pasting the item into a word document is a simple way to ensure that there are no spelling or grammar issues. Errors can also be checked in Outlook prior to publishing.

#### 4.2.3.Application – IOI (Social Media)

The SN team utilizes the App as its regular method for distributing IOIs. The App is a worksheet-like function that requires the analyst to input data into specific fields, resulting in a correctly formatted IOI once published. The App automatically databases each item that is distributed, which results in an automated numbering of distributions.

This means that when creating an IOI, the new report will be sequentially numbered, building on previous distributions. When analysts are generating an update for an IOI, they only have to make sure that they are updating the correct string (incident) and the App will automatically ensure that it is correctly numbered.

Analysts are responsible for:

- Generating a subject line that summarizes the main points of the article in a clear and concise manner and entering it in the proper field
- Selecting the correlating category(ies)
- Selecting the most specific location possible from the drop down menu
- Pulling relevant points from multiple social media sources and generating a concise summary in the text field
- Identifying the social media sources and entering them in the proper field
  - Utilizing links to Twitter postings that were distributed by media outlets, agencies and organizations
  - The text of a Twitter posting made by an individual may be utilized once any PII has been removed. The analyst must use the exact text of the Tweet, and then add a time-stamp indicating the date and time the posting was made
- Copying and pasting the source links/social media postings into the correct field
- Selecting the method used to find the article (Sourcing)
- Inserting tags (keywords)
- Selecting the correct distribution list(s) (Default, LIMDIS, SPECDIS, SN Only)
- Proofing the entire report
- Verifying that the format is correct
- Ensuring that no PII is included except when authorized by the approved NOC MMC PIA dated Jan 6, 2011
- Verifying it is operationally relevant and compliant with the Media Monitoring Guidance Reminder memo (Appendix B)

The screenshot shows the MMC App - Social Media interface. The browser address bar contains redaction codes: (b) (7)(A), (b) (7)(E). The interface includes several sections:

- Reports:** A section at the top left with a 'New Media' button.
- Summary:** A large text area for the report summary.
- Keyword Tags:** A section below the summary for entering tags.
- CIRs & TAR(s):** A section for entering Case Incident Report (CIR) and Targeted Area Report (TAR) information.
- IOI Category:** A dropdown menu for selecting the category of the Incident of Interest (IOI).
- Location Information:** Fields for Country, State, County, and City.
- Distribution List:** A section for selecting recipients.
- Report Thread:** A section for entering the report text.
- Sources:** A section for listing sources, including Name, URL, and Quote.

Red callout boxes point to the following fields:

- Analyst's Subject Title:** Points to the 'Reports' section.
- Summary of Social Media postings:** Points to the 'Summary' text area.
- Keyword Tags:** Points to the 'Keyword Tags' section.
- CIR #:** Points to the 'CIRs & TAR(s)' section.
- IOI Categorizations:** Points to the 'IOI Category' dropdown.
- Location:** Points to the 'Location Information' fields.
- Source:** Points to the 'Sources' section.
- Source Link/ Twitter Text:** Points to the 'URL' and 'Quote' fields in the 'Sources' section.

Figure 7: MMC App – Social Media

#### 4.2.4.Outlook – IOI (Social Media)

If the App is unavailable, analysts can generate an IOI via Microsoft Outlook using the following process:

- Open a new message in the Outlook program
- Insert the format text into the message or type layout. An easy way to get the format is to copy it from a previous IOI
- Generate a subject line that reflects the main points of the incident. When applicable, include a location
- Add the location of the incident. Ensure this is the actual incident site and not the location of the journalist or news source
- Insert the report text in bullet format
- Insert the sources and links according to the same rules as previously discussed



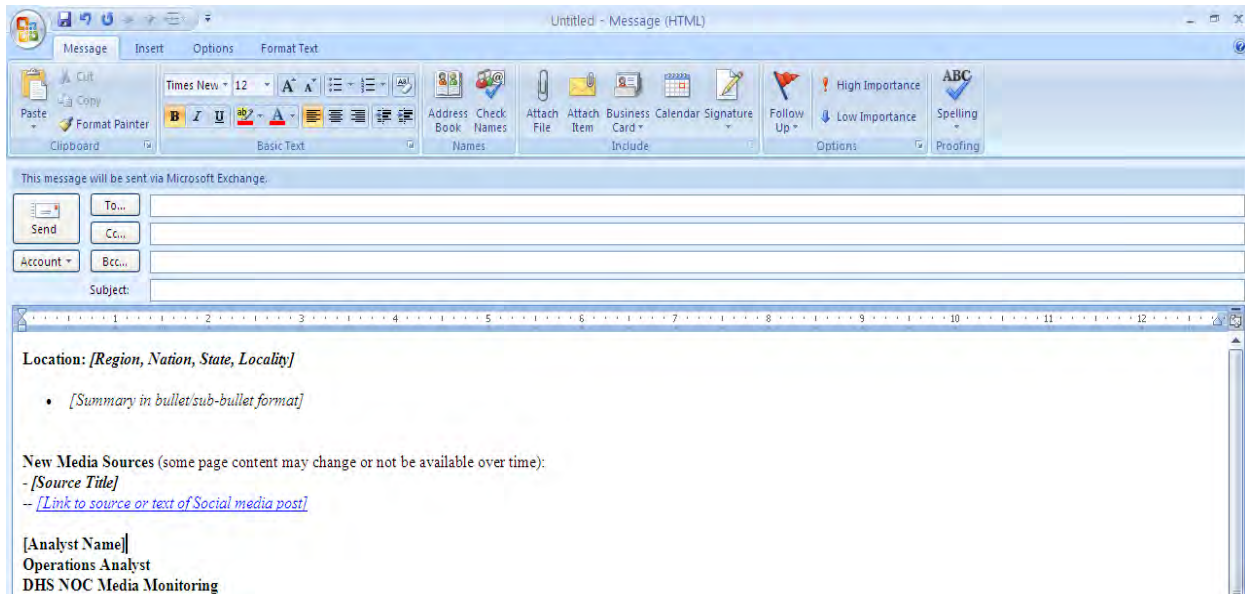


Figure 8: SN IOI – Outlook Format

#### 4.2.5. Application – IOI (Uploading Images)

A valuable resource in shaping the operational picture of the DHS NOC and senior level staff is the use of photographs of an event or incident. Analysts can easily upload pictures from Social Media and Traditional Media sources to add an extra layer of operationally valuable information to a report.

#### Utilize the following procedure to upload photographs to IOIs in the MMC Application:

- 1) Right click on the photo that you would like to use and select “Save Image As”. You will need to save the photograph on one of the office shared drives in order to access it for upload to the App. Use the naming convention **XXYYZZ-File-Name.jpg** when saving photos for use in reports. *Example: 121910-Iowa-Road-Closures.jpg.*
  - a. MMC Shared Drive address: (see account information sheet)
  - b. SN Shared Drive address: (see account information sheet)
- 2) In the report page on the Application, click on the picture icon above the report text box.

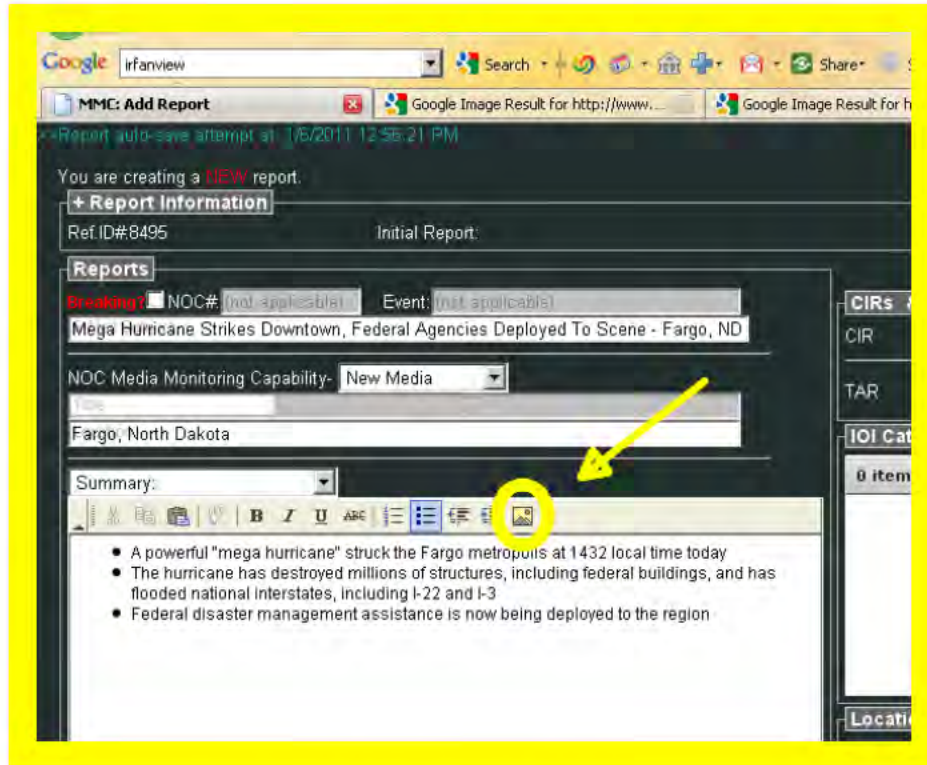


Figure 9: Adding Images To IOI

- 3) When the "Image Properties" window appears, select the "Upload" tab at the top.

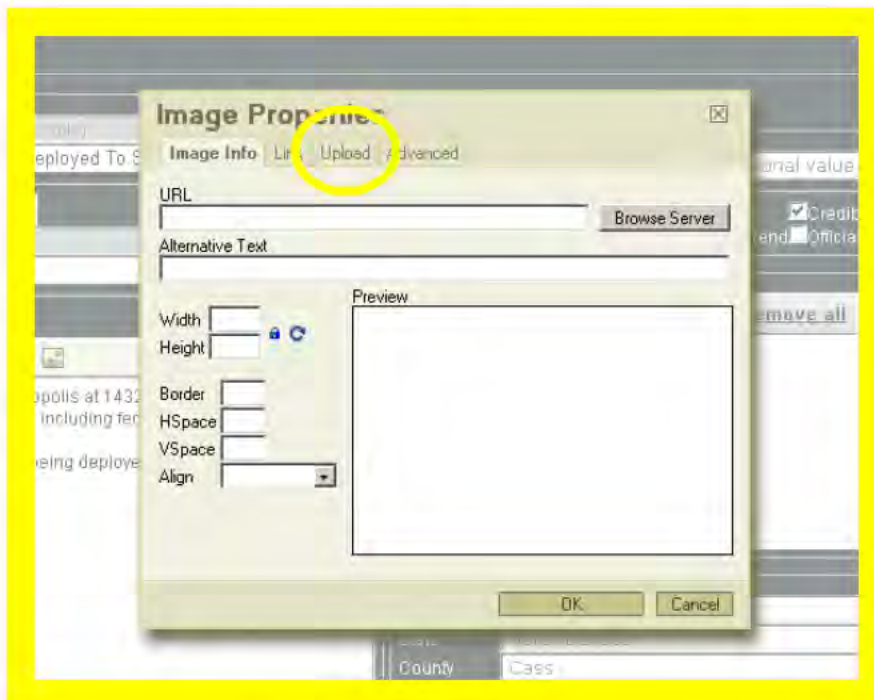
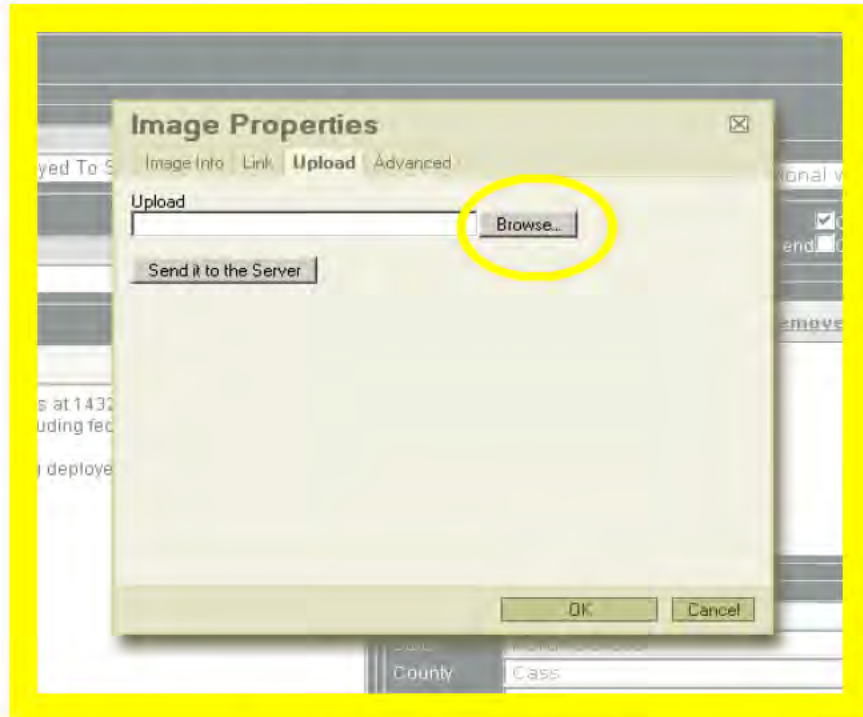


Figure 10: Adding Images To IOI 2

- 4) Click on the “Browse” button.



**Figure 11: Adding Images To IOI 3**

- 5) After selecting “Browse”, a window will open, allowing you to locate the file in which you saved the photograph (see account information sheet for shared drive information). Find and select the file, and then click “Open”

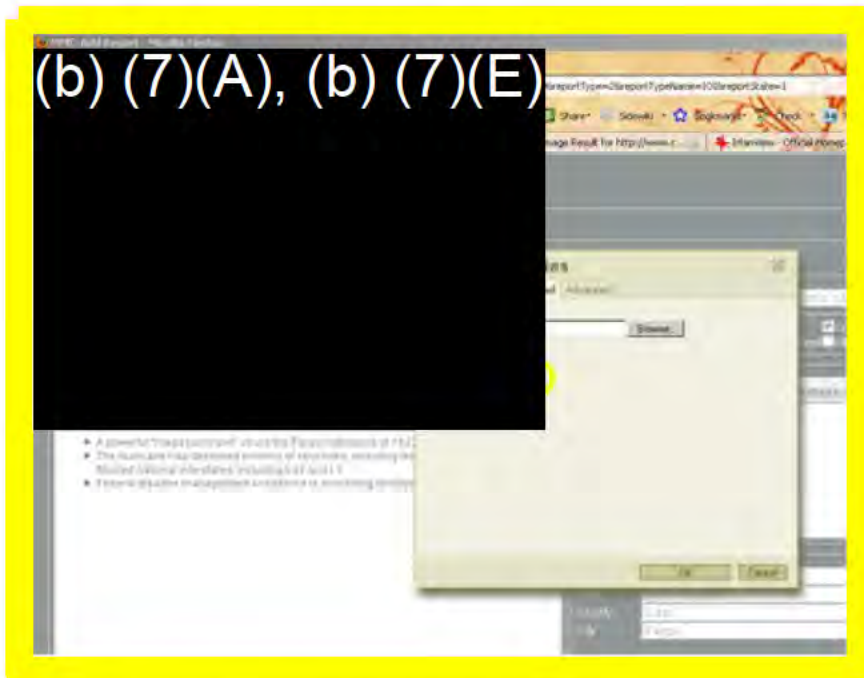


Figure 12: Adding Image to IOI 4

6) Select "Send it to the Server"

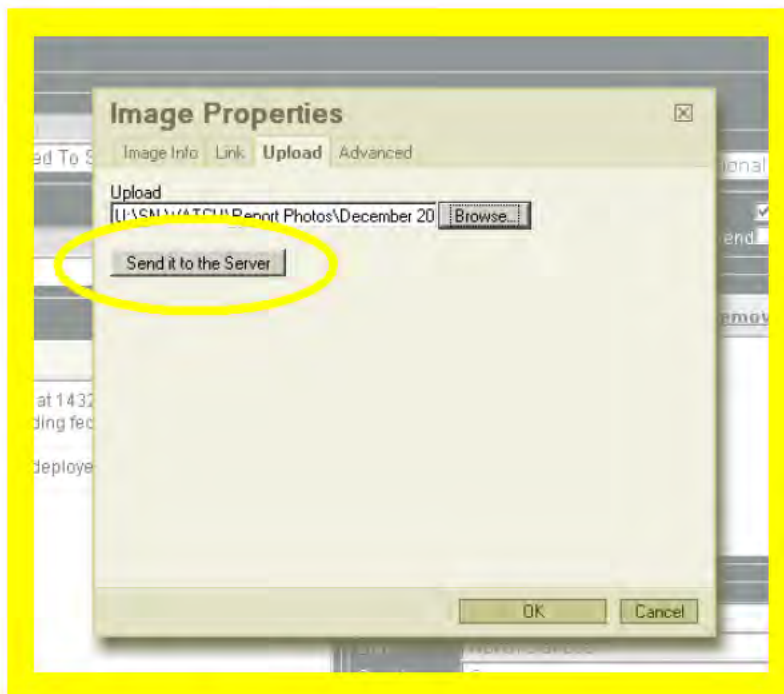


Figure 13: Adding Images To IOI 5



- 7) Once you select “Send it to the Server”, your image will appear in a small preview box. Set the width to 400 and select “OK”.

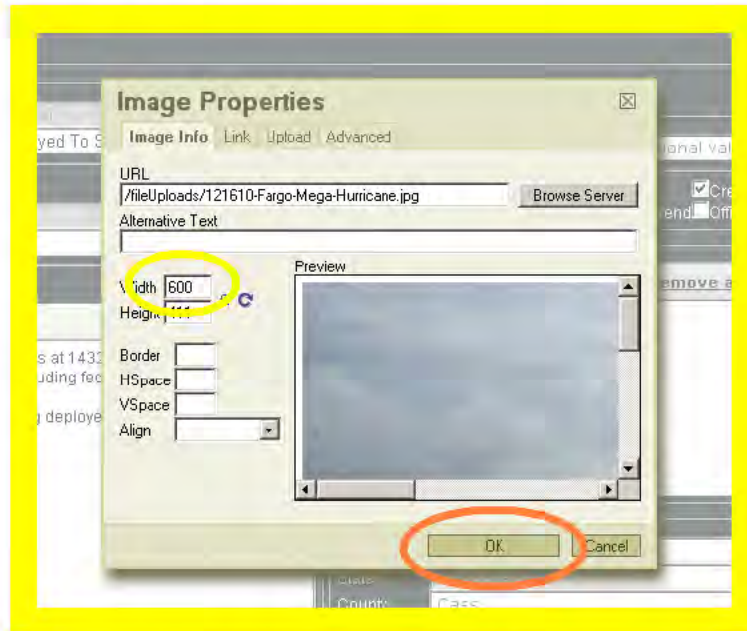


Figure 14: Adding Images To IOI 6

- 8) The image will then appear in the report’s text box. Ensure that an **Additional Information:** heading is added above the photograph, as well as a brief caption identifying the image. **Example:** *Image 1: Waves From Hurricane Fred Breaking On A Beach In Florida*

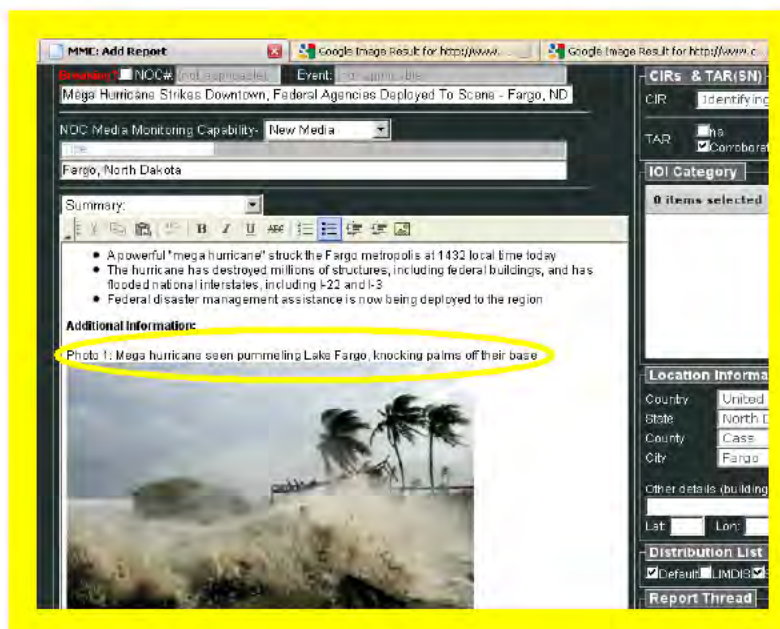


Figure 15: Adding Images To IOI 7

#### 4.2.6. IOI Distribution Lists

There are different types of distribution lists that the MMC uses. Each one addresses a particular group, depending on the severity of the event. The following is a catalog of the different lists and the purpose of each.

- 1) **Default** – this is a Full Distribution (FULLDIS) List, with more than just NOC personnel listed, that is primarily used for IOIs pertaining to terror attacks/terrorism stories, border/immigration issues, natural disasters, wildfires, floods, drugs/drug violence, mass killings/shootings, domestic oil spills, health concerns, etc.
- 2) **LIMDIS** – this is a Limited Distribution List that consists primarily of certain DHS, NOC, and MMC Leadership. IOIs that are sent utilizing the LIMDIS list are major traffic disruptions, suspicious package/powder incidents, hazmat, and school lockdowns, when it is not clear that the threat is real (e.g.: a forgotten backpack).
- 3) **SN-Only** – this is reserved for the SN team and includes specific members of the DHS Privacy office, so that they verify MMC complies with the spirit and intent of the PIA, especially when monitoring Social Media
- 4) **SPECDIS** – this is a Special Distribution List, which is determined by the Leadership and is used in rare cases, unusual events, or for certain individuals, and only when directed.
- 5) **Test** – this is used for training and test purposes.

### 4.3. DHS National Operations Center (NOC) Phases of Reporting

#### 4.3.1. NOC Notes

NOC Notes are produced by the NOC whenever there is a situation that could potentially require federal assets such as personnel, equipment, or funding. In such cases, this would be an ongoing event, and NOC-assigned numbers will be used for labeling and monitoring the situation (MMC will receive notice via blast call, email, or pager). These IOIs have higher precedence over regular IOIs, but could either develop into an Awareness or become resolved rather quickly. These do not get added to the COP (only Monitored, Awareness, and Phase reports), but the MMC will continue to publish IOIs on the event until the NOC determines that the situation has been resolved.

#### 4.3.2. Monitored

The Monitored status is given to NOC reports which require NOC attention, but could be considered routine and do not rise to the level of an Awareness report. Suspicious activities, devices, packages, unsubstantiated bomb threats, and other incidents currently being assessed and addressed by Federal, State, or local authorities will normally be tracked under the Monitored status.

#### 4.3.3. Awareness

Awareness reports are those that have a higher precedence over general IOIs, NOC Notes, or events with Monitored status (many Awareness reports are a result of a NOC Note), but the reporting requirement has not been increased to the point of Phase reports. Each of these covers a singular event that could be upgraded to a Phase item as the situation evolves or escalates. Awareness reports are generated for National and International events that may be of interest to DHS and are usually handled at the local and State level. The incidents usually require only DHS situational awareness, monitoring, and routine reporting. NSSE or SEAR Level 1 or 2 events whose public safety nexus, threat, complexity, or other attributes require Federal information-sharing and Federal operations coordination and planning activities without a specific threat.

#### **4.3.4. Phase 1 – Guarded**

Phase 1 reports focus on manmade events, natural disasters, and other incidents that State and local officials will manage with the limited federal assistance of one or more DHS Components. Suspicious activities, events, incidents or accidents that could become a matter of interest at the National level or events with a significant impact on Federal Tier 1 critical infrastructure would also fall under Phase 1 reporting. Phase 1 reporting would also be initiated for events that have a homeland security or public safety nexus that the National Security Staff, Secretary, and/or senior DHS officials may need to address.

#### **4.3.5. Phase 2 – Concern**

Phase 2 reports cover any event that meets one or more of the four criteria outlined in Homeland Security Presidential Directive – 5.

1. A federal department or agency acting under its own authority has requested the assistance of the Secretary.
2. The resources of state and local authorities are overwhelmed and federal assistance has been requested by the appropriate state and local authorities.
3. More than one federal department or agency has become substantially involved in responding to the incident.
4. The Secretary has been directed to assume responsibility for managing the domestic incident by the President.

Incidents that require Phase 2 reporting include manmade events and natural disasters causing loss of life or industrial accidents occurring in densely populated areas with potential public safety or public health impacts. Credible threats with a known time, location, and method as determined by the intelligence or law enforcement community characterized by possible/confirmed terror nexus with U.S. homeland security implications would also be reported under Phase 2. An event or incident requiring a coordinated federal response in which two or more DHS Components are substantially involved would also fall under Phase 2 reporting.

#### **4.3.6. Phase 3 – Urgent**

Phase 3 reporting is characterized by an event so catastrophic that the federal government must assume the highest level of operational posturing and activity.

#### **4.3.7. Events of High Media Interest or International Significance**

Periodically, there are events that the NOC constantly monitors – both national and international – and are listed on the NOC Priorities and Monitoring Report. The MMC will monitor such

events to see if an IOI is warranted. Usually these events will be included in the OPSUM even though they may not have a NOC number assigned, and in this case, would simply be used to enhance situational awareness. Some of these events may be issued a NOC-assigned number and in this case, the MMC will publish IOIs in the same manner as it would for NOC Notes, Awareness, or Phase reports. These do not get added to the COP unless the NOC directs the MMC to do so.

#### 4.3.8. NOC Numbered Items

On occasion, the NDD/SWO will determine that an incident is worth tracking; however, it may not be substantial enough to warrant the generation of a higher level report, such as a NOC Note, Awareness, or Phase Report.

NOC Numbers may be utilized for any type of incident and usually follow the [NOC #0000-00: Incident Title] format. However, if an incident falls under the Public Safety or Suspicious Activity category, the NOC may issue an item in the [NOC #0000-00-000: Incident Title] format. In those cases, incidents will be issued one of the following NOC Numbers, with the addition of a 3-digit tracking number at the end:

- **NOC #0012-12: Suspicious Activity – Chemical, Biological, Radiological, Nuclear or Explosive (CBRNE):** Covers any suspicious incident which may involve a CBRNE or CBRNE threat
- **NOC #0013-12: Suspicious Activity:** Covers any suspicious incident which does not involve a CBRNE
- **NOC #0014-12: Public Safety/Unusual Activity:** Covers any incident that is not suspicious in nature, but needs further information or tracking

**Example:** NOC 0012-12-295 [Suspicious Powder, Anchorage, AK]

#### 4.4. NOC Phase Reporting Via MMC Application

While the creation process is generally the same as that for an IOI, the analyst is responsible for inputting the NOC number, item description, and a title that summarizes the main point of the update. The data-basing function built into the App automatically provides the update number as successive items are sent.



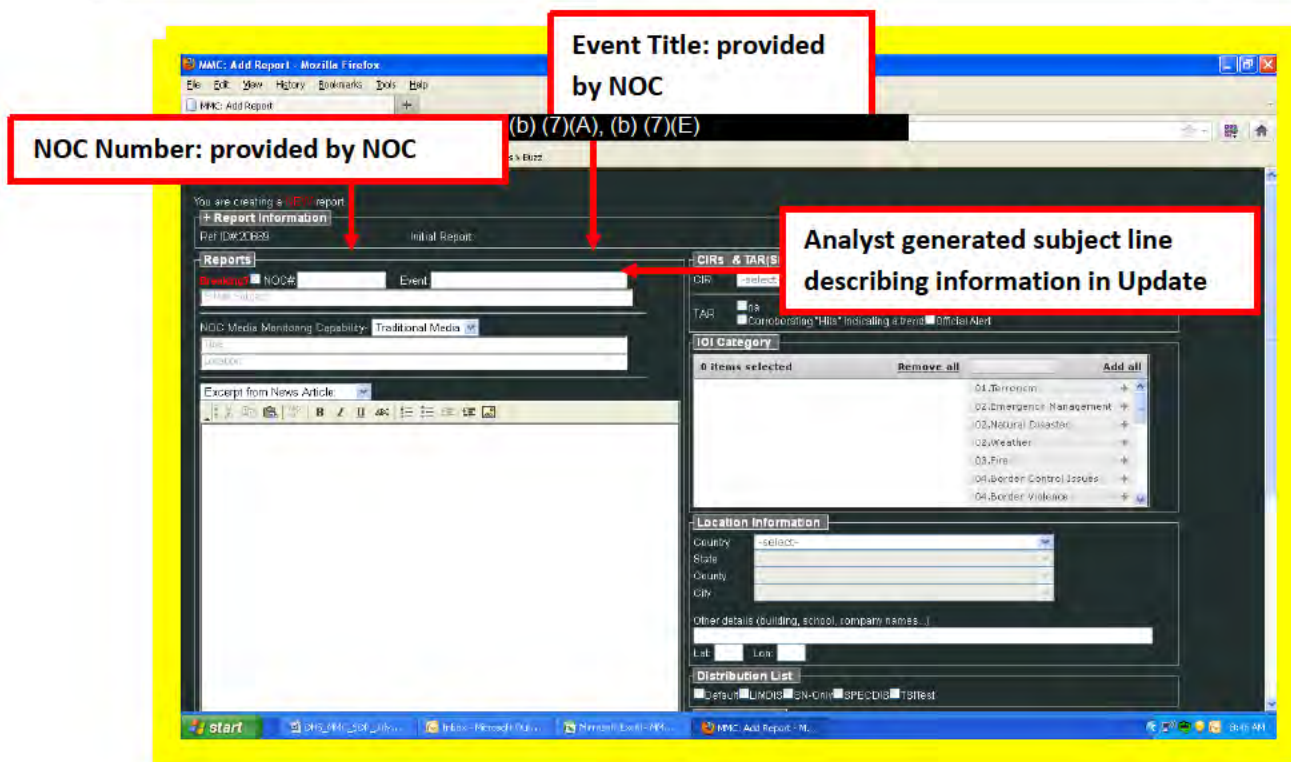


Figure 16: NOC Numbered Updates

#### 4.5. IOI Corrections

Correction notices are issued in the event that incorrect information is distributed in an IOI. The magnitude of misinformation can range from a misspelled word to a missing link. Whenever the analyst finds a mistake in a distribution after the item is sent, the first step the analyst will take is to notify the MMC Watch Lead, and if necessary, contact the MMC Program Manager to inform them of the mistake.

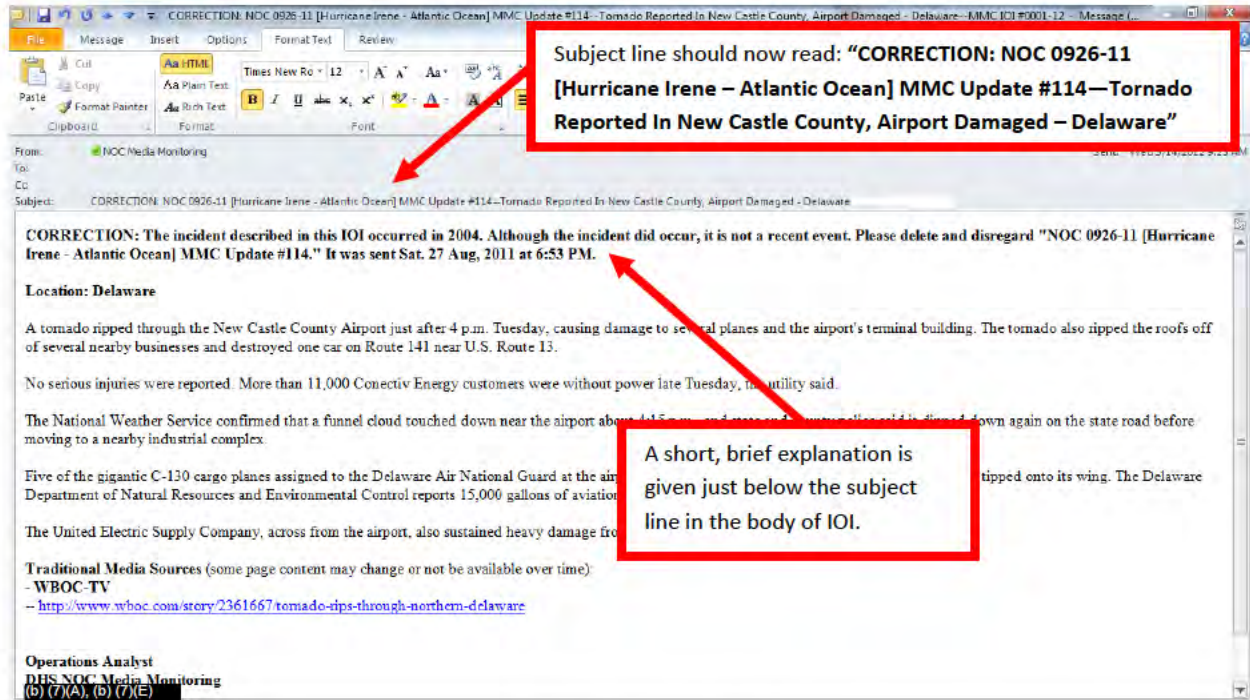
Management will review the severity of the mistake and determine whether a correction notice will be issued. Under no circumstance will the analyst send out a correction notice without managerial approval. If an IOI is numbered wrong, a correction notice usually is not issued. Update the log with the correct IOI number and ensure the succeeding IOI is correctly numbered.

It should be noted that although MMC strives to send high quality work, mistakes at times do occur. Taking time to thoroughly review an IOI prior to distribution and maintaining a high degree of attention to detail will keep mistakes to a minimum. When a correction notice is required, the analyst will draft a brief summary detailing the error and providing corrected information. This summary will be bold and placed at the top of the IOI, before the rest of the report. The word **CORRECTION:** will also be placed at the beginning of the IOIs subject line.

*Sample Subject Line: **CORRECTION: NOC 1196-10 [H1N1 Flu - United States] MMC Update #709--Pennsylvania Confirms 125 Total H1N1 Flu Cases***



*Sample Correction Summary:* **CORRECTION: The total number of deaths provided in the subject line for this IOI was incorrect. Pennsylvania has confirmed 125 total flu cases, not 125 total flu deaths. The information has been corrected in this notice.**



**Figure 17: IOI Correction**

After a correction notice is issued, it should be recorded in the daily log. The analysts should record the item as a normal distribution, but also include the reason that the correction was sent in the "Watch Notes" section.

#### **4.6. Operational Summary (OPSUM)**

Night shift analysts will compile a summary of items that have been distributed by the MMC over each 24 hour period. The Operational Summary provides a synopsis of distributed items based on a set of designated priorities that are generated by the NOC. In rare circumstances, the NOC may require that Operational Summaries be generated at irregular intervals in support of ongoing situations. These special reports will be generated at the direction of the NOC or senior personnel, and will be closely coordinated with the senior reviewer before distribution. In all cases, the OPSUMs and Special Reports NEVER include PII except when authorized by the approved NOC MMC PIA dated Jan 6, 2011

The on-duty Traditional and Social Media analysts collaborate to generate a single report and submit it to the designated Senior Reviewer no later than 0400. The Senior Reviewer will check the report for proper grammar, punctuation, content, PIA compliance, and adherence to the NOC Priorities. Once the Senior Reviewer has approved the Operational Summary, the on-duty Traditional Media Watch analyst will distribute it.

- One copy of the OPSUM will be sent to the NOC MMC Distribution List using the BCC line.
- A second (identical) copy will be sent to:
  - WHSR (see account information sheet) in the TO Line
  - All senior reviewers and the DHS/OPS Senior Advisor in the BCC line
- The OPSUM should be distributed as soon as it is checked by both watch analysts, after receipt from the Senior Reviewer, and no later than 0500 unless an early production call is issued by the NOC. If an early production is requested the on duty analysts are responsible for notifying the Senior Reviewer as soon as possible that the time production time has been adjusted.

#### 4.6.1. Operational Summary (OPSUM) Format

The Operational Summary (OPSUM) is distributed each morning to provide recipients with the most current update for ongoing situations (e.g. Phases, Awareness), and events of high media interest. As such, the OPSUM format directly reflects the published NOC Priorities. Analysts will gather the most current media information on active situations for the summary. The most current information is considered information not older than 24 hours and will include information from previous IOIs in addition to scanning for new information and relevant updates. It is important to remember that the Operational Summary is used for agency briefings and must relay the most current information in a structured and easily readable format.

**Note:** If there was a NOC item during the previous 24 hours that was closed out prior to the drafting of the morning OPSUM, it may be included if there was significant coverage by the MMC or heavy interest on the part of the NOC while the item was active.

- The OPSUM is created in an Outlook email message.
- The standardized subject line is used for the report.
- A short summary of the topics covered in the report will also be included in a header for the OPSUM.
- Analysts will utilize a header and bullet format when inputting information.
  - To distinguish between Traditional and Social Media items, all Social Media input will be italicized. Social Media analysts will also include (*Social Media*) at the end of each bullet as an additional designator if the content under one priority is mixed with information from Traditional Media
  - If all the bullets under a priority are from Social Media, then the (*Social Media*) tag should only be included next to that specific priority title.
- Hyperlinks to sources will be included with the bullets for items of high interest or particularly significant summaries. SN analysts will include links to translated articles if using foreign language sources.

Example Operational Summary provided on the following pages.

**NOC MEDIA MONITORING OPERATIONAL SUMMARY (OPSUM)**  
 24 Hour Summary, August 16, 2011

**TODAY'S OPSUM COVERS THE FOLLOWING NOC PRIORITIES**

- **NOC Priority Items with new information**
  - [Southwest Border Events with U.S. Homeland Security Implications](#)
- **Other Significant Items**
  - [Severe Weather – KY/IN](#)
  - [Al Qaeda Urges Attacks Against U.S.](#)
  - [Continued Violence in Syria](#)
- **NOC Priority Items (Nothing Significant To Report (NSTR))**
  - Global/Commercial Aviation Cargo Threats/Incidents Targeting U.S. Interests
  - Mass Migration in the Caribbean with U.S. Homeland Security Implications
  - CBRNE Threats/Incidents Targeting U.S. Interests

**NOC 0003-11: Southwest Border Events with US Homeland Security Implications**

**Killings (non U.S. persons)**

- The Mexican Army captured the suspected leader of a Beltran Leyva drug cartel who allegedly controlled drug trafficking in the Costa Grande region of Guerrero state and orchestrated a number of killings [Fox News Latino](#)
  - The suspect had taken over the Beltran Leyva cartel's operations in the city of Zihuatanejo, Guerrero, after the arrest of one of his bosses, unleashing a wave of executions of rival group members
- *Three separate grenade attacks in Mexican cities over the weekend have resulted in 1 death and 7 injuries (Social Media)* [Milenio News \[Translated by Google\]](#)
  - *The attacks occurred at a prison in Apodaca, Nuevo Leon; on a busy tourist boulevard in Veracruz; and at a movie theater in Reynosa (Social Media)*
- *The director of the Ixtlahuacán del Río Police was executed on Saturday night in an ambulance in the municipality of Cuquio (Social Media)* [Guerra Contra El Narco \[Translated by Google\]](#)
  - *Medical staff confirmed that the vehicle was intercepted by an unknown number of individuals on the Río-Cuquio Ixtlahuacán highway at San Juan del Monte (Social Media)*
  - *The murderers beat emergency medical technicians after the execution and fled (Social Media)*

**Other Impacts of Southwest Border Violence (SWBV)**

- As part of the Central American Law Enforcement Exchange, law enforcement officers from Latin America are training with local police in Los Angeles on combating international gang crimes, especially narcotics trafficking, kidnapping and human trafficking
  - The Exchange features a week-long training class made up of about 30 officers from the U.S., El Salvador, Panama, Costa Rica, Honduras and other countries.
  - FBI Officials said Los Angeles stands to benefit from the collaboration because there are up to 500 gangs in the area with 7,000 members.

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Single space between sections

Hyperlinks take reader to corresponding sections

Items Identified on NOC Priorities but not reported by MMC/SN

Sources Included for bullets with more significant information

Link takes reader back to top of report

(Social Media) designates contributions from SN Sources. NOT BOLD

Figure 18: OPSUM

**OTHER SIGNIFICANT EVENTS:****Severe Weather—Kentucky / Indiana** (Social Media) [Twitter \[WAVE 3 News\]](#)

- *As of 3:00 a.m. [16 Aug] local time, LG & E's outage map was reporting less than 12,000 customers without power in Jefferson County, down from a peak of over 128,000 Saturday night*
  - *LG & E hopes to have a majority of customers back up and running Monday and Tuesday, and the remaining by Wednesday*
  - *The Jefferson County Public School system cancelled all classes on Monday due to power outages in the area*
- *Duke Energy reports 1,516 outages remaining across 5 Indiana counties*

**New Al Qaeda Leader Urges Attacks on the U.S.** [Fox News \(AP\)](#)

- *In a video posted on militant websites Sunday, Al Qaeda's new leader called on followers to avenge the killing of Osama bin Laden and to continue the Islamist jihad against America*
  - *The leader also stated that uprisings in Egypt and Tunisia have presented Al Qaeda with opportunities to spread its message throughout the Arab world*
  - *Al Qaeda has tried to forge a role for itself in the recent uprisings though it has little in common with the mainly youth activists behind the protests.... most uprising leaders say they seek greater freedoms, not Islamic states*

**Continued Violence in Syria** [Reuters](#)

- *Syrian forces shelled residential districts in Latakia on Monday, the third day of an assault on Sunni neighborhoods of the port city*
  - *Approximately 35 people, and possibly more, have been killed in the city since the assault on Latakia began on Saturday, activists and witnesses say (Social Media)*
- *More than 5,000 Palestinian refugees have fled a camp in Latakia (Social Media)*
  - *It was not immediately clear where the refugees were seeking shelter (Social Media)*
  - *A UN spokesman reports that "there were 10,000 refugees in the camp" prior to the attack (Social Media)*
- *Separately, troops conducted raids and arrests in the village of Houla*
- *UN authorities cite reports that Syrian security forces have opened fire on defectors within their own ranks and executed troops that refused orders to kill civilians (Social Media)*
  - *"There are indications that more than 300 security forces or army personnel have died, in circumstances that remain to be elucidated, but could include clashes with armed opposition as well as internal executions of defecting soldiers," officials said (Social Media)*

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**Analyst's Name**

**Operations Analyst**

**DHS NOC Media Monitoring**

**Phone: 555-555-5551**

**Cell: 555-555-5552**

**Figure 19: OPSUM continued**

## 5. Homeland Security Information Network (HSIN)

The Homeland Security Information Network (HSIN) is a national secure and trusted web-based portal for information sharing and collaboration between federal, state, local, tribal, territorial, private sector, and international partners engaged in the Homeland Security mission.

HSIN is made up of a growing network of communities (portals), called Communities of Interest (COI). COIs are organized by state organizations, federal organizations, or mission areas such as emergency management, law enforcement, critical sectors, and intelligence. Users can securely share within their communities or reach out to other communities as needed. HSIN provides secure, real-time collaboration tools, including a virtual meeting space, instant messaging and document sharing. HSIN allows partners to work together instantly, regardless of their location, to communicate, collaborate, and coordinate.

MMC analysts are provided access to the HSIN Government Home, NOC, Emergency Management and Fed Ops portals (COI).

### **5.1. The Common Operational Picture (COP 3.1)**

The Common Operational Picture is a database used by NOC personnel and Emergency Operations Centers to easily view updated information on incidents being monitored by DHS. The COP serves as a single location in which all of the information regarding actively tracked incidents of significance (Monitored or higher) is collected.

The Media Monitoring Interface can be accessed using Internet Explorer or Mozilla Firefox. The following is the URL for the login screen:

**(b) (7)(C), (b) (7)(E)**

An alternate method is to access the Executive View via HSIN and then select “COP Operator Applications.” This should bring you to the same log in screen as the URL detailed above.

A primary responsibility of the MMC is to update the COP with reports (IOIs) sent out on Monitored or higher items. After the Watch Analyst distributes a new IOI for an event being tracked under a NOC-assigned number, he/she will add that report to the COP. The following paragraphs outline the instructions for completing this task.

#### **5.1.1. MMC COP Operations**

The MMC monitors the COP 24/7 and is aware of any incidents the NOC is monitoring. They are in constant communication with the NOC and are postured to provide additional content related to the incident in the form of file copies of distributed Items of Interest (IOI) and/or associated image files. The location of this additional content is the “View Reports Tab” of the specific incident Overview window. This process shall be in effect for all incidents from Monitored through Phase III. For this purpose, MMC Analysts will be accorded KMO privileges. The procedure below is to be followed:

1. Maintain liaison with the NOC and monitor the COP for new incidents



2. When new (Monitored or higher) events are generated, provide additional content in the form of Attachments (see Figure 20) to the Incident based on related IOIs (IOI message saved as file type MHT). If applicable, this shall include the IOI that precipitated the NOC's actions

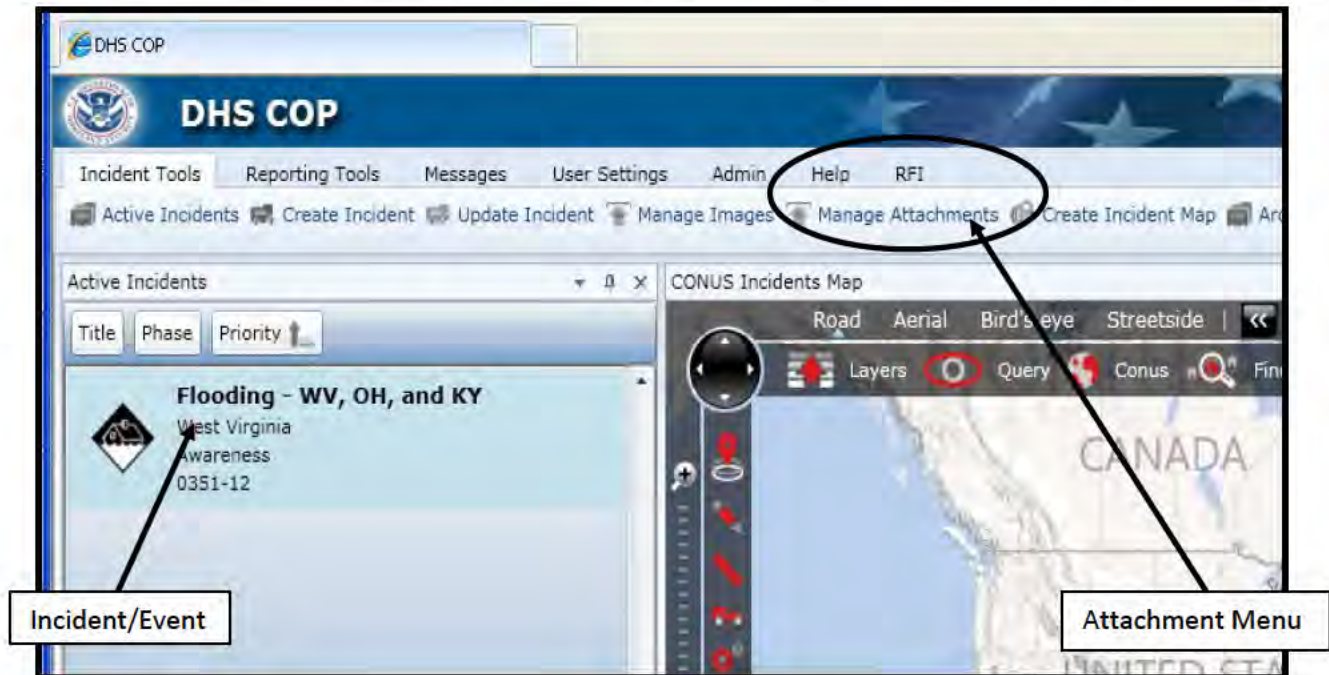


Figure 20: COP 3.1

3. Continue adding appropriate related material until the incident is archived
4. Sign into COP using HSIN credentials (Internet Explorer only; if a dialogue pops up asking if you want to display mixed media, click yes)
5. File attachment process
  - 5.1. After distributing an IOI (Monitored or higher) save it as file type "mht." Save it to the MMC Shared drive: (b) (7)(C), (b) (7)(E) Right click, save as, and use the following format for the filename:  
MMC Report - Descriptive subj line (analyst's subj line) - Date - Time (5Mar12 – 1504EDT) e.g. MMC Report - Flood Waters Breach Fargo Dikes - 15Mar12 – 1504EDT
  - 5.2. Select COP Incident Tools – Manage Attachment Menu option
  - 5.3. Highlight Incident – Select OK (see Figure 21)

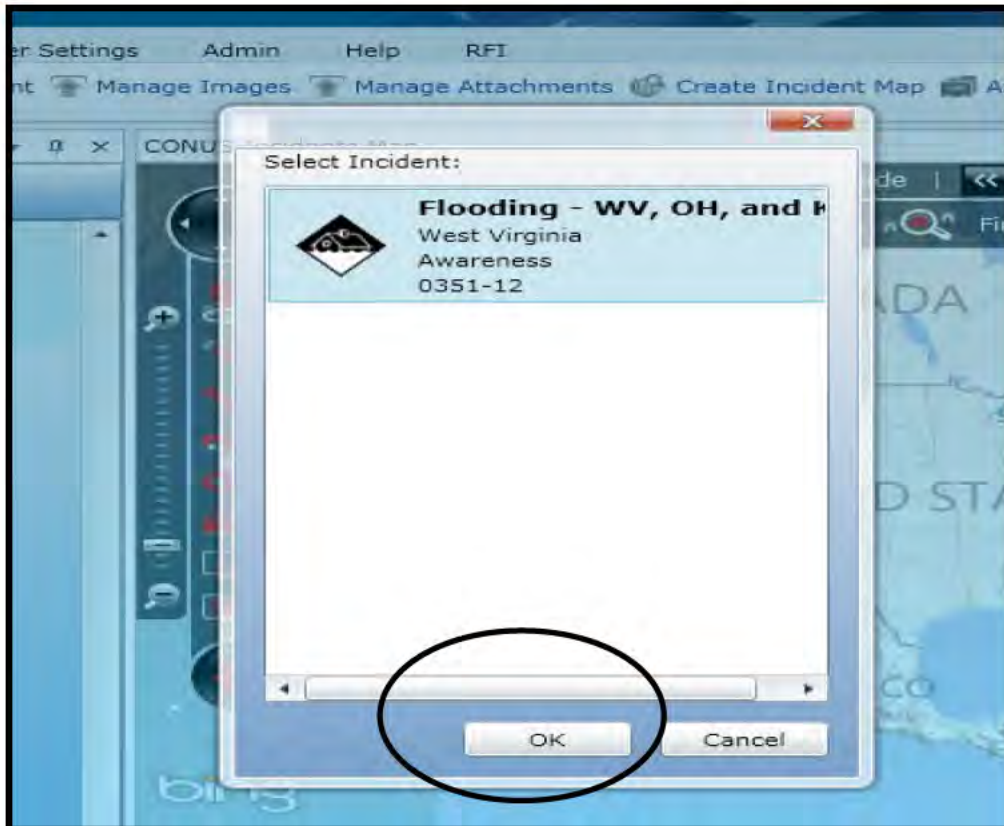


Figure 21: COP 3.1 Continued

5.4. Select Add New and navigate to your saved IOI or image file (see Figure 22). Double click or highlight and select Open

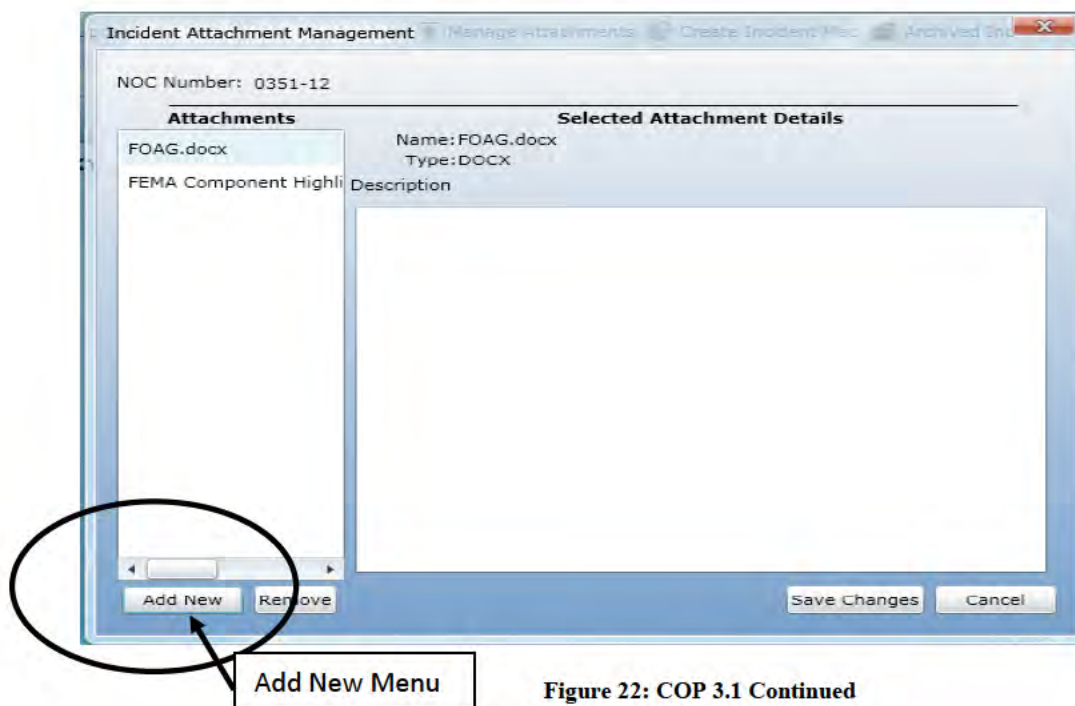


Figure 22: COP 3.1 Continued



- 5.5. Save Changes then close out of “Incident Attachment Management” box and verify file is correctly loaded and available in the Overview Window View Reports Tab (click on the Incident title on the left, then look on the bottom right for the View Reports tab – see Figure 23).



Figure 23: COP 3.1 Continued

View Reports

## 5.2. (b) (7)(A), (b) (7)(E) Communicator

(b) (7)(A), (b) (7)(E) is a text based communications tool utilized by the Department of Homeland Security to connect individuals at different locations. The MMC utilizes (b) (7)(A), (b) (7)(E) as a means to communicate with members of the NOC Watch throughout the shift. The NOC has a dedicated chat room, identified as NOC\_Watch in which all members of the NOC Watch team can post information regarding ongoing incidents. MMC analysts will use (b) (7)(A), (b) (7)(E) to pass information on rapidly evolving situations, request information and communicate directly with the SWO, KMO, or NDD.

### 5.2.1. (b) (7)(A), (b) (7)(E) Set-Up

Once logged into HSIN, click on the (b) (7)(A), (b) (7)(E) download box on the right side of the Emergency Management Portal. After selecting the (b) (7)(A), (b) (7)(E) full client download, you will be provided with the (b) (7)(A), (b) (7)(E) EXE file. Once the download is complete, follow each of the instructions given by the prompt windows until the installation process is complete.

After the file is installed, analysts will need to adjust the program's configuration settings. When the login screen for the (b) (7)(A), (b) (7)(E) comes up, there are a couple settings that need to be entered into the login screen to set up the connection. This information includes the domain you will be connecting to, your login credentials, and the port that will be used for the connection. Any variants in this information could result in a user having issues connecting to the necessary servers.

The initial login screen prompts the user for fairly basic information. This information includes a username, password, domain, and also asks if you want to use an existing account or create a new one. The ability to create a new account is not functional in this release of the (b) (7)(A), (b) (7)(E) software, resulting in an error message when users attempt to do this. The rest of the information, with exception of Resource, is mandatory to successfully log into HSIN (b) (7)(A), (b) (7)(E).

The username and password are specific to each individual user that is going to be logging into the client software. However, the domain information is going to be consistent for all users. The domain that needs to be supplied is "hsin.gov". Once this information has been entered, it allows the user to save his/her password, though this is not suggested for security reasons.

Figure 24: (b) (7)(C), (b) (7)(E)

The second screen for the user login requires that the user enter the hostname which should be (b) (7)(A), (b) (7)(E)", the port which should be (b) (7)(A), (b) (7)(E)", and the connection type to establish ("select the checkbox that reads "Use a secure connection"). Note, after entering port (b) (7)(A), (b) (7)(E) and selecting the check box, the port number may change, and you will need to change it back to (b) (7)(A), (b) (7)(E) again and then click next. These settings will remain consistent for all the users accessing (b) (7)(C), (b) (7)(E)



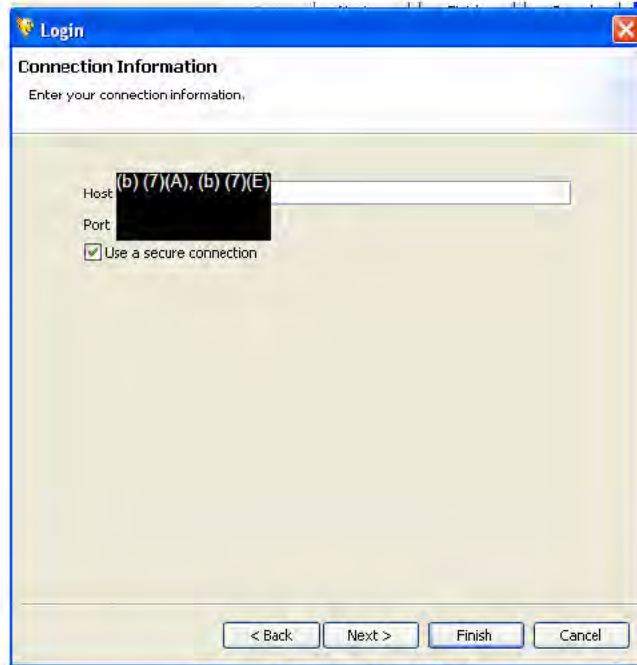


Figure 25: (b) (7)(C), (b) (7)(E)

After clicking on Next, the following screen will appear and you must select “Accept for all sessions.”

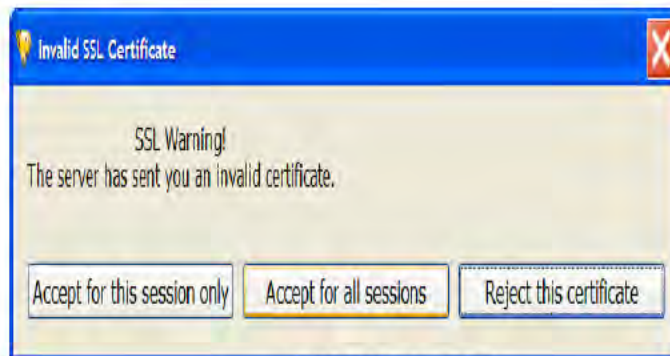


Figure 26: (b) (7)(C), (b) (7)(E)

### 5.2.2.NOC\_Watch

The NOC\_Watch chat room provides a centralized location for all NOC personnel to share information during watch shifts. Analysts should always be logged into the NOC\_Watch room when standing shift, or working Project Time shifts.

### 5.2.3.NOC\_Training

The NOC\_Training chat room provides a centralized location for all NOC personnel to share information on training scenarios presented during watch shifts. Analysts should always be logged into the NOC\_Training chat room when standing shift, or working project time shifts. The NOC usually generates one training incident per shift, and MMC personnel are required to respond to training postings/requests for information. **(Detailed information on responses for NOC\_Training postings can be found in the Training Section)**

## 5.3. Posting Documents/ Videos to HSIN

The MMC will occasionally be called upon to generate special reports or video summaries of incidents. Once a file is created, the MMC has several options for distribution. It can be uploaded to HSIN and pointed to via a link on the COP Media Monitoring Interface or within an e-mail.

- 1) Name media file using the following method:
  - The agency posting the file
  - The organization within that agency
  - The location from which the file is being posted
  - The date group identifying when the file is posted
  - The time group identifying when the document was produced (local time to include time zone designation)
  - Any special identifiers that the organization might use (optional)
  - File type (SITREP, SPOTREP, IAP, Incident Report, GIS product)
  - Any number identifiers for the document that the organization might use (optional) Do Not Use the # Character, or Any Special Characters.
  - Example –  
DHS\_ICE\_Charleston\_SC\_20070627\_1500EST\_DSAT\_EX\_Rpt1 then  
...2...3...4...etc
- 2) Access HSIN
  - Select the HSIN government home portal
  - Select the documents tab at the top of the page
  - Locate and select the MULTI MEDIA CENTER folder
- 3) Select UPLOAD NEW DOCUMENT
  - Upload the file from the analyst's PC
  - Fill out the required fields
- 4) Select SUBMIT
  - Verify that the file is now uploaded to HSIN

## 6. Watch Resources

The Watch Resources section of this manual provides a collection of different lists, including: contact information for the NOC and Senior MMC personnel; tool utilities; keywords; sources and reporting parameters.

### 6.1. Contact Information

#### 6.1.1. The SWO/KMO

(b) (7)(C), (b) (6)

(b) (7)(A), (b) (7)(E), (b) (6)

#### 6.1.2. HSIN Help Desk

**HSIN Help Desk:** (b) (7)(C), (b) (6)

(b) (7)(A), (b) (7)(E), (b) (6)

#### 6.1.3. Senior Reviewers

See MMC roster

### 6.2. MMC Tools

All of the tools utilized by the Traditional and Social Media teams are highly effective resources for locating salient information on breaking or evolving situations of interests to the DHS NOC. While these tools are all established in a standardized manner, it becomes necessary as situations develop, to add, edit or adjust the search and source parameters that are used. When necessary, the protocol below will be followed for adding search terms or sources to MMC tools:

4. The Watch analyst will identify the source or keyword that he/she would like to utilize within MMC tools or general internet browser searches and submit it to the Watch Lead (Senior Analysts on shift).
5. The Watch Lead will approve or disapprove of the keyword term or source. If the Watch Lead believes that the source or keyword will add value or provide greater granularity to established searches, the item will be added to MMC tools/searches.
6. A note regarding the addition of a new keyword or source will be entered into the MMC's Daily Log, and an email identifying the change will be sent to MMC management. The new keyword term or source will also be provided to oncoming analysts during the next shift changeover brief.

### 6.3. Traditional Media Tools

### 6.3.1. MoreOver

MoreOver NewsDesk, or simply MoreOver, is an international media monitoring service. MoreOver monitors and analyzes hundreds of thousands of online global sources for keywords of relevance to its customers. To access this service one must have a User ID and Password. Notice that search terms are stored on the left side under “Content”.

**Note:** Within each search, there is an array of words that can be grouped in order for MoreOver to perform a more detailed search (for example, keyword “Hazmat” also contains “chemical spill”).

MoreOver can find information on a particular search term and retrieve thousands of news articles within seconds. This allows the MMC to have near real-time access to information. The “Search” function allows analysts to create and save searches as needed. Once a search is created, it will appear in the user’s “My Content” folder, and can then be shared (by dragging and dropping) to either the “MMC Content” or “SN Content” folders. The ability to generate individual searches provides analysts with the capability to create, save, and manage news searches on-the-fly as operational requirements change and evolve (e.g.; suspicious package, train derailment, bomb threat, or chemical spill). MoreOver also graphically displays the number of articles found within a single hour, day, week, month, and even longer. MoreOver’s key word searches incorporate wildcards and Boolean operators like “and”, “or” and “\*” or various concatenations (e.g., A and B but not C). These operators are helpful in narrowing a user’s search and result in more relevant and timely information. Search parameters help limit the amount of information analysts must deal with on any given day.

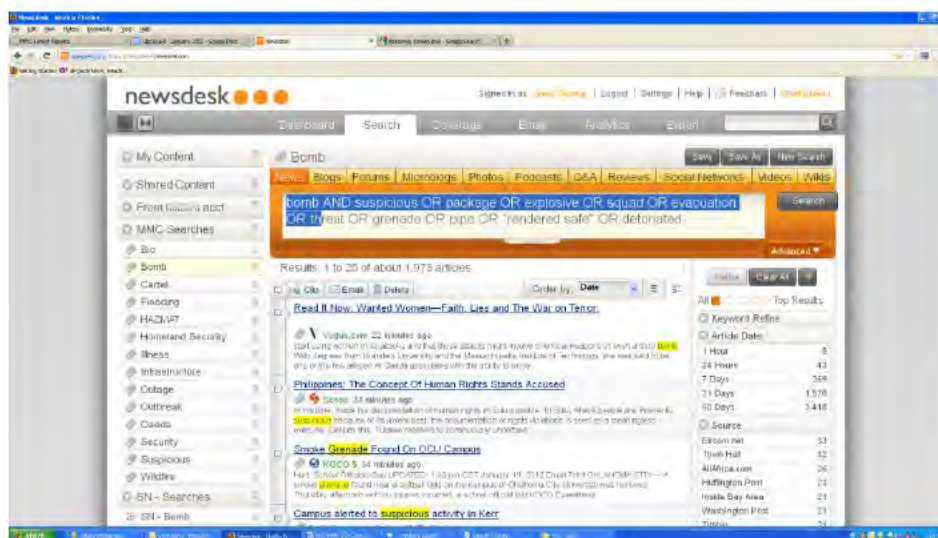


Figure 27: MoreOver NewsDesk

A limitation to the MoreOver is that the team only has two accounts for analysts. If the analyst on shift is using the program, back-up accounts will have to be used.

### 6.3.2. RSS Owl



RSS Owl is a news aggregator for RSS and Atom News feeds that utilizes user generated subscriptions and search criteria to sort, organize and present information from multiple sources in an easily read format. RSS Owl also provides a keyword search function, allowing users to search all of the sources that have been input at one time.

<http://www.rssowl.org/>

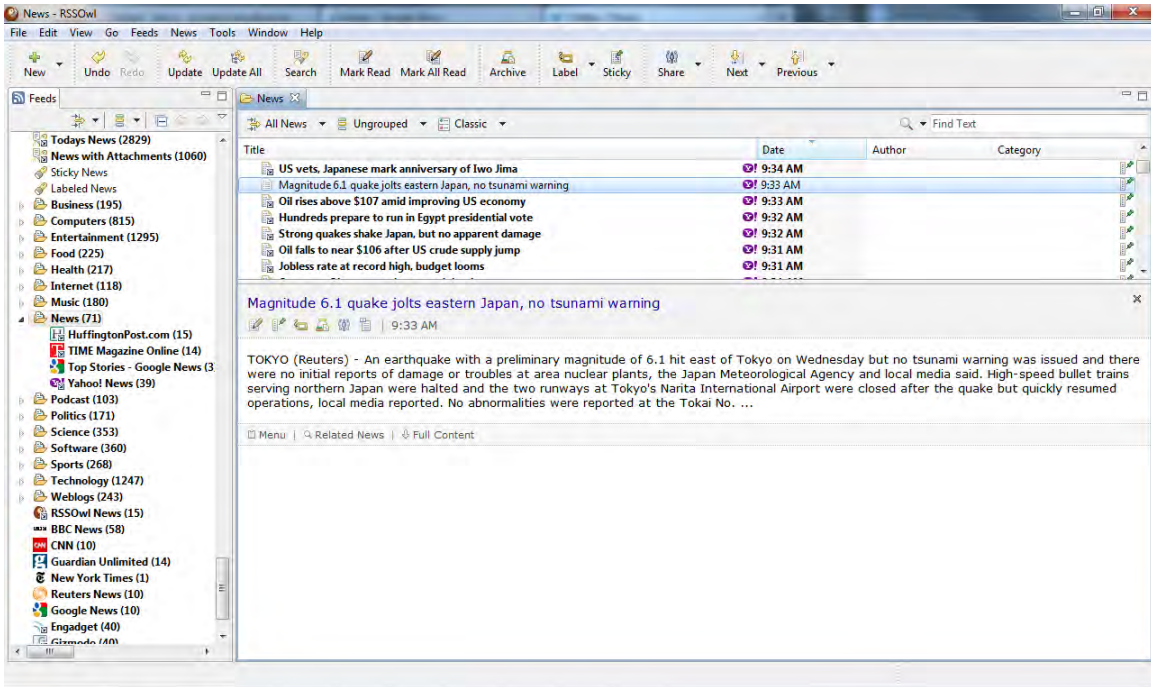


Figure 28: RSS Owl

### 6.3.3. FeedDemon

FeedDemon is an RSS news aggregator that utilizes user generated subscriptions and search criteria to sort, organize and present information from multiple sources in an easily read format. FeedDemon also provides a keyword search function, allowing users to search all of the subscriptions that they have uploaded at one time, as well as watch folders, that allow the user to sort items into distinct categories based on key words.

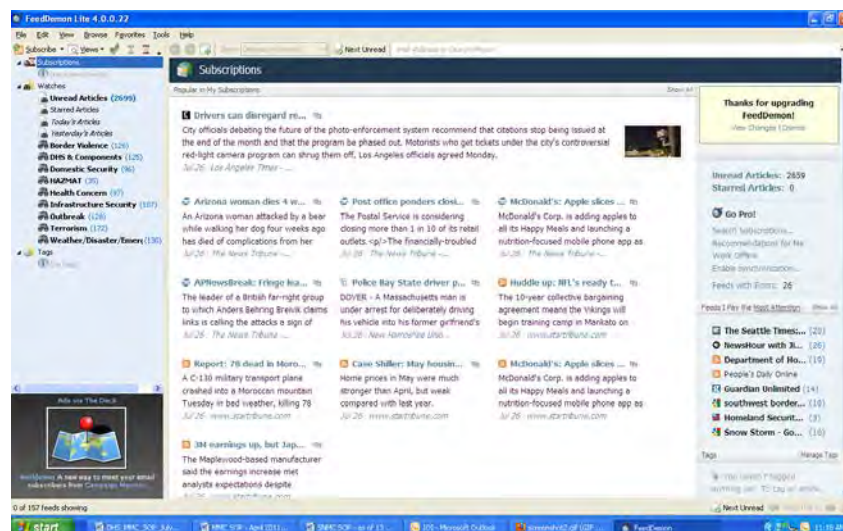


Figure 29: FeedDemon

### 6.3.4. Broadcastify

Broadcastify is an open source aggregator of public safety, aircraft, rail, and marine radio live audio streams. It utilizes broadcast feeds from multiple sources, including public safety agencies. Broadcastify allows users to search broadcast feeds based on location. This allows the user to narrow in on a location once an incident occurs.

<http://www.broadcastify.com/listen/>

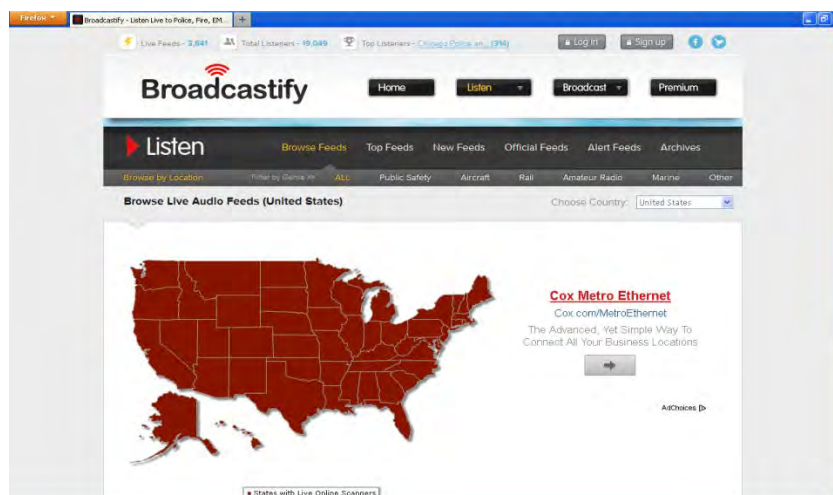


Figure 30: Broadcastify

### 6.3.5. Camtasia Video Processing

Video Processing involves evaluating, clipping, cropping, editing, and merging source data files. The objective of the MMC is to capture, evaluate, and process the file(s) as quickly as possible to ensure information gets to decision makers in a timely manner. It is not necessary to produce exceptionally detailed products, just ones where the key elements are quickly grasped and add to the SA available from the COP.



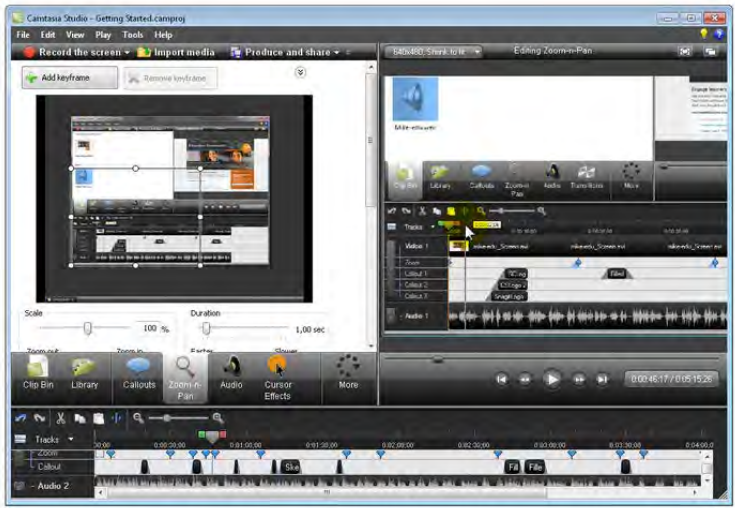


Figure 31: Camtasia Studio Video Processing

If a source file is not available, the MMC must “capture” or copy the video in order to generate video summaries of incidents of interest to the NOC. Camtasia Studio is the tool currently used by the MMC to capture video. The application allows analysts to capture still pictures and video products, as well as edit and produce videos. The program allows files to be stored in its own proprietary format, which is only readable by Camtasia itself; this format allows for fairly small file sizes, even for longer presentations. Camtasia also allows the user to generate a video stream that can be exported to common video formats that can be read by most computers, even if the Camtasia software is not installed, such as MPEG-2 or MPEG-4.

Creating the final product also entails adding textual description and attribution. As a lead-in to the video the following information is displayed:

**First Lead Frame**

DHS NOC  
Media Monitoring Capability  
IOI # \_\_\_\_, or NSS \_\_\_\_  
Title

**Second Lead Frame**

Location  
Date

Time Reported

## Ending Frame

Attributes/Sources

### 6.4. Social Media Tools

#### 6.4.1. Twitter

Twitter is an online social networking service and microblogging service that enables its users to send and read text-based posts of up to 140 characters, known as "tweets". Tweets are publicly visible by default; however, senders can restrict message delivery to just their followers. Users can tweet via the Twitter website, compatible external applications (such as for smart phones), or by Short Message Service (SMS) available in certain countries.

The MMC team utilizes Twitter as one of a number of tools in which to locate information on breaking or evolving incidents. The use of keywords or the combination of keywords through Boolean Logic is an effective means of locating postings on DHS relevant topics. When a Twitter posting is found, analysts may need to view the profile of a user to identify whether or not the username is PII. *This is the only reason an analyst should click on a user profile.* If the posting was generated by a media outlet, agency or organization, a link to the actual tweet can be used as the source. If an analyst determines that the posting was made by an individual and not an organization or media outlet, the text of the tweet may still be used. However, rules for the removal of PII from generated reports must be followed. Other than removing PII, the text of a tweet that is utilized in a report will not be modified in any way.

While it is not necessary to establish an account with Twitter in order to view postings by other users, the MMC has established the (b) (7)(A), (b) (7)(E) account in order to utilize other Twitter-based visualization and analysis tools. It is important to note:

- 1. The MMC does not follow the accounts of individuals unless they are within the seven authorized categories of individuals (e.g., a government official acting in their official capacity).*
- 2. The MMC does not post messages (Tweets) to its Twitter account.*
- 3. The MMC does not post messages to other users' accounts in order to elicit a response.*
- 4. The MMC does not accept follow requests from other Twitter users.*
- 5. Periodic reviews of the MMC's Twitter account are carried out by management in order to ensure that no postings have been made, and that the accounts of private citizens are not being followed.*

#### 6.4.1.1. Adding Twitter Accounts to "Follow"

Under no circumstances will MMC analysts “follow” the Twitter profiles of private citizens. However, in the course of conducting NOC/MMC business, MMC analysts may determine that a new Twitter profile needs to be added to the approved list of accounts that are followed. When additions are necessary, analysts will adhere to the process below for “following” an account:

1. The on-shift analysts agree that a Twitter profile should be added to the Twitter Profiles Followed list due to changing circumstances and NOC requirements.
2. The MMC Watch Lead approves the request and sends an email or (b) (7)(A), (b) (7)(C) request to the on-duty NOC SWO/ASWO for approval.
3. NOC SWO/ASWO approves the request in an email or Jabber response back to the MMC analysts.

#### 6.4.2. Tweet Deck

Tweet Deck is a desktop application for Twitter, Facebook, LinkedIn, Google Buzz, Foursquare and MySpace. It interfaces with the Twitter API to view tweets. Users can split the program into different columns, allowing items to be sorted by topic.

<http://www.tweetdeck.com/>



Figure 32: TweetDeck

#### 6.4.3. Shrook

Shrook is an RSS reader that utilizes user generated subscriptions and search criteria to sort, organize and present information from multiple sources in an easily read format. Shrook also provides a keyword search function, allowing users to search all of the subscriptions that they have uploaded at one time.

<http://www.utsire.com/shrook/>



Figure 33: Shrook

#### 6.4.4. RSS Owl

RSSOwl is a news aggregator for RSS and Atom News feeds that utilizes user generated subscriptions and search criteria to sort, organize and present information from multiple sources in an easily read format. RSS Owl also provides a keyword search function, allowing users to search all of the subscriptions that they have uploaded at one time.

<http://www.rssowl.org/>

#### 6.4.5. Speed Dial

Speed Dial is an organizational tool that allows users to add a number of websites within a grid structure, making it easy to quickly access frequently used web pages. This program essentially provides a graphic representation of the user's bookmarks.

<http://speeddial.uworks.net/>

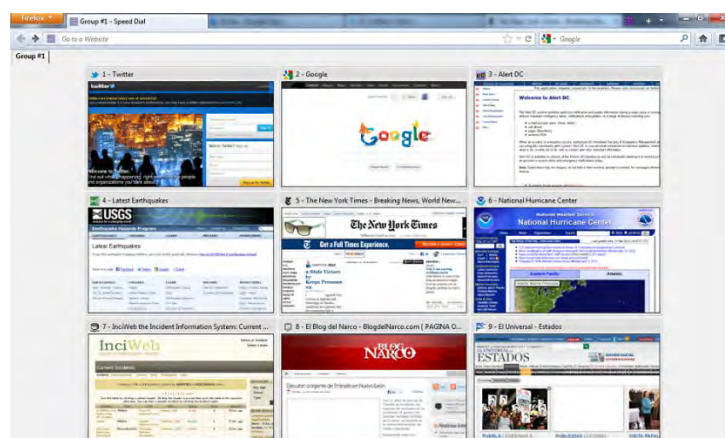


Figure 34: Speed Dial

### 6.5. Account Information

For security reasons, MMC account information is maintained within the watch center. (see account information sheet)

### 6.6. Personally Identifiable Information (PII)

PII refers to information that can be used to uniquely identify, contact, or locate a single person or can be used with other sources to uniquely identify a single individual. Before distributing reports, including IOIs, MMC and SN analysts must first identify and carefully consider any PII information in media sources before making a decision on whether to preserve such information in distributed reports. In most cases, analysts are required to remove PII in the interest of protecting personal privacy. In a limited number of cases, however, in accordance with the approved NOC MMC PIA dated Jan 6, 2011, analysts are authorized to include PII in a distributed report. Guidance on when and how make such determinations on PII is addressed in the following paragraphs and is based on the current PIA which is the final authority.

In most circumstances, analysts will not report PII for private citizens (i.e., people who are not prominent government officials or news media personalities, regardless of whether they are witnesses, victims, observers or in some other way connected to an event covered in an IOI or other report product. There are, however, rare “*in extremis* situations” when it may be permissible to use PII for private citizens. An *in extremis* situation occurs when there’s an imminent threat of loss of life, serious bodily harm, or damage/destruction to critical facilities or equipment. In these circumstances, the appropriate DHS OPS authority must approve PII, in which case MMC management would need to be made aware of the situation. (DHS OPS authority includes OPS Senior Executives and the SWO.)

Generally, PII for public officials or spokespersons may be reported when it adds value and lends credibility to a report or facilitates coordination with federal, state, local, tribal, territorial, foreign, or international government partners. The MMC will not report on high-profile people such as celebrities, sports figures or media members who are victims unless they are current or former public officials. Lastly, it is important to note that the MMC must never report on individuals suspected or accused of committing crimes of national or homeland security interest if captured (unless they are killed or found dead).

In accordance with the NOC MMC PIA dated Jan 6, 2011, PII is authorized in reports for:

- 1) U.S. and foreign individuals *in extremis* situations involving potential life or death circumstances;
- 2) Senior U.S. and foreign government officials who make public statements or provide public updates;
- 3) U.S. and foreign government spokespersons who make public statements or provide public updates;
- 4) U.S. and foreign private sector officials and spokespersons who make public statements or provide public updates;
- 5) Names of anchors, newscasters, or on-scene reporters who are known or identified as reporters in their post or article or who use traditional and/or social media in real time to keep their audience situationally aware and informed;
- 6) Current and former public officials who are victims of incidents or activities related to Homeland Security; and



- 7) Terrorists, drug cartel leaders or other persons known to have been involved in major crimes of homeland security interest (e.g., mass shooters such as those at Virginia Tech or Ft. Hood) who are killed or found dead.

PII in these cases may include: names; affiliations; positions or titles; and publicly-available user IDs and contact information for *in extremis* situations (case 1) only.

#### **6.6.1. Privacy Impact Assessment**

- See Appendix A

#### **6.6.2. Quality Control**

The MMC employs a vigorous Quality Control process to ensure that PII is not inadvertently included in reports. IOI reports are reviewed at multiple steps throughout the production process, and checks are also completed after the report has been distributed. While a report is being generated, it is reviewed at least twice, once by the analyst generating the report, and then again by his/her counterpart. Every IOI is checked by the shift's Watch Lead prior to distribution. All IOIs distributed during each 24-hour period are checked by an MMC Senior Reviewer during the production of the MMC's Operational Summary. The MMC's Quality Control leads also conducts a weekly review of all reports distributed to ensure that any potential PII inclusions missed by personnel on watch are identified and corrective action is taken. Privacy Compliance Reviews (PCR) are also conducted out approximately every six months to ensure all aspects of the MMC program are completely compliant with letter and spirit of the PIA.

#### **6.6.3. Inadvertent PII (Redaction)**

When PII is inadvertently included in an MMC distribution, there is a multi-step notification and redaction process that must be implemented to ensure that reports are corrected in accordance with the MMC PIA.

In the event of an inadvertent PII inclusion in MMC reports (IOI, Awareness, Phase, OPSUM, Weekly Data Reports, etc.), the following procedure must be implemented to fully comply with PII guidance and rules.

As soon as unauthorized PII has been identified, the analyst must notify MMC leadership who will notify the DHS/OPS NOC Director that an IOI with inadvertent PII included had been sent and request authorization to send an email deletion advisory to the full distribution list and an email to the MMC team notifying them that the PII must be deleted from the errant IOI.

A second email will advise readers that unauthorized, but unclassified information was accidentally included in the IOI (identified by subject line and DTG) and therefore must be permanently deleted. A general description of how to remove the PII or permanently delete the IOI in MS Outlook will be provided along with a notice to contact the recipients' system administrator with questions for programs other than Outlook.

### 6.6.4. PII Redaction (Notification to Team)

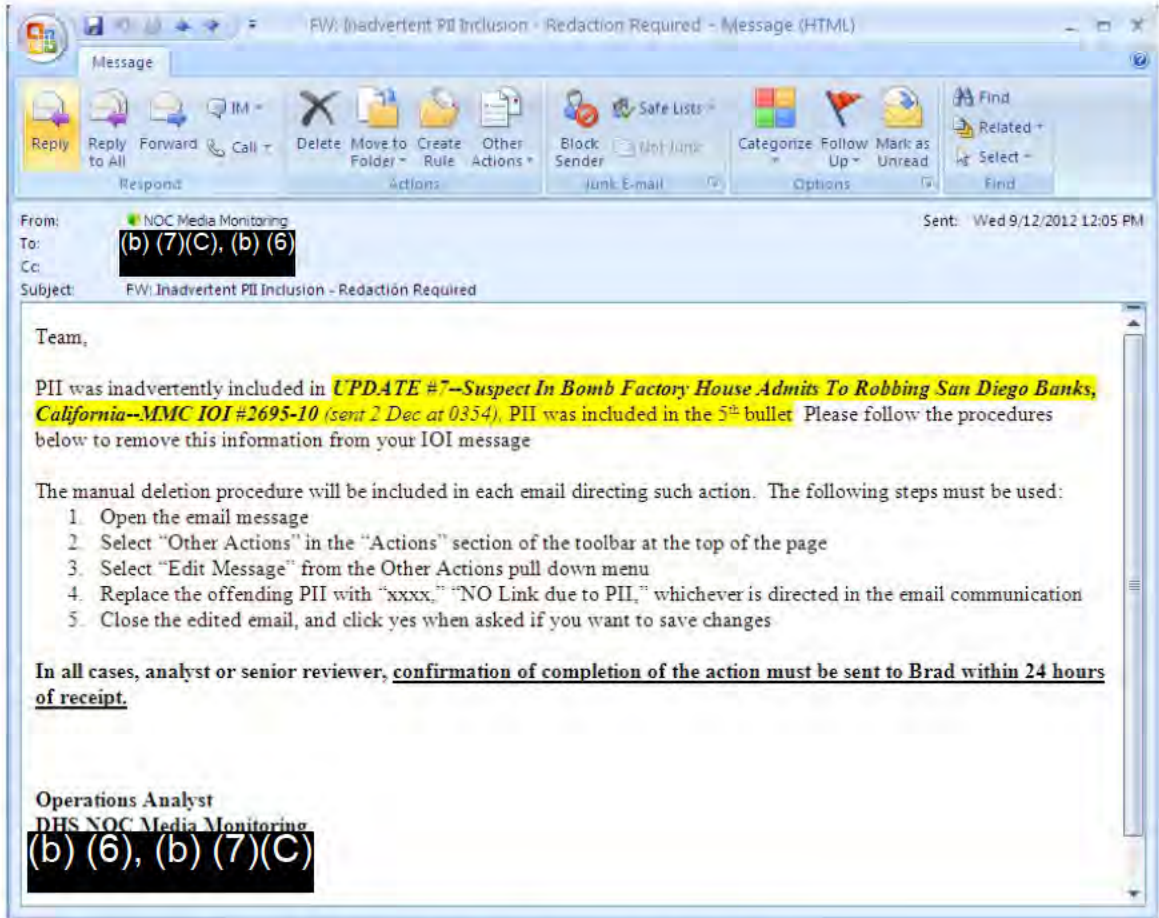


Figure 35: PII Redaction Notice to MMC Team

### 6.6.5.PII Redaction (Notification to Full Distro)

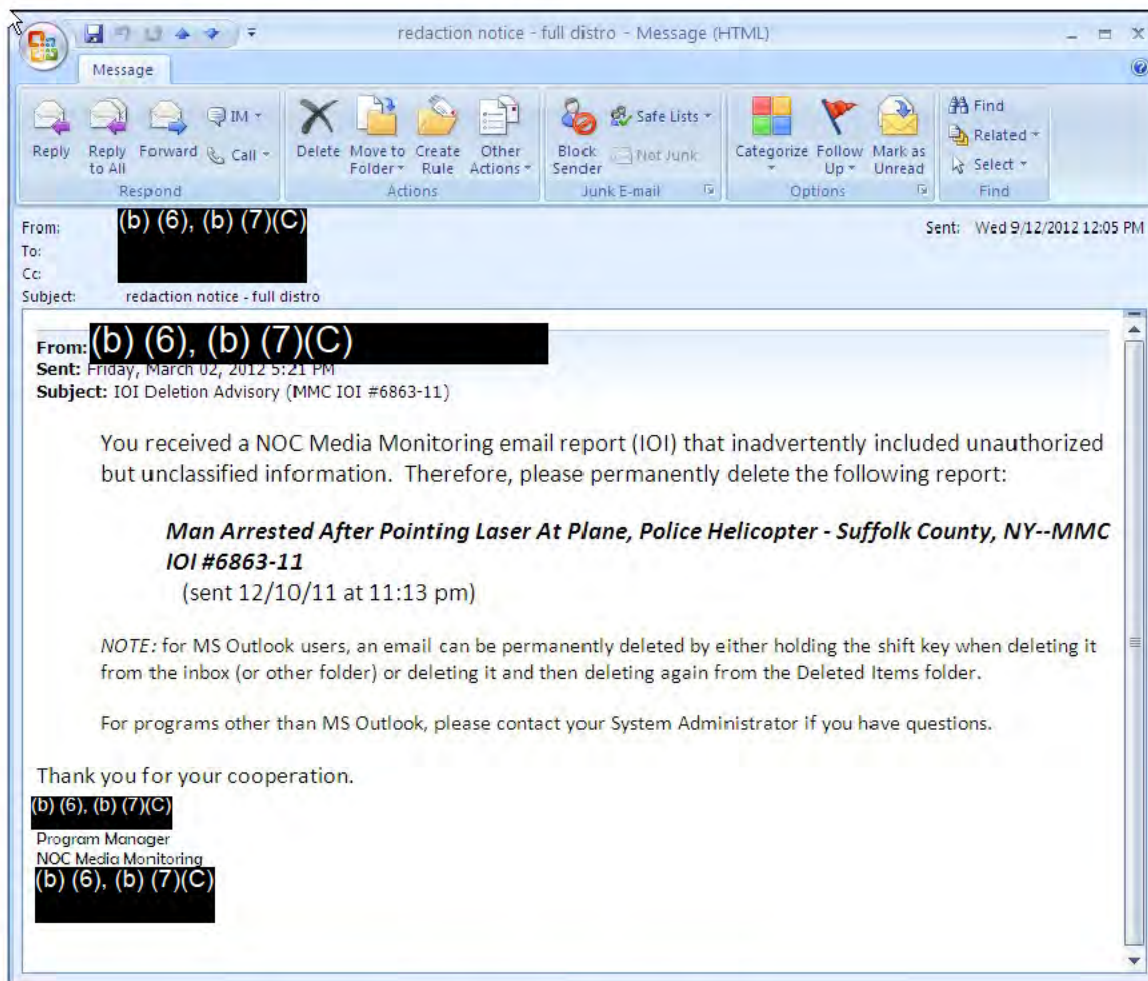


Figure 36: PII Redaction Notice to Full Distro

### 6.7. NOC Priorities

The National Operations Center publishes a daily NOC Priorities Report every 24 hours to identify the priorities for each shift and help guide the information gathering activities of NOC personnel. This report is usually distributed via email from the NOC between 2000-2300 each day. Analysts should use the priorities report to direct their reporting and as a guide for the generation of the Operational Summary.



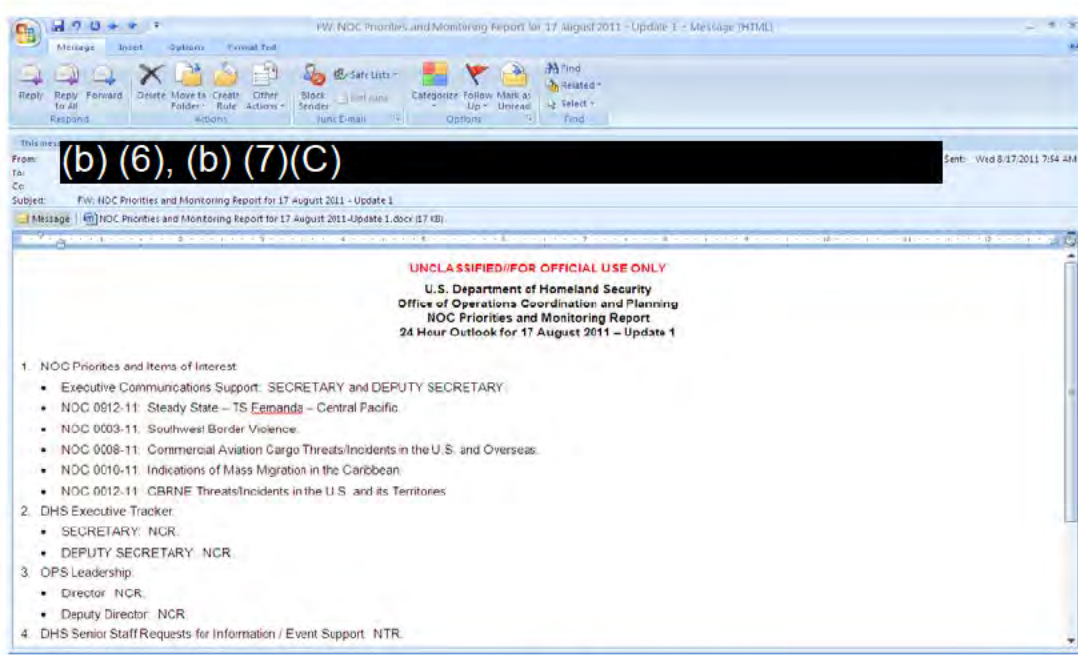


Figure 37: NOC Priorities

### 6.7.1. NOC Priorities (HSIN Retrieval)

These instructions should be utilized as a means of retrieving the National Operations Center Priorities for each shift should there be a malfunction in the automated forwarding system.

#### 1) Step One: Access the Homeland Security Information Network



Figure 38: HSIN NOC Priorities Retrieval

2) **Step Two:** Select the **National Operations Center Tab** in the lower left corner.

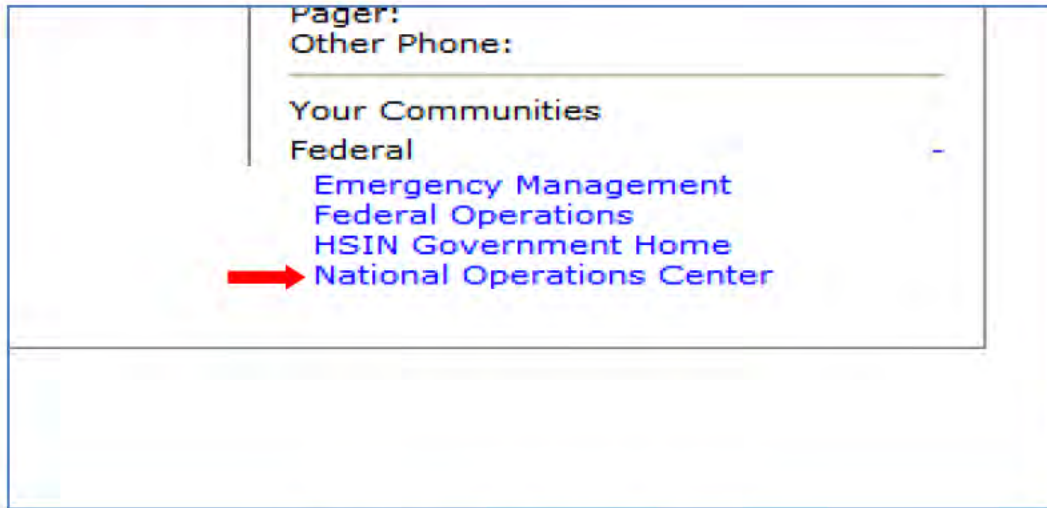


Figure 39: HSIN NOC Priorities Retrieval 2

3) **Step Three:** Select the **Library Tab**.

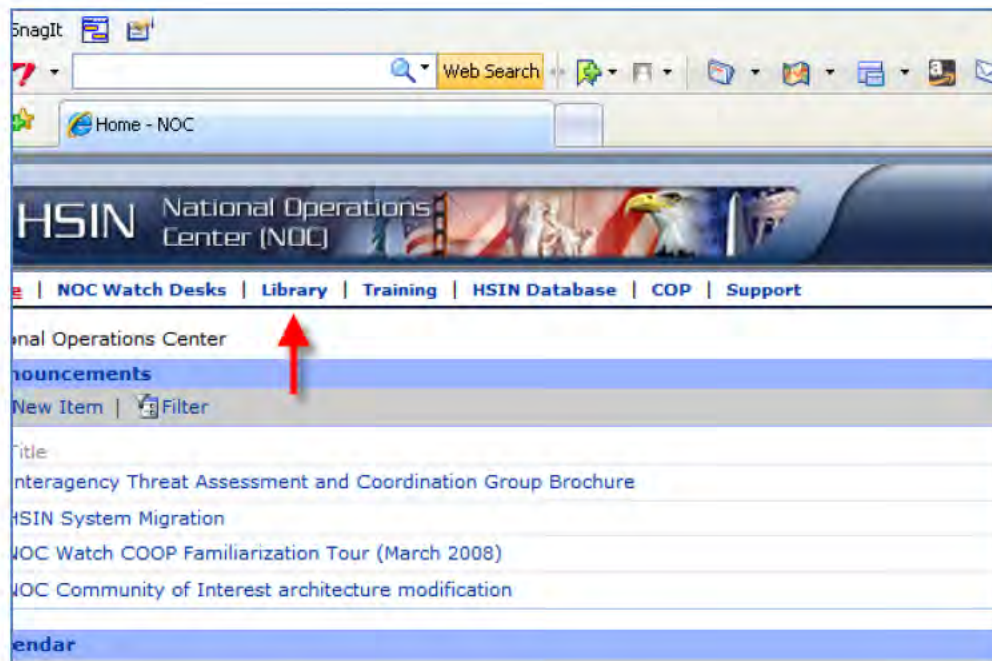


Figure 40: HSIN NOC Priorities Retrieval 3

4) Step Four: Scroll down to the document library section.



Figure 41: HSIN NOC Priorities Retrieval 4

5) Step Five: Select the NOC Priorities and Monitoring Reports folder:



Figure 42: HSIN NOC Priorities Retrieval 5



6) **Step Six:** When the folder opens, scroll down to the **Document Library**



Figure 43: HSIN NOC Priorities Retrieval 6

7) **Step Seven:** Select the NOC Priority list for the desired date:

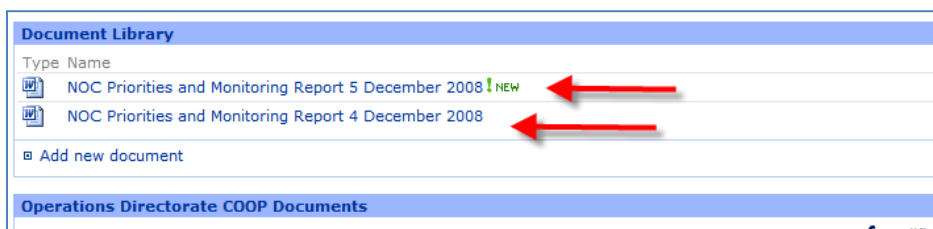


Figure 44: HSIN NOC Priorities Retrieval 6

## 7. Reports & Deliverables:

### 7.1. Daily Watch Log:

The MMC maintains an interactive daily log within the Google Documents spreadsheet program. The sharable document on Google allows multiple analysts to update information within the log at the same time from different work stations/locations.

#### 7.1.1. Google Watch Log

The Internet based Google Documents Log allows analysts on both the MMC and SN desks to work cooperatively to insert all relevant information and document all items distributed by the MMC. This document is updated expeditiously and consistently and includes postings regarding both MMC and SN analyst activities. Analyst activities include the distribution of IOIs, posting of media reports to the COP, changeover of shift responsibilities, and communications with the NOC or other organizations. It is kept in 24-hour time (military time) and consists of fourteen separate sections.

	Date	TIME	Subject Line	Location	Source	LINK	CIR	CAT	TAR	LIMDIS	ACTIVE NSS/IS/STEAL STATES/NO. NOTES
RD	8/1/2011	0022	UPDATE #3-La Lines Cartel Leader Admits Role In Car Bombing, Other Murders - Mexico-MMC IOI #4077-11	Mexico	El Paso Times	<a href="http://www.elpasotimes.com/news/updated/cr_10938006">http://www.elpasotimes.com/news/updated/cr_10938006</a>	3	4			
DB	8/1/2011	0037	UPDATE #1-Details Emerge On Blacklisted Terrorists, Al Shabaab Planning Ramadan Offensive In Mogadishu -Somalia-MMC IOI #4066-11	Somalia	Twitter	<a href="http://twitter.com/af/news_MiddleEast/status/8733120172162128">http://twitter.com/af/news_MiddleEast/status/8733120172162128</a>	3	1	1		
RD	8/1/2011	0150	UPDATE #1-Capturing Abu Sayyaf Militants Number One Priority Of Philippine Government-MMC IOI #4023-11		Washington Post (AP)	<a href="http://www.washingtonpost.com/archive/local/localnews/2011/07/31/g/20110731_story.html?hpid=hp_nation%3Aphilippines-troops-hunt-abu-sayyaf-militants%3Awho-killed-beheaded-marines%3A20110731%3Apg-A&amp;hpid=hp_nation%3Aphilippines-troops-hunt-abu-sayyaf-militants%3Awho-killed-beheaded-marines%3A20110731%3Apg-A&amp;hpid=hp_nation%3Aphilippines-troops-hunt-abu-sayyaf-militants%3Awho-killed-beheaded-marines%3A20110731%3Apg-A">http://www.washingtonpost.com/archive/local/localnews/2011/07/31/g/20110731_story.html?hpid=hp_nation%3Aphilippines-troops-hunt-abu-sayyaf-militants%3Awho-killed-beheaded-marines%3A20110731%3Apg-A&amp;hpid=hp_nation%3Aphilippines-troops-hunt-abu-sayyaf-militants%3Awho-killed-beheaded-marines%3A20110731%3Apg-A</a>	3	1			
DB	8/1/2011	0208	UPDATE #4 -Federal, Local Authorities Continue Flood Relief Efforts - ND-MMC IOI #4067-11	North Dakota	Twitter	<a href="http://twitter.com/USCNews/status/97447105181913088">http://twitter.com/USCNews/status/97447105181913088</a>	3	2	1		
RD	8/1/2011	0319	Thousands Without Power After Dust Storm Hits Phoenix Area - Arizona-MMC IOI #4125-11	Phoenix, Arizona	AZ Central	<a href="http://www.azcentral.com/12news/news/articles/20110731/20110731-dust-storm-swamp-america-pinal-counties-0231.html">http://www.azcentral.com/12news/news/articles/20110731/20110731-dust-storm-swamp-america-pinal-counties-0231.html</a>	3	2			
			Listeria Related Food Recall Reported - GA/FJAL-MMC IOI	Georgia/Florida		<a href="http://www.foodpoisoningblog.com/food-product-recalls/flying-food-group-expands-recall-on-listeria">http://www.foodpoisoningblog.com/food-product-recalls/flying-food-group-expands-recall-on-listeria</a>					

Figure 45: Daily Watch Log (Google)

#### 7.1.2. Excel Watch Log

A copy of the log maintained in Google can be exported to Microsoft Excel file, providing the team with a highly functional document for submitting to clients for



review. The newly created Excel version of the log allows media analysts, supervisors, NOC Staff, and the program office (contracts) to assess the daily operations of the MMC. The excel log is a functional document used for sourcing statistical data and preparing daily, weekly, monthly, and ad hoc reports.

Media Monitoring Capability - Daily Log						Month:	July	2011								
Date	TIME	Subject Line	Location	Source	LINK	CI	CA	TA	LIMI	ACTIVE NSS/ISS/Stand y State/ NOC Note	GENERATED REPORTS HRS:MIN	WATCH NOTES	App Error/ Outlook Send	GAP Analysis		
	17:36			AFP	<a href="#">www.fox.com</a>											
	17:45	UPDATE #1 - Authorities Expect Tropical System To Become Storm Emily By Tuesday, Possibly To Make US Landfall - Atlantic Ocean (NOC IOI #1131-11)	Atlantic Ocean	AccuWeather	<a href="#">accuweather.com</a>	3	2									
	17:59	UPDATE #2 - Authorities Expect Tropical System To Become Storm Emily By Tuesday, Possibly To Make US Landfall - Atlantic Ocean (NOC IOI #1131-11)														
	18:00	UPDATE #3 - Rainfall Slowing Spread Of Norton Point Fire - Washello Wilderness, Wyoming (NOC IOI #1131-11)														
	18:40	NOC 0013-11-175 (Suspicious Package - New York Avenue - Washington, DC) (NOC Update #001 - New York Ave. Report After Suspicious Package Investigation - Washington, DC)	Washington, DC	WUSA-TV	<a href="#">wusa.com</a>	3	12									
	18:49	I-70 Traffic Restricted, Hotel Evacuated As Crews Tend To Sulfuric Acid Leak - Greenfield, IN (NOC IOI #1131-11)	Greenfield, Indiana	WJRH-TV	<a href="#">wjrh.com</a>	3	6	8								
				WRTV-TV	<a href="#">wrtv.com</a>											
	19:13	UPDATE #3 - Rainfall Slowing Spread Of Norton Point Fire - Washello Wilderness, Wyoming (NOC IOI #1131-11)	Wyoming	Twitter	<a href="#">http://bit.ly/1Dz17</a>	3	3									
	19:40	see Notes								NOC Phase 1 Awareness #0873-11 Tropical Storm Emily	2	Preceded by MMC IOI #1131-11 (UPDATE #1 - Authorities Expect Tropical System To Become Storm Emily By Tuesday, Possibly To Threaten U.S. Soil - Atlantic)				
	19:45	UPDATE #4 - Roseworth Wildfire Fully Contained - Twin Falls County, ID (NOC IOI #1131-11)	Twin Falls County, Idaho	KQVE-TV	<a href="#">kqve.com</a>	3	3									
	20:05	Authorities Investigate Suspicious Letters In Two Central Texas Communities (NOC IOI #1131-11)	Texas	Twitter	<a href="#">http://bit.ly/1Dz17</a>	3	6									
	20:45	Authorities Issue Evacuation Order For Homes Threatened By Greased Fire - Sebastian County, Arkansas (NOC IOI #1131-11)	Sebastian County, Arkansas	Twitter (5 News)	<a href="#">http://bit.ly/1Dz17</a>	3	5									
	20:52	NOC 0873-11 (Tropical Storm Emily) (NOC Update #001 - Warnings Issued For Puerto Rico After Tropical Ocean Swells Expected, Could Make US	Atlantic Ocean	Emotes	<a href="#">emotes.com</a>	3	2									

Figure 46: Daily Watch Log (Excel)

### 7.2. Weekly Data Report:

The MMC Weekly Data Report provides a synopsis of the articles distributed by analysts throughout the week. The report provides information on the total number of IOIs dispersed during the operational period, the number and type of sources utilized, and a review of the IOIs that required follow up messages and/or spurred Awareness or Phase Reports and, NOC Notes and NSS/ISSs. The Data Report is also used to track the number of Awareness or Phase Updates distributed by the MMC during the reporting period. All of the information for this report is recorded in the daily log. (A sample Data Report is located in the appendix section)

Each Wednesday, the MMC analyst(s) scheduled for Project Time will prepare the MMC weekly data report. The analyst sends the data report to management no later than 1100. The report will include the following:

- **Total Number of Distributions** - Total number of MMC and SN IOIs, Operational Summaries, NOC Phase/Awareness/NOC Notes and Events Of High Media Interest Updates, and IOI Updates (follow-ups)
- **Items of Interest Distributed** - Total number of IOIs distributed
- **Number of Operational Summaries Distributed** - Total number is usually 7
- **NOC Phase/Awareness/NOC Note Updates and Events of High Media Interest Updates** - Total number of such Updates
  - Expanded List of NOC Phase/Awareness/NOC Note Updates and Events of High Media Interest Updates
- **Total Number of IOI Updates** - Total number of Updates (follow-ups) IOIs distributed
- **Breakdown of Media Sources** - How many sources came from live media and the internet
  - The number of MMC and SN sources used to support IOIs, Update IOIs, Phase, Steady State , and NOC Note Updates, and Operational Summaries
- **Number of IOIs that preceded a Phase or Awareness change, or NOC Note** - list each IOI

Information for the completion of the Weekly Data Report is easily attained by accessing the MMC portal's report page. A simple tally method can be utilized to verify information required for this report. Analysts should count the number of IOIs, Operational Summaries, and Updates distributed and then record the totals in their designated sections. A data spreadsheet calculator is provided to assist in gathering totals.

When feasible, the report should be forwarded to other team members for review prior to forwarding to the management. The format to use when saving the report is as follows:

*Weekly Data – MMC Data (X Week, X Year)*

### 7.3. Monthly Data Report:

The Monthly Situation Report establishes continuity between the MMC and the NOC. The report describes the activities of the MMC for the particular month. It includes a summary of the team's activities, details regarding Phases, Media Monitoring Awareness articles, and Items of Interest for the month.

- **Summary** – this summary will provide a brief description of key events and activities performed by MMC and SN teams for the month. For example, if the MMC or SN completes a report or adds a new software tool to its technology suite of applications - it will be documented in the summary.
- **Tracked Phases, Awareness, and NOC Notes:** provides the number of all tracked NSS/ISS, Awareness, NOC Notes and the list of IOIs submitted for each.
- **Items of Interest:** total number of IOIs submitted for the month by both MMC and SN teams.

The following format will be used for saving the monthly. Save as *MMC Monthly Report (X Month, X Year)*. Print out and post the submitted and reviewed monthly in the MMC Distribution Binder. (A sample Data Report is located in the appendix section)

The monthly report will be written by the analysts on project time as directed by MMC leadership. The monthly is due 2-4 business days following the conclusion of the month.

### **8. Recurring Training:**

Recurring training will be performed on at least a quarterly basis to provide analysts with updated guidance and assessments of current operations. Recurring training sessions will be utilized to target specific areas of concern and provide opportunities to develop new processes and technologies for use within the MMC. Recurring training sessions may take the form of physical meetings with all team members gathering in a single location, web-based seminar (webinar), or conversations between individual analysts and MMC management. All recurring training will be recorded in the Training Log.

### **9. NOC Training**

In order to maintain a high degree of readiness, the NOC will issue daily training scenarios (when possible) to test the response actions and operational reactions of NOC personnel. Although the MMC is located in a satellite office, MMC analysts are expected to regularly participate in NOC training sessions, and will often be directly involved in the training scenario.

MMC analysts can track the daily training scenarios in both the NOC Training chat room on (b) (7)(E) and on the NOC Training tab on HSIN. Scenarios vary from day to day, making it absolutely necessary that analysts consistently check the NOC Training HSIN page and monitor the NOC Training chat room for updates. Training sessions are initiated by the SWO and a message is usually sent out to all NOC participants via (b) (7)(E).



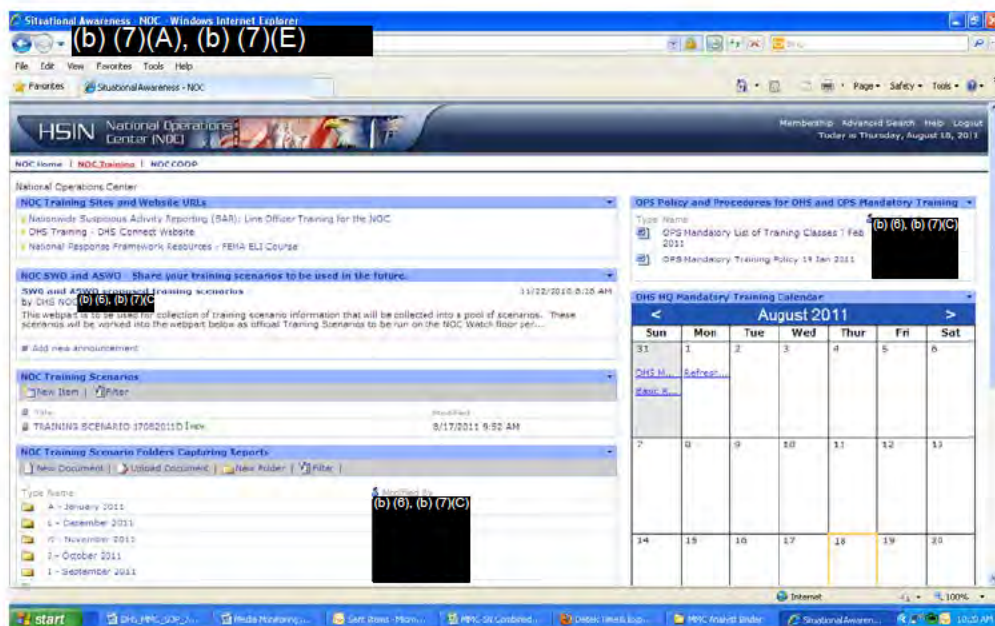


Figure 47: NOC Training Tab (HSIN)

When a training scenario is initiated, the MMC analyst will read it and respond with both a posting to the (b) (7)(A), (b) (7)(E) NOC Training chat room, as well as an email to (b) (6), (b) (7)(C). The email should be BCC'd to the Project Manager, the Team Leads and the MMC Desktop Computer (b) (6), (b) (7)(C).

The posting and email will show that the analyst has read the scenario and that either:

- *MMC is not the inject point for this scenario, but would continue to monitor open source media outlets and provide situation reports and updates for the NOC as applicable.*
- *MMC is an inject point for this scenario and would initially generate an Item of Interest (IOI). MMC would then continue to monitor open source media outlets and provide situation reports and updates for the NOC as applicable. If possible, the MMC would seek out video media from the scene and generate a video summary to provide additional situational awareness to NOC leadership and watch personnel.*

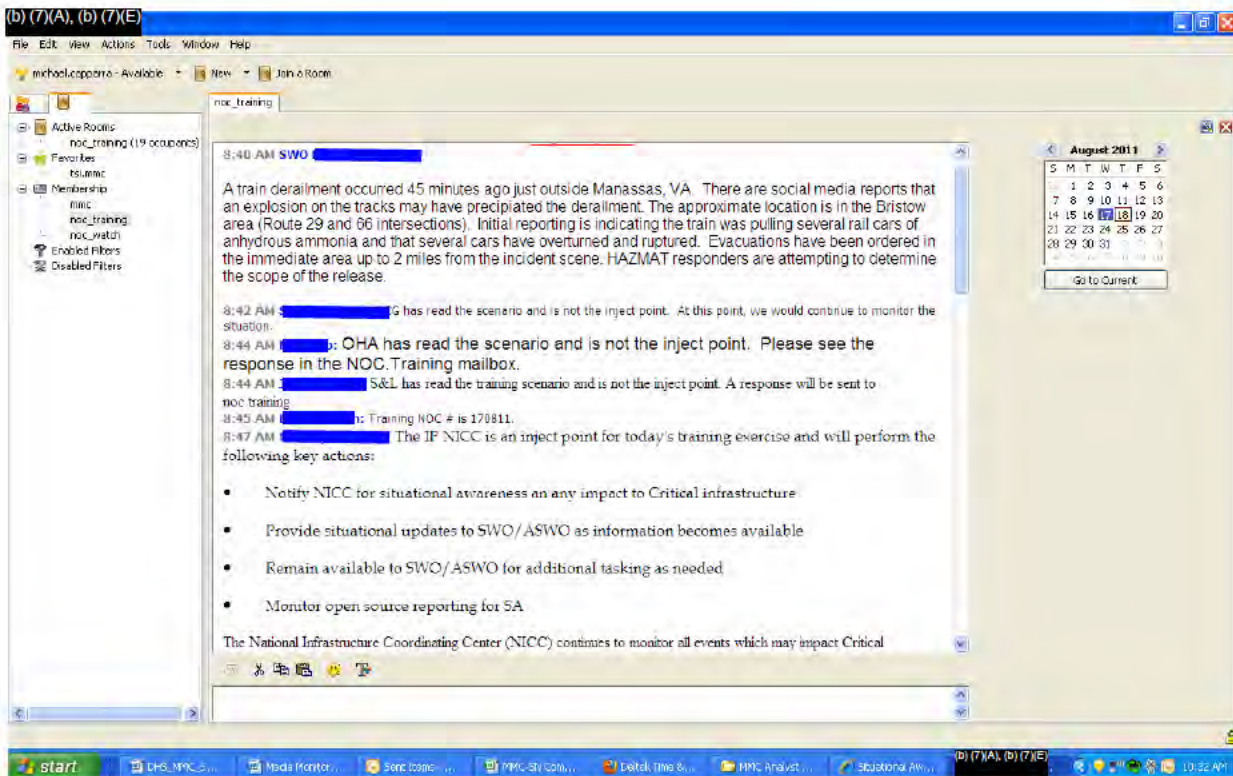


Figure 48: NOC Training (b) (7)(E)

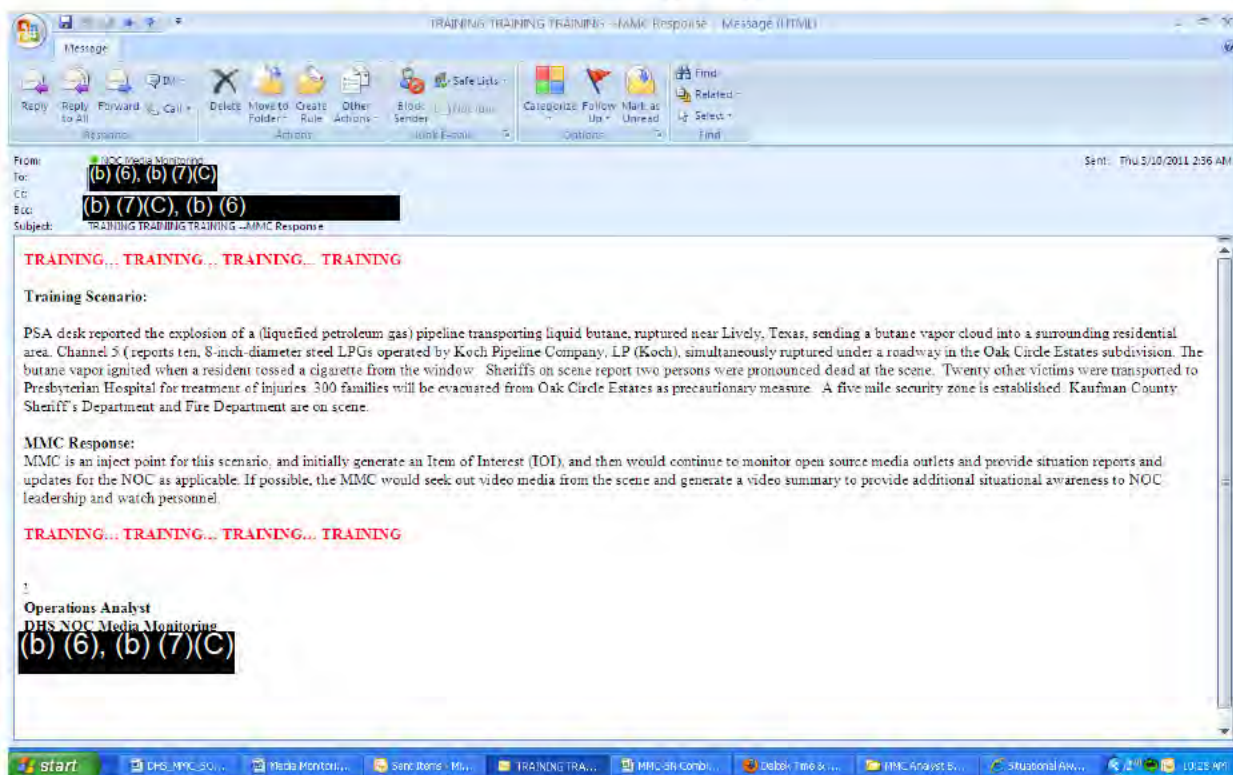
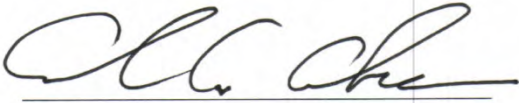


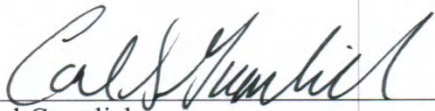
Figure 49: NOC Training Email

**10.Responsible Officials**



Andrew Akers  
Contracting Officer's Representative  
Office of Operations Coordination and Planning  
Department of Homeland Security

**Approval Signature**



Carl Gramlick  
Director, National Operations Center  
Office of Operations Coordination and Planning  
Department of Homeland Security

## **Appendix A: Privacy Impact Assessment**

PDF copy follows



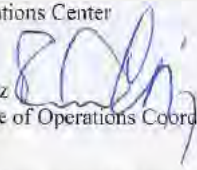
## Appendix B: Media Monitoring Guidance Reminder Memo

Office of Operations Coordination  
and Planning  
U.S. Department of Homeland Security  
Washington, DC 20393



# Homeland Security

MEMORANDUM FOR: National Operations Center

FROM: Richard Chávez   
Director, Office of Operations Coordination and Planning

SUBJECT: Media Monitoring Guidance Reminder

As part of the fourth Privacy Compliance Review that is scheduled to occur in mid-March 2012, the National Operations Center (NOC), in coordination with the DHS Privacy Office, will review the 2011 Media Monitoring Analyst's Desktop Binder, any associated standard operating procedures, and the existing media monitoring support services contract to ensure conformity with all *Publicly Available Social Media Monitoring and Situational Awareness Initiative* Privacy Impact Assessments (PIAs) and to ensure the scope and purpose of the NOC Media Monitoring Capability (MMC) are accurately reflected and recommend clarifications and updates to the language if necessary. In the interim, the NOC will continue to use the PIAs as the authoritative source to guide the program.

The NOC MMC should continue to limit the review, use, collection and dissemination of non-personally identifiable information and the seven narrow categories of personally identifiable information to information that affect the operations of the Department of Homeland Security (memorialized in the January 2011 PIA). No First Amendment-protected speech relating to dissent or disagreement with the Department and its activities should be reviewed, used, collected, or disseminated.

The MMC can review, use, collect, and disseminate information intended to provide guidance on DHS programs and initiatives that inform the general public. An example would be the Transportation Security Administration's PreCheck program. The MMC can also review, use, and collect information related to oversight reports about DHS components such as DHS Inspector General Reports or Government Accountability Office Reports.

The MMC cannot review, use, collect, or disseminate information related to individuals' positive or negative opinions or reports on the Department, *but for* the narrow circumstance where the MMC reviews and informs the relevant Component of an operational issue adversely impacting the Component. Examples of these issues include security violations at airports or ports of entry. In this narrow operational circumstance, no personally identifiable information can be collected, stored, or disseminated to the relevant Component.

cc: Mary Ellen Callahan, Chief Privacy Officer



## **Appendix C: PIA Approved Search Terms**

PDF copy follows

## Appendix D: Credible Traditional Media Source List

- [USA Today](#)
- [Wall Street Journal](#)
- [New York Times](#)
- [Los Angeles Times](#)
- [Washington Post](#)
- [New York Daily News](#)
- [Chicago Tribune](#)
- [New York Post](#)
- [Long Island Newsday](#)
- [Houston Chronicle](#)
- [San Francisco Chronicle](#)
- [New York Newsday](#)
- [Arizona Republic](#)
- [Chicago Sun-Times](#)
- [Boston Globe](#)
- [Atlanta Journal-Constitution](#)
- [New Jersey Star-Ledger](#)
- [Minneapolis Star Tribune](#)
- [Detroit Free Press](#)
- [Philadelphia Inquirer](#)
- [Cleveland Plain Dealer](#)
- [St. Petersburg Times](#)
- [Portland Oregonian](#)
- [San Diego Union-Tribune](#)
- [Denver Post](#)
- [Rocky Mountain News](#)
- [Miami Herald](#)
- [Sacramento Bee](#)
- [Orange County Register](#)
- [St. Louis Post-Dispatch](#)
- [Kansas City Star](#)
- [San Jose Mercury News](#)
- [Detroit News](#)
- [New Orleans Times-Picayune](#)
- [South Florida Sun-Sentinel](#)
- [Indianapolis Star](#)
- [Orlando Sentinel](#)
- [Baltimore Sun](#)
- [San Antonio Express-News](#)
- [Columbus Dispatch](#)
- [Milwaukee Journal Sentinel](#)
- [Tampa Tribune](#)
- [Boston Herald](#)
- [Pittsburgh Post-Gazette](#)
- [Fort Worth Star-Telegram](#)
- [Charlotte Observer](#)
- [Seattle Times](#)
- [Oklahoman](#)
- [Louisville Courier-Journal](#)
- [Virginian-Pilot](#)
- [Cincinnati Enquirer](#)
- [Buffalo News](#)
- [Omaha World-Herald](#)
- [Hartford Courant](#)
- [St. Paul Pioneer Press](#)
- [Richmond Times-Dispatch](#)
- [Riverside Press-Enterprise](#)
- [Contra Costa Times](#)
- [Arkansas Democrat-Gazette](#)
- [Austin American-Statesman](#)
- [Palm Beach Post](#)
- [Hackensack Record](#)
- [Woodland Hills Daily News](#)
- [Raleigh News & Observer](#)
- [Nashville Tennessean](#)
- [Memphis Commercial Appeal](#)
- [Florida Times-Union](#)
- [Democrat and Chronicle](#)
- [Las Vegas Review-Journal](#)
- [Fresno Bee](#)
- [Providence Journal](#)
- [Asbury Park Press](#)
- [Birmingham News](#)
- [Des Moines Register](#)
- [Arlington HTS Daily Herald](#)
- [Tulsa World](#)
- [Honolulu Advertiser](#)
- [Akron Beacon Journal](#)
- [Seattle Post-Intelligencer](#)
- [Grand Rapids Press](#)
- [White Plains Journal News](#)
- [Dayton Daily News](#)

- 
- [Toledo Blade](#)
  - [Salt Lake Tribune](#)
  - [Tacoma News Tribune](#)
  - [Sarasota Herald-Tribune](#)
  - [Knoxville News-Sentinel](#)
  - [Los Angeles La Opinion](#)
  - [Philadelphia Daily News](#)
  - [Syracuse Post-Standard](#)
  - [Allentown Morning Call](#)
- [New Castle News Journal](#)
  - [Lexington Herald-Leader](#)
  - [The State Columbia](#)
  - [Arizona Daily Star](#)
  - [Daytona BCH News-Journal](#)
  - [East Valley Tribune](#)
  - [Albuquerque Journal](#)
  - [Harrisburg Patriot News](#)
  - [Fort Myers News-Press](#)

## Appendix E: PIA Approved SN Source List

### Social Media Web Sites Monitored by the NOC

- Signed document located on PDF file

## Appendix F: Direct TV Channel List

A&E 265	History International 271
ABC Family 311	HITN TV+ 438
American Movie Classics (AMC) 254	Home & Garden Television 229
America's Store 243	Home Shopping Network 240
Animal Planet 282	The Learning Channel (TLC) 280
BBC America 264	Lifetime 252
The Biography Channel 266	Lifetime Real Women 261
Black Entertainment Television (BET) 329	Link TV 375
Bloomberg Television 353	The Military Channel 287
Boomerang 297	MSNBC 356
Bravo 273	MTV 331
BYU TV 374	MTV2 333
Cartoon Network 296	National Geographic Channel 276
CCTV-9 (Chinese) 455	NASA TV 376
The Church Channel 371	NBA TV 720
CNBC 355	News Mix 102
CNBC World 357	NRB Network 378
CNN 202	NFL Network 212
Comedy Central 249	Nickelodeon/Nick at Nite (East) 299
Country Music Television (CMT) 327	Nickelodeon/Nick at Nite (West) 300
Court TV 203	Nicktoons Network 302
C-SPAN 350	Noggin/The N 298
C-SPAN2 351	Outdoor Channel 606
CSTV: College Sports Television 610	OLN 608
Current TV 366	ONCE México 415
Daystar 369	Oxygen 251
Discovery Channel 278	QVC 317
Discovery Health Channel 279	RFD-TV 379
Discovery Home Channel 286	Sci-Fi Channel 244
Discovery Kids 294	Speed 607
Discovery Times Channel 285	Spike TV 325
DIY Network 230	Superstation WGN 307
E! Entertainment Television 236	TBS 247
EWTN 422	TCT Network 377
FINE LIVING 232	TNT 245
FitTV 368	Travel Channel 277
Food Network 231	Trinity Broadcasting Network (TBN) 372
Fox News Channel 360	Turner Classic Movies (TCM) 256
Fox Reality 250	Turner South* 631
FUEL TV 612	TV Guide Channel 224
Fuse 339	TV Land 301
FX 248	TV One 241
G4 videogame tv 354	TVG:The Interactive Horseracing Network 602
Galavisión 404	Univision 402
Go!TV 426	USA Network 242
Great American Country 326	VH1 335
GSN: the network for games 309	VH1 Classic 337
Hallmark Channel 312	The Weather Channel 362
Headline News 204	The Word 373
The History Channel 204	World Harvest Television (WHT) 321

## Appendix G: RSS OWL/FeedDemon Watch List

RSS/Atom feeds embedded within a number of media websites allow analysts to rapidly search multiple headlines in order to locate appropriate articles of interest. The FeedDemon and RSS OWL programs utilize search parameters created by the analysts to search RSS feeds from a variety of media provider websites. The programs sort the articles into relative categories providing the analysts with an organized catalog that can be rapidly scanned for relevant items.

To prevent oversight of important stories due to the massive influx of incoming news stories, MMC has incorporated the usage of watch terms. The watch terms used by MMC encapsulate a variety of terms deemed to be of national/international importance. An ability to refresh at any time, and the ability to continuously add supplemental feed sources ensures that MMC analysts are abreast of breaking stories.

### Watch Folders/ Search Terms:

- Air Traffic: This watch folder is designed to alert analysts to reports that contain information on security breaches at airports across the country, and against U.S. airlines around the world.  
Terms: (Airport security breach, Airline, TSA, Airport Police, runway breach)
- Bird Flu: This watch folder is designed to alert analysts to stories that contain information on the infection, spread, and development of technology designed to end contamination by the H5N1 Avian Flu virus.  
Terms: (Avian + Flu, Bird + Flu, Flu + Deaths, H5N1, Outbreak)
- Border Security: This watch folder is designed to alert analysts to stories that contain information on incidences involving the U.S. border, immigration, immigration officials, and the illegal transfer of products.  
Terms: (Border agent, border crossing, border checkpoint, border guard, border incident, border patrol, CIS, Citizenship Immigration Service, cross border, Customs Border Protection, FAMS, green card, ICE, Immigration Customs Enforcement, illegal immigration, immigrant, immigration, immigration official, SBI, Secure Border Initiative, naturalization, smuggler, smuggling)
- Chemical Spill: This watch folder is designed to alert analysts to reports that contain information regarding terrorist attacks involving chemical weapons, Hazardous Materials Incidents (HAZMAT), and industrial chemical releases or spills.  
Terms: (Chemical + Spill, HAZMAT, Hazardous + Materials)
- Domestic Security/Response: This watch folder is designed to alert analysts to reports relating to emergency response organizations, as well as emergency situations themselves.  
Terms: (Coast Guard, USCG, dirty bomb, disaster, disaster assistance, DNDO, Domestic Nuclear Detection, emergency response, FEMA, Federal Emergency Management Association, Homeland Security Headquarters, Homeland Security Operations, Maritime Domain Awareness, MDA, National Preparedness Initiative, National Operations Center, NOC, nuclear facility, nuclear release, nuclear threat, radioactive, Secret Service, USSS)



- Earthquake: This watch folder is designed to alert analysts to reports that contain information on earthquakes and related seismic events throughout the world.  
Terms: (Earthquake, Earthquake + Destruction, Seismic, Richter + Scale)
- Evacuation: This watch folder is designed to alert analysts of information regarding evacuations due to weather, terrorist, or public safety incidents/ threats.  
Terms: (Evacuation, Shelter, Evacuated)
- Explosion: This watch folder is designed to provide analysts with open source intelligence on explosions as a result of terrorist attacks, domestic threats, and industrial accidents.  
Terms: (Bomb, Explosion, Explosives, Improvised + Explosive + Device, IED)
- Infrastructure Security: This watch folder is designed to provide analysts with information on incidences relating to the security of airports, bridges, cyberspace, etc.  
Terms: (Airport, airport security, biological, biological infection, chemical burn, chemical fire, chemical, computer emergency readiness, computer infrastructure, epidemic, hazardous material incident, HAZMAT, industrial spill, infection, national infrastructure, NBIC, nuclear, pandemic, Transportation Security Administration, TSA, USCERT)
- Nuclear Incident: This watch folder is designed to provide analysts with information regarding nuclear activity in the U.S. and abroad as relates to U.S. interests.  
Terms: (Nuclear, radiation, radiological, radiological dispersal devices)
- Suspicious Package: This watch folder is designed to provide analysts with information regarding suspicious packages that may be linked to some form of terroristic threat.  
Terms: (Suspicious + Package, Suspicious + Powder, Powder, Suspicious)
- Terrorism: This watch folder is designed to gather articles and information on the activities of terror networks as well as government agencies working to disrupt the operations of those groups.  
Terms: (Bombs, International + Terrorism, Terror + Plot, Terrorist + Cell, Terrorist + Group, Terrorist + Operative)
- Train Derailment: This watch folder is designed to provide analysts with information on the damage and death toll following train derailments within the United States.  
Terms: (Train, Train + Derailment, Railway, Train + Wreck)
- Wildfire: This watch folder is designed to provide analyst with reports on the spread of, damage caused by, and issues resulting from wildfires throughout the nation.  
Terms: (Wildfire, Brushfire, Fire)

---

## Appendix H: MMC Data Report (Example)

### Media Monitoring Capability MMC Data report for 13 July 2011-19 July 2011 *Includes both traditional and new media*

#### Total Number of Distributions: 334

- Traditional Media: 192 (of which 6 were LIMDIS)
  - New Media: 142 (of which 10 were LIMDIS)
  
  - Total Number of (IOI) messages distributed: **181**
  
  - Total Number of Operational Summaries: **7**
  
  - Total Number of NOC Phase/Awareness Updates and Events of High Media Interest Updates distributed: **5**
    - NOC 0837-11: Wildfire – Oklahoma (**1**)
    - NOC 0840-11: Excessive Heat Wave – US (**2**)
    - NOC 0013-11-156: Suspicious Envelope With Possible Powder - Washington, DC (**2**)
  
  - Total Number of (IOI) Updates (follow-ups) distributed: **141**
  
  - Breakdown of Media Sources: **366**
    - Internet (AP, National, State and local news sites or new media): **366**
    - Live Broadcast: **0**
  
  - Number of IOIs that preceded NOC Phase reports, Steady State reports or NOC Notes: **1**
    - Steady State 0837-11: Wildfire - Oklahoma; *Preceded by "UPDATE #1--Edmond Fire Burns 250 Acres, Crews Monitoring Hot Spots - Oklahoma--MMC IOI #3712-11" by approximately 18 hours*
-

## Appendix I: MMC Monthly Report (Example)

### MEDIA MONITORING CAPABILITY MONTHLY REPORT January 2012

During the operational period of January 2012, Media Monitoring Capability (MMC) analysts performed open source monitoring of both traditional and social (referred to as “new”) media in an organized effort to provide real time information and situational awareness on breaking news stories relevant to DHS. Information was summarized and distributed to the National Operations Center (NOC)-directed distribution list and/or the Common Operating Picture (COP).

Analysts utilized traditional live media feeds, such as CNN, Fox News, MSNBC, and local cable stations; and new media, such as blogs, Twitter, and picture-based forums, as well as various news feeds such as FeedDemon/RSSOwl, Meltwater and Tweetdeck, to identify key open source information that had national/international significance. Sifting through thousands of news stories or posts and classifying each on its national/international importance to United States’ welfare and interest, MMC analysts submitted the resulting information through Items of Interest (IOI), Steady State Updates, and National/International Situation Summary Updates (NSS/ISS). A summarized report on the number of media reports distributed in support of such items can be reviewed below.

Throughout January, MMC analysts distributed a wide range of IOIs. In 10 cases, proactive reporting by the MMC may have spurred the creation of NOC Notes, NOC Numbered Items, Steady State Reports, or NSS Reports. Information regarding these reports can be reviewed below.

#### Coverage

MMC analysts maintained coverage seven days per week. Coverage was supported through weekday, weekend, and holiday shift work.

#### January Report Totals

##### • National Situation Summary/International Situation Summary, Steady State Reports:

<u>NOC Phase/ Awareness</u>	<u>MMC Updates Submitted</u>
• NOC 0012-11-621 Explosives Lab - Torrance County, NM	1
• NOC 0012-12-003 Suspicious Package - Retail Shopping Center - Charlotte, NC	1
• NOC 0012-12-005 Hazmat Call - Palm Beach County, FL	3
• NOC 0012-12-006 Unknown White Powder - Ft. Pierce, FL	3
• NOC 0012-12-008 Suspicious Package - Riviera Beach, FL	1
• NOC 1261-11 Fuel Delivery - Nome, AK	37
• NOC 1155-11 Russian Spacecraft Re-Entry	5
• NOC 1182-11 2012 Tournament of Roses Parade - Rose Bowl - Pasadena, CA	2
• NOC 1260-11 Suspicious Item In Carry-On - Midland, TX	1

• NOC 0012-11-010 Suspicious Device - Springfield, OH	2	
• NOC 0012-12-009 Suspicious Device - King Of Prussia Mall, PA		2
• NOC 0012-12-011 Suspicious Package - Orlando, FL	2	
• NOC 0012-12-015 Suspicious Package - South Seattle, WA	3	
• NOC 0014-12-003 Train Collision - Coburg, IN	4	
• NOC 0021-12 Wildfires - Montana	4	
• NOC 0022-12 Alert At Prairie Island 1 Nuclear Power Plant - St. Paul, MN	3	
• NOC 0025-12 U.S. Research Vessel Sinking With 40 POB - O'ahu, HI	1	
• NOC 0032-12 Earthquake - Off West Coast of Northern Sumatra		3
• NOC 0012-12-024 Hazmat/Suspicious Items - AZ/UT Border	1	
• NOC 0012-12-027 Hazmat Spill - Hot Spring County, AR		3
• NOC 0012-12-028 Explosive Device At High School - Austin, TX		2
• NOC 0012-12-032 Suspicious Package - Orlando, FL	1	
• NOC 0014-12-008 Synagogue Attacks - New Jersey	2	
• NOC 0014-12-012 Italian C/S Grounding Near Tuscany	45	
• NOC 0014-12-013 Gas Line Explosion - West Haverstraw, NY	4	
• NOC 0014-12-014 Major Snow Storm - Seattle, WA	13	
• NOC 0034-12 Severe Weather - North Carolina	2	
• NOC 0012-12-045 Suspicious Package – Austin, TX	3	
• NOC 0012-12-046 Residential Explosion – Queens, NY	2	
• NOC 0012-12-047 Hazmat Situation – Consulate Of Israel – Boston, MA		3
• NOC 0013-12-005 Possible Armed Suspect – Tyndall AFB – Panama City, FL	1	
• NOC 0014-12-017 Wake Tech Lockdown – Raleigh, NC		1
• NOC 0050-12 Severe Weather – Northwest, U.S.		67
• NOC 0060-12 DOJ Website Denial Of Service Attack	4	
• NOC 0062-12 Washoe Fire – Washoe County, NV	13	
• NOC 0068-12 Severe Weather – Southeast U.S.	11	
• NOC 0071-12 Suspicious Powder Incidents – Israeli Consulates	8	
• NOC 1234-11 Super Bowl – Indianapolis, IN	8	
• NOC 0003-12-002 Shots Fired Involving DHS Personnel		1
• NOC 0012-12-049 Suspicious Package - Arlington National Cemetery	1	
• NOC 0012-12-050 Suspicious Package - New York, NY		2
• NOC 0012-12-053 Washington State Ferry	2	
• NOC 0012-12-057 Suspicious Package - San Ysidro, CA		1
• NOC 0012-12-058 Hazmat Situation - Edwardsville, IL	3	
• NOC 0014-12-021 Furnace Explosion - Norton Shores, MI	3	
• NOC 0084-12 Bridge Collapse - Marshall County, KY	8	

**TOTAL: 294**

**National/International Situation Summaries (NSS) possibly generated by MMC IOI: N/A**

**NOC Notes, NOC Numbered Items & Awareness/Phase Reports possibly generated by MMC IOI: 23**

- NOC 0012-12-005 Hazmat Call – Palm Beach, FL; *preceded by “Authorities Investigating White Powder At State Attorney's Office - Palm Beach County, FL--MMC IOI #0032-12” by approximately 17 minutes*

- NOC 0012-12-008 Suspicious Package – Riviera Beach, FL; *preceded by “Authorities Investigating Suspicious Package; Nearby Businesses Evacuated - Riviera Beach, FL--MMC IOI #0045-12” by approximately 2 minutes*
- NOC 0012-12-014 Call-in Bomb Threat – Culpeper Courthouse, VA; *preceded by Bomb Threat Prompts Courthouse Evacuation - Culpeper County, VA--MMC IOI #0094-12 by approximately 1 hour, 6 minutes*
- NOC 0014-12-003 Train Collision – Coburg, IN; *preceded by UPDATE #1--Up To 3 Trains Involved In Porter County Collision, Ethanol Spill Reported At Scene - Indiana--MMC IOI #0098-12 by approximately 21 minutes*
- NOC 0021-12 Wildfires – Montana; *preceded by UPDATE #2--Wind-Whipped Wildfires Burning Over 10,000 Acres Near Browning, MT--MMC IOI #0063-12 by approximately 29 minutes*
- NOC 0025-12 U.S. Research Vessel Sinking With 40 POB - O'ahu, HI; *preceded by Coast Guard Rescues Forty From Sinking Research Vessel Off Hawaii Coast--MMC IOI #0101-12 by approximately 1 hour, 20 minutes*
- NOC #0012-12-013 Suspicious Device – Spring Hill, FL; *preceded by Tampa Bay Authorities Investigating Potentially Explosive Device Described As Pipe Bomb - Spring Hill, Florida--MMC IOI #0077-12 by approximately 4 minutes*
- NOC 0012-12-024: Hazmat/Suspicious Items - AZ/UT Border; *preceded by “UPDATE #3--HAZMAT Team Investigating Suspect's Car; No Explosive Devices In Suspicious Boxes - Arizona--MMC IOI #0173-12” by approximately 15 minutes*
- NOC 0012-12-026: Grenade Investigation - Orange County, FL; *preceded by “Authorities Investigating Report Of Grenade Thrown From Moving Vehicle - Orange County, Florida--MMC IOI #0191-12” by approximately 15 minutes*
- NOC 0014-12-008: Synagogue Attacks - New Jersey; *preceded by “Jewish Leaders Request Extra Police Security Amid Synagogue Attacks - New Jersey--MMC IOI #0195-12” by approximately 45 minutes*
- NOC 0034-12: Severe Weather - North Carolina; *preceded by “UPDATE #1--Tornado Severely Damages At Least 30 Homes - Rutherford And Burke Counties, NC--MMC IOI #0194-12” by approximately 1 hour and 20 minutes*
- NOC 0012-12-032: Suspicious Package - Orlando, FL; *preceded by “Authorities Investigate Suspicious Package At University Of Central Florida - Orlando--MMC IOI #0236-12” by approximately 45 minutes*
- NOC 0014-12-012: Italian C/S Grounding Near Tuscany; *preceded by “69 Missing, 3 Dead After Cruise Ship Runs Aground In Italy; 129 Americans Aboard--MMC IOI #0249-12” by approximately 35 minutes*
- NOC 0014-12-013: Gas Line Explosion - West Haverstraw, NY; *preceded by “Gas Leak Causes Explosion, Prompts Evacuations - West Haverstraw, NY--MMC IOI #0276-12” by approximately 2 minutes*
- NOC 0014-12-014: Major Snow Storm - Seattle, WA; *preceded by “UPDATE #2--Preparations Underway For Major Snow Storm - Seattle, WA--MMC IOI #0275-12” by approximately 15 minutes*
- NOC 0060-12: DOJ Website Denial Of Service Attack; *preceded by “Anonymous Shuts Down U.S. Government Websites—MMC IOI #0341-12” by approximately 9 minutes*



- NOC 0062-12: Washoe Fire, Washoe County, NV; *preceded by “Brush Fire South Of Reno Burns Homes, Forces Evacuations; U.S. 395 Closed – NV—MMC IOI #0340-12” by approximately 2 hours and 9 minutes*
- NOC 0013-12-005: Possible Armed Suspect – Tyndall AFB – Panama City, FL; *preceded by “Tyndall Air Force Base On Lockdown Amid Unconfirmed Reports Of Shots Fired – FL—MMC IOI #0365-12” by approximately 4 minutes*
- NOC 0068-12: Severe Weather – Southeast U.S.; *preceded by “Update #9—Alabama Emergency Personnel Searching For Trapped Residents; Two Fatalities Confirmed—MMC IOI #0361-12” by approximately 15 minutes*
- NOC #0012-12-049 [Suspicious Package - Arlington Natl Cemetery]; *preceded by “Suspicious Package Prompts Arlington National Cemetery Metro Station, Roadway Closures - VA--MMC IOI #0430-12” by approximately 4 minutes*
- NOC #0012-12-058 Hazmat Situation - Edwardsville, IL; *preceded by “Crews Treating Tanker Crash Into Warehouse As Hazmat Situation - Edwardsville, IL--MMC IOI #0480-12” by approximately 25 minutes*
- NOC #0014-12-021: Furnace Explosion - Norton Shores, MI; *preceded by “Emergency Crews Responding To Furnace Explosion At Foundry Facility - Norton Shores, Michigan--MMC IOI #0520-12” by approximately 11 minutes*
- NOC 0012-12-062 [White Powder - Phoenix, AZ]; *preceded by “Envelope Containing White Powder Addressed To U.S. President, Listed AZ Sheriff As Sender - Phoenix--MMC IOI #0524-12” by approximately 10 minutes*

### Items of Interest Distributed:

- MMC distributions
  - **1,477 Total Items** distributed
    - Traditional Media: 776 (of which 18 were LIMDIS)
    - New Media: 696 (of which 31 were LIMDIS)
  - **545 Items of Interest (IOI)** distributed
  - **607 Updates to IOIs** distributed
  - **294 Phase/ Awareness Updates** distributed
  - **31 Operational Summaries** distributed
- **2,764 Sources Used**