ANNEX I

PUBLIC INFORMATION

APPROVAL & IMPLEMENTATION

Annex I

PUBLIC INFORMATION

National Response Framework: ESF: 15
State Comprehensive Emergency Management Plan: ESF: 15

PRIMARY AGENCIES: County Manager's Office
                          County Emergency Management

SUPPORT AGENCIES: County Sheriff's Office
                          County Engineering & Facilities
                          County Road Division
                          County Utilities
                          County Pershing County Commissioner Chairman
                          County Comptroller
                          County Building Department
                          County Animal Services
                          County Fire District

County Emergency Management	Date
County Sheriff	Date
County Engineering & Facilities	Date
County Road Division	Date
County Utilities	Date
County Pershing County Commissioner Chairman	Date
County Building Department	Date
County Animal Services	Date
PVFD	Date
Lovelock City Police Department	Date
Other Approving Signature	Date
Other Approving Signature	Date

Revised: NOVEMBER 2010

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RECORD OF CHANGES

Annex I

PUBLIC INFORMATION

Change #	Date of Change	Entered By	Date Entered

Revised: NOVEMBER 2010

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ANNEX I

PUBLIC INFORMATION

I. AUTHORITY

A. See Section I of the Basic Plan for general authorities.

II. PURPOSE

The purpose of this annex is to outline the means, organization, and process by which *the Public Information System* will provide appropriate information and instructions to the public during emergency situations. This annex also provides for public education to be conducted in advance of emergency situations to reduce the likelihood that citizens will place themselves in hazardous situations that may require an emergency response.

III. EXPLANATION OF TERMS

A. Acronyms

EAS	Emergency Alert System
EMC	Emergency Management Coordinator
EOC	Emergency Operations Center
IC	Incident Command/Commander
ICP	Incident Command Post
JFO	Joint Field Office
JIC	Joint Information Center
JIS	Joint Information System
LWP	Local Warning Point
MACS	Multi-Agency Coordination System
PIO	Public Information Officer
TV	Television

B. Definitions

Public Information: Information provided to citizens before, during, and after emergency situations/incidents specifically including instructions on how to protect personal health, safety, and property or how to obtain assistance.

 Public Information System: The establishment of a system approach to the management and dissemination of information. A Public Information System may include the establishment of a Joint Information System (JIS) and/or a Joint Information Center (JIC). The overriding consideration for expanding the existing information management system of the jurisdiction to a formal JIS/JIC would be the size of the incident and establishment of a MACS organization in which other agencies and/or the state joins the response effort. A Public Information System should facilitate the gathering, verification, coordination and

dissemination of critical emergency information, crisis information, public affairs, and other important information. (NIMSCAST Metric 2.10 and 2.11) [1]

IV.   SITUATION & ASSUMPTIONS

A. Situation

1. The County faces a number of hazards which may cause emergency situations; see Section IV of the Basic Plan for a summary of those hazards and their possible impact.

2. During emergencies, the public needs timely, accurate information on the emergency situation and appropriate instructions regarding protective actions that should be taken to minimize injuries, loss of life and damage to property.

3. For some slowly developing emergency situations (such as river flooding or earthquakes), there may be several days for local government and the media to provide detailed information about the hazard and what citizens should do.

4. For other emergency situations, there may be no warning, leaving the public information system unable to react rapidly enough to properly inform the public about the hazard and what to do about it. For this reason, it is important that the public be advised of likely hazards and what protective measures should be taken to lessen the effect of an emergency and/or disaster.

B. Assumptions

1. An effective program combining both education and emergency information can significantly reduce loss of life and property. However, many people are unconcerned about hazards until they may be affected and will not participate in or retain pre-emergency education; therefore, special emphasis must be placed on the delivery of emergency information during emergencies and disasters.

2. Local media will cooperate in disseminating warning and emergency public information during emergency situations and may participate in pre-disaster awareness programs and other disaster education activities.

3. Some emergency situations may generate substantial media interest and draw both local media and media from outside the local area, overwhelming the available emergency public information staff.

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[1] NIMSCAST METRIC 2.10 & 2.11

A. General

1. Pursuant to the National Incident Management System (NIMS) operating principles and protocols, public information efforts should generally focus on specific event-related information. This information will generally be of an instructional nature focusing on such things as warning, evacuation, and shelter. Appendix 2 describes some basic emergency information needs.

2. A special effort should be made to keep the public informed of the general progress of events. Reporting positive information regarding emergency response will help to reassure the community that the situation is under control. Rumor control must be a major aspect of the informational program. Public feedback should be used as a measure of the program's effectiveness.

3. Education efforts are to be directed toward increasing public awareness about potential hazards and how people should prepare for them. All information and education efforts will rely heavily on the cooperation of every type of media organization.

4. *A major goal of the Public Information Officer will be to develop systems, tools, and processes to present consistent and accurate information to incident managers at all levels (e.g., common operating picture).* (NIMSCAST 7.2) [2]

B. Information Dissemination

1. In the initial stages of an emergency situation, the Local Warning Point may have to take action on time-sensitive hazards. Within the limits of the authority delegated to it, the Local Warning Point (LWP), located at the Pershing County Sheriff's Office PCSO Dispatch Center will determine if a warning needs to be issued, formulate a warning if necessary, and disseminate it. Pre-scripted emergency messages have been prepared for likely hazards and are included in Annex A, Warning. A list of these messages is provided in Appendix 5. These pre-scripted messages may be used as written or tailored as needed for specific circumstances.

2. As Emergency Alert System (EAS) messages are limited to two minutes, EAS warning messages may have to be supplemented with Special News Advisories prepared by the PIO staff that contains amplifying emergency information. Special News Advisories are generally disseminated to media outlets by fax.   [Copies of the pre-scripted messages, which include warning messages and Special News Advisories, are maintained on computers at the Warning Point and in the EOC so that they can be modified quickly.]

    a. Broadcasters and cable companies <u>must</u> carry national security warnings and messages initiated by the President; they <u>may</u> broadcast alerts and messages initiated by state and local governments. The Federal Communications Commission encourages licensees to broadcast local warning and instruction messages, but the final decision on broadcasting such messages rests with the broadcasters.

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[2] NIMSCAST METRIC 7.2

b. Broadcasters and cable operators will expect EAS to be used for life-threatening emergencies.

3. When the Incident Command System is activated for an emergency situation, the Incident Commander will normally warn the public in and around the incident site. A designated PIO at the Incident Command Post (ICP), assisted by the Emergency Management Coordinator, will normally provide information on the emergency situation to the media if the EOC has not been activated. All information relayed to the media by the PIO will be approved by the IC regardless of the command structure – single or unified.

4. Once the EOC has been activated for an emergency situation, the EOC Manager will normally determine the need for additional warning and instructions. The PIO staff will formulate additional warning messages and public instructions, using the sample messages contained in Annex A as a basis, where appropriate. The LWP will normally execute such warnings by activating the warning system, including transmitting EAS messages to broadcasters. The PIO staff will disseminate Special News Advisories and other emergency public information materials to the media directly using its contact list.

5. In the case of large-scale emergencies or disasters where there are substantial external responders from other jurisdictions and/or state or federal agencies and the response and recovery effort may continue for an extended period, a Joint Information Center (JIC) may be established.   The JIC, an element of the Joint Information System (JIS) developed to provide information to the public during an emergency, is a working facility where the emergency public efforts of all participating jurisdictions, agencies, volunteer organizations, and other responders can be coordinated to ensure consistency and accuracy. In federally declared incidents, a JIC will typically be set up as part of the Joint Field Office (JFO).

6. The following means will be used to provide emergency information and instructions to the public:

   a. EAS broadcasts by radio, television, and cable companies.
   b. Special news broadcasts by radio, television, and cable companies.
   c. Local newspapers.
   d. City Wide Alert
   e. Mobile units with public address systems.
   f. Pershing County Amateur Radio Emergency Services (Currently not in Service)

C. Providing Emergency Information to Special Populations

Special populations will be provided information on emergency situations and appropriate instructions by the following methods:

1. Visually-impaired: EAS messages and news advisories on radio, NOAA Weather Radio, or by door-to-door notification
2. Hearing-impaired: Captioned EAS messages and news advisories on television, print media
3. Non-English Speakers: Interpreters/radio, TV, or cable language newscasts/door-to-door/other

D. Resources

The Emergency Management Coordinator shall maintain a Media Roster that contains the names, telephone and facsimile numbers, and E-mail addresses of each of the media resources listed below. See Appendix 1.

1. Other

a. Emergency preparedness information is published annually in the local telephone directory.

E. Phases of Management

1. Mitigation

a. Conduct hazard awareness programs.

b. Develop systems to enhance information dissemination during emergency situations.

2. Preparedness

a. Develop and distribute educational materials; conduct public education programs.

b. In coordination with the EMC, prepare pre-scripted warning and public instruction messages for known hazards. See Appendix 5 to this annex for a list of those messages included in Annex A, Warning.

c. Brief local media on local warning systems and coordinate procedures for transmitting emergency information to media.

d. Conduct public education on warning systems and the actions that should be taken for various types of warnings.

e. Train public information staff.

f. Brief local officials and emergency responders on working with the media. See Appendix 3.

g. Maintain this annex.

h. Identify suitable facilities for a Joint Information Center.

3. Response

a. Develop, obtain authorization, and release public information on the emergency situation.

b. Conduct media monitoring to determine the need to clarify issues and distribute updated public instructions.

    c. Manage rumor control.

    d. Conduct news conferences and arrange interviews as needed.

4. Recovery

    a. Provide public information relating to recovery process and programs.

    b. Compile record of events.

    c. Assess effectiveness of public information and education program.

VI.   ORGANIZATION & ASSIGNMENT OF RESPONSIBILITIES

A. General

1. The overall responsibility for providing emergency information and instructions to the public rests with the Board of County Commissioners.

2. The Board of County Commissioners shall designate an authority to provide general guidance for Public Information (PI) programs and appoint a Public Information Officer (PIO).

3. The PIO will manage and coordinate all emergency public information related activities and direct such staff as may be assigned or recruited to assist in those activities.

4. Trained public information specialists will staff PIO positions at the Incident Command Post and in the EOC.

B. Task Assignments

1. The Pershing County Board of Commissioners will:

    a. Appoint a Public Information Officer (PIO).

    b. Ensure that the jurisdiction has implemented and institutionalized processes and procedures to coordinate and integrate public information functions including the development of a public education program for emergency situations.

    c. Authorize release of all IC approved incident information to the media.

    d. Ensure that a Joint Information Center (JIC) is activated when warranted by the incident.

2. The Public Information Officer (PIO) will:

    a. Represent and advise the IC on all public information matters relating to the management of the incident.
    b. Ensure the IC approves the release of all incident-related information.

c. Coordinate and integrate public information functions across jurisdictions and functional agencies as required.

d. Develop accurate and complete information on the incident for both internal and external consumption.

e. Coordinate the overall emergency public information efforts of local government.

f. Serve as the official County representative in the JIC.

g. Conduct public education programs as an ongoing activity.

h. Develop and disseminate public information materials and maintain a stock of materials for emergency use based on hazards likely to confront the jurisdiction. Such materials should include:

   1) General materials dealing with the nature of hazards and basic protective actions to take in the event of an emergency, including shelter-in-place and evacuation.

   2) Hazard specific instructions on "where to go and what to do" in an emergency.

   3) Information on how emergency warnings are disseminated and the meaning of warning signals.

i. In coordination with the Sheriff's Office, Fire Districts and the EMC, develop pre-scripted warning messages for known hazards for use by the local warning point and the EOC.

j. Develop methods (i.e., newspaper supplements, prepared TV/radio scripts for broadcast stations) for distribution of EPI materials to the public, to include materials for non-English speaking groups, if appropriate.

k. In cooperation with the EMC, coordinate with broadcasters (radio and television stations and cable television companies) to develop procedures for local government to disseminate warning messages and emergency information through the broadcast media.

l. Authenticate sources of information, verify for accuracy, and obtain authorization before issuing news releases.

m. Provide authorized news releases to the media while keeping the County Manager informed of message content.

n. Monitor media coverage of emergency operations for accuracy of reports and issue corrections where necessary.

o. Take action to control rumors.

p. Brief potential Incident Commanders, department heads and key staff, and the EOC staff on basic public information needs, working with the media, and media access

during emergency operations. See Appendices 2, 3 and 4 for further information on these subjects.

q.   Maintain a media briefing area [in/in the vicinity] of the EOC.

r.   Periodically brief the media on local warning systems and warning procedures.

s.   Maintain a Media Contact Roster. See Appendix 1 for a sample.

t.   Compile printed and photographic documentation of the emergency/disaster.

u.   Develop public information emergency checklists for known hazards. See Appendix 6.

v.   Anticipate and be prepared to handle unscheduled inquiries from the media and the public.

w.   Train a group of government employees and/or volunteers to staff PIO positions at the Incident Command Post and in the EOC.

3.   The EMC will:

a.   Advise the Board of Commissioners or their designee on when to disseminate emergency instructions to the public.

b.   Coordinate with the PIO in the development of pre-scripted emergency messages.

c.   Work with the PIO in public education activities relating to emergency management.

d.   Identify concerns raised by the public, rumors, and other issues involving citizens to the PIO so they may be addressed in public information activities.

e.   Serve as PIO, as necessary and/or appointed

4.   All local government departments and agencies will:

a.   Refer media inquiries during emergency situations to the PIO.

b.   Assist the PIO in responding to requests for information from the public or the media.

5.   Media companies are expected to:

a.   Disseminate warning messages and special news advisories provided by local government to the public as rapidly as possible.

b.   Participate in periodic tests of the EAS and other warning systems.

c.   Provide coverage of emergency management activities.
d.   Work with PIO and EMC on public educational programs relating to emergencies.
e.   Check accuracy of information on emergency operations with the PIO or EMC.

VII.   DIRECTION & CONTROL

A.   General

1. The Board of County Commissioners has overall responsibility for the emergency public information program, shall provide general guidance for emergency-related public education and information activities.

2. The Public Information Officer shall direct all emergency public information activities, coordinating as necessary with other individuals, departments, and agencies performing other emergency functions.

3. To the extent possible, the PIO shall release, upon approval, all information to the public and the media during emergency operations. During emergency operations, departments and agencies shall refer media inquiries to the PIO.

B.   Line of Succession. The line of succession for the Public Information Officer is:

1. Board of County Commissioners
2. Emergency Management Coordinator
3. Incident Commander

VIII.   READINESS LEVELS

A.   Readiness Level 4 - Normal Conditions

See the mitigation and preparedness activities in Section V.E, Emergency Management Activities by Phase.

B.   Readiness Level 3 - Increased Readiness

1. Monitor the situation.

2. Check and update Media Contact Roster.

3. Alert media of the increased threat so they are aware of the situation and are prepared to disseminate warnings and public instructions if necessary.

C.   Readiness Level 2 - High Readiness

1. Monitor the situation.

2. Review pre-scripted warning messages and public instruction messages; draft updated versions or additional messages tailored for the impending threat.

3. Alert personnel for possible emergency operations; identify personnel for increased staffing during primary vulnerability period.
4. Determine requirements for additional pre-emergency public information and instructions and produce and disseminate those materials.

5. Consider placing public information personnel on shifts to provide for increased situation monitoring and to conduct additional public information planning.

D. Readiness Level 1 - Maximum Readiness

1. Monitor the situation.

2. Update warning messages as necessary.

3. Update public information materials based on current threat and disseminate.

4. Provide information to the media on local readiness activities.

5. Place selected off-duty personnel on standby to increase staffing if necessary.
6. Staff public information positions in the EOC or at the ICP when activated.

IX. ADMINISTRATION & SUPPORT

A. Media Contact Roster

The PIO/EMC shall maintain a contact roster for the media organizations that are involved in local emergency management programs. A sample is provided in Appendix 1.

B. Records

1. The PIO/EMC shall maintain a file of all news advisories and press releases issued during emergency operations.

2. The PIO/EMC shall also compile and maintain copies of newspaper articles, videotapes of emergency operations and news broadcasts relating to an emergency, and other media materials distributed for use in post-incident analysis and future training activities.

C. Educational Programs

1. The PIO/EMC shall conduct disaster educational programs to increase citizen preparedness. Educational programs may include presentations in schools and for community organizations, displays at local public gatherings, community meetings, distribution of educational materials, and other activities. The local media may be willing to assist with such activities and local businesses may be willing to sponsor such events and assist with costs. Educational brochures may also be distributed with regularly scheduled government, utility, or business mailings.

2. The PIO/EMC is expected to obtain and maintain materials for disaster-related public education. A wide variety of educational materials dealing with emergency management and disaster preparedness are available. Materials include pamphlets, posters, videotapes, CD-ROMs, and complete training curricula for school children. Many publications are available in ready-to-distribute form or as fact sheets whose content can be incorporated into locally developed materials. Materials available include emergency preparedness information of general interest and specialized preparedness

publications for school children, the elderly, and people with various disabilities. Public education materials relating to emergency management are available in a variety of foreign languages.

3. The principal providers of disaster-related educational materials are the Federal Emergency Management Agency (FEMA), the American Red Cross (ARC), and the Nevada Division of Emergency Management (NDEM); many agencies and volunteer organizations also published specialized disaster-related educational materials. FEMA publishes a catalog of their publications and both FEMA and the ARC include educational materials on their web sites; see Section XI, References, for their addresses. The NDEM also distributes hazard-specific awareness materials periodically throughout the year to local EMCs as part of state awareness campaigns.

D. Training
Members of the public information staff for whom public information is not their primary daily work should attend public information training, preferably training focusing on emergency public information activities. NDEM and FEMA offer Public Information Officer training.

X.   ANNEX DEVELOPMENT & MAINTENANCE

A. Development. The Public Information Officer/EMC is responsible for developing and maintaining this annex.

B. Maintenance. This annex will be reviewed annually and updated in accordance with the schedule outlined in Section X of the Basic Plan.

C. Operating Procedures. The Public Information Officer is responsible for developing and maintaining SOPs covering recurring public information tasks.

XI.   REFERENCES

A. FEMA, *FEMA Publications Catalog*

B. FEMA, *Guide to All-Hazard Emergency Operations Planning* (SLG-101)

C. FEMA web site: www.fema.gov

D. American Red Cross web site: www.redcross.org

E. Department of Homeland Security, *National Incident Management System*

APPENDICES:

APPENDIX 1
MEDIA CONTACT ROSTER

TELEVISION	Telephone	Fax	E-mail
KOLO-TV Channel 8	(775) 858-8880	(775) 858-8877	news@kolotv.com
KTVN-TV Channel 2	(775) 861-4290	(775) 861-4246	producers@ktvn.com
KRNV-TV Channel 4	(775) 785-1210	(775) 785-1206	assignmenteditors@krnv.com
RADIO	Telephone	Fax	E-mail
KKOH 780 AM	(775) 325-9178	(775) 325-9188	kkohnews@citcomm.com
KVLV 980			
NEWSPAPER	Telephone	Fax	E-mail
Lovelock Review Miner	(775) 273-	(775)	
Reno Gazette-Journal	(775) 788-6397	(775) 788-6458	
Nevada Appeal	(775) 881-1213	(775) 887-2420	
Associated Press		(775) 322-3763	

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APPENDIX 2
PUBLIC INFORMATION NEEDS

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1. Background

During emergency situations, it is important to provide the general public with adequate information on the situation as rapidly as possible to alleviate concerns and reduce the likelihood of panic or inappropriate actions. The news media are the primary means of disseminating such information by providing up-to-date information quickly to a wide audience. The information they provide reduces the time and manpower that local government would have to divert from response and recovery tasks to deal with (which could be an overwhelming number of inquiries from the public). Every effort should be made to cooperate with the news media in providing information and in recognition of the rights of the news media to perform their proper function.

2. Information Needs

The following types of information shall be provided to the public as soon as possible in as much detail as possible.

A. What Happened

   1) Nature of incident or emergency
   2) Location
   3) Time of occurrence
   4) Situation resolved or response on-going
   5) Cause (Until an investigation has determined the cause with reasonable certainty, it is not advisable to speculate.)

B. Current Response Actions

   What actions have been or are being taken to protect public health and safety and public and private property?

C. Known Damages

   1) Homes
   2) Businesses
   3) Government buildings
   4) Infrastructure – roads, bridges, parks, etc.

D. Casualties

   1) Number dead and apparent cause
   2) Number injured and nature/severity of injuries and where being treated
   3) Number missing and circumstances
   4) General identification of casualties – age, sex, situation (employee, homeowner, responder, etc.
   5) Names of casualties – only released after next of kin have been notified

E. Evacuations

   1) Areas and facilities evacuated
   2) Approximate number of evacuees

F. Shelter & Mass Care

   1) Shelters open – name and location
   2) Approximate number of persons being housed in shelters
   3) Mass feeding site or other mass care facilities in operation – name, location, and number of persons being served.

G. Status of Utilities

   1) Electric service
   2) Telephone system
   3) Water system
   4) Sewer system
   5) Natural gas distribution

H. Road and Facility Closures

I. Organizations Responding

   1) Local government
   2) State agencies
   3) Federal agencies
   4) Volunteer groups

J. Means of contacting evacuees

K. Areas to which access is restricted and the reason(s) for such restriction

L. For ongoing emergency situations, planned response activities

M. In the recovery phase:

   1) Disaster assistance programs available
   2) How to apply for disaster assistance

3. **Collection and Dissemination of Information**

Information shall be collected and disseminated as soon as possible by the appropriate personnel.   All incident related information must be approved by the IC prior to dissemination.

A. Where an Incident Command Post has been established and a qualified public information staff member is at the scene, that individual may provide information directly to the media if the EOC is not activated. If no qualified public information staff member is present at the scene, the Incident Commander or a member of his staff should pass situation information to the Public Information Officer for release to the media.

B. Where an Incident Command Post has been established and the EOC has been activated, information from the incident scene will normally be passed to the Public Information Officer at the EOC. The Public Information Officer will utilize reports from the scene and other available pertinent information to brief the media and prepare news advisories for release to the media.

C. The Shelter and Mass Care Officer is responsible for collecting information on shelter and mass care activities and providing that information to the PIO.

D. The Energy and Utilities representative in the EOC is responsible for obtaining information on the status of utilities and providing it to the PIO.

E. Law Enforcement and Public Works/Engineering are responsible for obtaining information on road closures and facility closures and providing it to the PIO.

F. The PIO is responsible for collection of information from the Incident Commander, the EOC staff, and other sources and agencies. The PIO staff is responsible for preparation of news releases, for the dissemination of information directly to the news media, and, where appropriate, for making arrangements for announcements directly to the public via radio and/or television hookups.

G. Hospitals are responsible for dissemination of information concerning casualties and deaths. They generally have policies restricting the release of detailed information without permission of patients or their families. This information that they choose to release will normally be disseminated directly to the news media. The PIO should request that the EOC be provided copies of any information released to the media.

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1. What to do when working with the media:

A. Identify your spokesperson beforehand.

B. Have a number the media know to call when they need information.

C. Make certain the person answering the phones knows to whom to direct media calls.

D. Get all the information you can from those in charge before you talk with the media.

E. Write out the answers to these questions for **your** use:

1) What happened?
2) When did it happen?
3) Where did it happen?
4) Why did this happen?
5) Who's responsible, involved, injured?
6) How many were hurt or killed? What are their names/ages/addresses?
7) Can I shoot video/take photos? How close can I get?
8) Who can I talk to?
9) What is your agency doing about it?

2. When you talk with the media:

A. Tell the truth and if related to the incident, ensure the IC has approved the information.

B. Be courteous and don't play favorites.

C. Avoid "off the record" remarks.

D. Never say anything you would not want to see printed or broadcast.

E. Stay on top of the interview by listening to the reporter's questions.

F. Don't accept the reporter's definitions of what happened.

G. Pause, think; ask for more time if you need it.

H. Respond only to the question you've been asked. Don't speculate.

I. Stick to the core message

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APPENDIX 4
MEDIA ACCESS & IDENTIFICATION

1. Media Access

In recognition of the public's right to know as much information as possible about a disaster, local response agencies will cooperate with legitimate news media representatives and provide equal access to information and, within the limits of safety and other response needs, access to incident scene to various news organizations. News media representatives are required to cooperate with response personnel as directed for safety and efficient operation.

A. The Incident Commander or his designated representative will allow media such access to the incident scene as is consistent with safety and does not disrupt critical operations.

B. The EMC, in coordination with the PIO, shall establish rules for media access to the EOC. When the EOC is activated, representatives of news media may be provided access to those areas of the EOC designated by the EMC. As a general rule, press briefings will not be conducted in the EOC because they can disrupt on-going EOC operations; briefings will normally be conducted in the press area of the EOC. Photo shoots and interviews may be conducted in the EOC, but these should be scheduled so as to minimize disruption.

C. Hospitals establish their own rules of access for news media representatives and these may vary for individual circumstances. For emergency situations where there have been substantial casualties, it may be desirable for hospitals to provide a pressroom or other designated area with access to telephones for the use of news media representatives.

D. When incident scenes are on private property, the property owner may establish and enforce policies with regard to access by the media and other persons who are not emergency responders.

2. Media Identification

Representatives of news media will be considered to have satisfactory identification if they have:

A. A company identification card with photo that identifies them as a media representative issued by a valid media outlet, unless there is reason to believe that the identification is not genuine.

B. A press identification card issued by Lyon County Emergency Management.

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The following pre-scripted emergency messages have been prepared and are included in Annex A, Warning:

1. Warning – General Incident

2. Warning – Road/Facility Closure

3. Warning – Shelter-in-Place

4. Special News Advisory – Pre-Evacuation

5. Warning – Urgent Evacuation

6. Warning – Deliberate Evacuation

7. Special News Advisory – Supplemental Evacuation Information

8. Special News Advisory – Schools & Public Facility Status

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This appendix includes the following Emergency Public Information (PI) Checklists:

Tab A   Pubic Information Checklist for Flooding

Tab B   Public Information Checklist for Hazmat Incidents

Tab C   Public Information Checklist for Severe Weather

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TAB A
Public Information Checklist for Flooding

✓	Pre-Emergency Phase
	1. Conduct public education and distribute preparedness materials highlighting local flood risk areas, precautionary actions, and protective actions.
	2. In coordination with the EMC, maintain a set of pre-scripted warning and public instructions messages ready for use. See Annex A to the Basic Plan.
	3. Coordinate with school authorities/PIOs on policies/procedures for announcing school closures.
	4. Review local Hazard Analysis and Annex E to EM Plan to identify potential flood risk areas and evacuation routes.
	5. Coordinate with Animal Control, Animal Shelter, and other organizations to determine availability of facilities for evacuated pets and large animals.
	6. Coordinate with PIOs from local response agencies and volunteer groups and develop an effective PIO-to-PIO communication system.
	Readiness Phase
	1. Ensure PIO receives current information on flood watches & warnings.
	2. Coordinate with the Shelter and Mass Care Officer to determine likely shelter sites.
	3. Coordinate with Law Enforcement to determine planned/likely evacuation routes.
	4. In coordination with the EMC, update precautionary action and evacuation message(s). See Annex A of EM Plan.
	5. Develop maps of likely evacuation areas and evacuation routes that can be provided to the media.
	6. Disseminate property protection and evacuation preparedness information to public through media.
	Emergency Response Phase
	1. Provide evacuation area and evacuation route maps to media.
	2. Release evacuation recommendation through warning system.
	3. Release information on how transportation will be provided for those who lack it.
	4. Release public instructions on securing property, evacuation routes, and what to take with you.
	5. Release information to media on shelter and mass care facilities available.
	6. Release information to media on where persons needing assistance should call.
	7. Release special instructions for those evacuating pets.
	8. Release information on curfews and travel restrictions in effect within evacuation areas.
	9. Release information on disaster welfare inquiry procedures.
	10. Advise the public not to return to the evacuation area until told to do so.
	11. Inform media of emergency response actions and organizations participating.

✓	**Post-Emergency Phase**
	1. Coordinate with Law Enforcement to obtain information on routes for return of evacuees and areas where reentry is restricted due to damage.
	2. Coordinate with EMC to obtain and release damage assessments to media, updating as additional information becomes available.
	3. Release information to media on return of evacuees and preferred reentry routes, if any.
	4. Release information to media on access controls for damaged areas, if any.
	5. Provide public information on safety precautions for entering damaged buildings and the need to document damage and contact insurance companies.
	6. Release information on disaster relief/recovery programs and facilities.
	7. Release information to media on termination of shelter operations
	8. Release information on debris removal activities.
	9. Release information on volunteer assistance for home cleanup and repair.

Note: This public information checklist is designed for slowly developing floods. For a fast-breaking flood situation, it may not be feasible to conduct some of the readiness activities listed.

TAB B
Public Information Checklist for Hazmat Incidents

✓	**Pre-Emergency Phase**
	1. Review local Hazard Analysis and Annex E, to obtain information on potential Hazmat risk areas and evacuation routes.
	2. Conduct public education and distribute preparedness materials highlighting local Hazmat risk areas, precautionary actions, and protective actions.
	3. In coordination with the EMC, maintain a set of pre-scripted warning and public instructions messages ready for use. See Annex A.
	4. Coordinate with school authorities, other PIOs, and local media on policies/procedures for announcing school closures or evacuations.
	5. Coordinate with special facilities or special needs populations and local media on policies/ procedures for announcing closures or evacuations.
	6. Coordinate with PIOs from local response agencies and volunteer groups and develop an effective PIO-to-PIO communication system.
	7. Coordinate with local media to insure thorough understanding of Hazmat response operations and protective actions such as shelter-in-place and evacuation.
	8. Disseminate evacuation preparedness information to the public.
	Readiness Phase
	1. Insure PIO receives current information on potential Hazmat incidents.
	2. Coordinate with the Shelter and Mass Care Officer to determine likely shelter sites.
	3. Coordinate with Law Enforcement to determine planned/likely evacuation routes.
	4. In coordination with the EMC, update precautionary action and evacuation message(s). See Annex A to the Basic Plan.
	5. Develop maps of likely evacuation areas and evacuation routes that can be provided to the media.
	Emergency Response Phase
	1. Provide information to the media and public about the incident to include information on the nature of the incident, the expected duration of the incident, instructions to the community on evacuation or shelter in place procedures, symptoms of contamination, and potential health-risks.
	2. Disseminate property protection and evacuation preparedness information to public through the media.
	3. *Shelter in Place Actions*
	a. Release shelter in place recommendation through the media.
	b. Provide shelter in place instructions to the media.
	c. Provide maps of geographic area that will shelter in place.

	Emergency Response Phase (Continued)
	4. *Evacuation Actions*
	a. Release evacuation recommendation through media.
	b. Provide evacuation area and evacuation route maps to media.
	c. Release information on how transportation will be provided for those who lack it.
	d. Release public instructions on securing property, property protection, and what to take with you.
	e. Release information to media on shelter and mass care facilities available.
	f. Release special instructions for those evacuating pets, and insure that you have the information on which shelters will accept pets or available sheltering facilities for animals.
	5. *General Actions*
	a. Release information to media on where persons needing assistance should call.
	b. Release information on curfews and travel restrictions in effect within evacuation areas.
	c. Release information on disaster welfare inquiry procedures
	d. Advise the public not to return to the evacuation/shelter in place area until told to do so by the proper authorities.
	e. Inform media of emergency response actions and organizations participating.
	Post-Emergency Phase
	1. Coordinate with law enforcement to obtain information on routes for return of evacuees and areas where reentry is restricted due to damage.
	2. Coordinate with EMC to obtain and release damage/contamination assessments to media, and update them as additional information becomes available.
	3. Release information to media on return of evacuees and preferred reentry routes, if any
	4. Release information to media on access controls for damaged areas, if any.
	5. Provide public information on safety precautions for entering damaged areas and the need to document damage and contact insurance companies.
	6. Release information on disaster relief/recovery programs and facilities.
	7. Release information on termination of shelter operations.
	8. Release information on decontamination activities.
	9. Release information on volunteer assistance.
	10. Release information on clean-up/decontamination activities, if needed.
	11. Keep public and media informed of long-term clean-up activities, potential long-term health effects, liability information, and future mitigation efforts.

Note: As most Hazmat incidents occur without significant warning, it may not be feasible to conduct some of the activities listed in the Readiness Phase.

TAB C
Public Information Checklist for Severe Weather

✓	**Pre-Emergency Phase**
	1. Conduct public education and distribute preparedness materials highlighting local severe weather risk areas, precautionary actions, and protective actions.
	2. In coordination with the EMC, maintain a set of pre-scripted warning and public instructions messages ready for use. See Annex A to the Basic Plan.
	3. Coordinate with school authorities/PIOs on policies/procedures for announcing school closures.
	4. Review local Hazard Analysis and Annex E to EM Plan, to identify potential hurricane risk areas and evacuation routes.
	5. Disseminate information on the availability of facilities for evacuated pets and large animals.
	6. Coordinate with PIOs from local response agencies and volunteer groups and develop an effective PIO-to-PIO communication system.
	7. Disseminate information emphasizing the need for ride sharing during an evacuation.
	Readiness Phase
	1. Ensure PIO receives current information on hurricane watches & warning.
	2. Coordinate with the Shelter and Mass Care Officer to determine likely shelter sites that could be used during the recovery phase.
	3. Coordinate with Law Enforcement to determine planned/likely evacuation routes.
	4. In coordination with the EMC, update precautionary action and evacuation message(s). See Annex A to the Basic Plan.
	5. Develop maps of likely evacuation areas and evacuation routes that can be provided to the media.
	6. Disseminate property protection and evacuation preparedness information to public through media.
	7. Disseminate information to special need facilities and those in mobile home/trailer parks recommending an early precautionary evacuation.
	Emergency Response Phase
	1. Provide evacuation area and evacuation route maps to media.
	2. Release evacuation recommendation through warning system.
	3. Release information on how transportation will be provided for those who lack it.
	4. Release public instructions on securing property, evacuation routes, and what to take with you.
	5. Release information to media on shelter and mass care facilities available.
	6. Release information to media on where persons needing assistance should call.
	7. Release special instructions for those evacuating pets.
	8. Release information on curfews and travel restrictions in effect within evacuation areas.
	9. Release information on disaster welfare inquiry procedures.
	10. Advise the public not to return to the evacuation area until told to do so.
	11. Inform media of emergency response actions and organizations participating.
	12. Release information on the availability of food service, gas stations, and medical facilities.

✓	**Post-Emergency Phase**
	1. Coordinate with Law Enforcement to obtain information on routes for return of evacuees and areas where reentry is restricted due to damage.
	2. Coordinate with EMC to obtain and release damage assessments to media, updating as additional information becomes available.
	3. Release information to media on return of evacuees and preferred reentry routes, if any.
	4. Release information to media on access controls for damaged areas, if any.
	5. Provide public information on safety precautions for entering damaged buildings and the need to document damage and contact insurance companies.
	6. Release information on disaster relief/recovery programs and facilities.
	7. Release information to media on termination of shelter operations
	8. Release information on debris removal activities.
	9. Release information on where to obtain disaster mental health/crisis counseling services.
	10. Release information on volunteer assistance for home cleanup and repair.