

ANNEX C

EMERGENCY PUBLIC INFORMATION

I. PURPOSE

To provide for the timely release of accurate information to the residents of Rolla in the event of a disaster or emergency.

II. SITUATION AND ASSUMPTIONS

A. Situation

1. Adequate news media exist in the City of Rolla and surrounding counties (newspaper, radio and television) that could disseminate information and instruct the general public in the event of a disaster or emergency (see Appendix 4 to this Annex).
2. Rolla is in the Emergency Alert System (EAS) Operational Area. There are several radio stations as well as television stations that provide coverage for this area. The local primary EAS radio station for Rolla is KZNN-FM, 105.3. See Appendix 4 to this Annex for media points of contact. Appendix 2 to Annex B has additional EAS information.
3. Dissemination of information will be in English. The percentage of non-English speaking persons in Rolla is so small that it does not warrant the publication of emergency information in any other language. If necessary, the translation of emergency public information will be coordinated using foreign language teachers from public schools and the University of Missouri Rolla.
4. Samples of prepared news releases and other related emergency instructions/information have been developed (see Appendix 6 to this Annex for further information).
5. The City of Rolla is not immune to becoming the target of a terrorist threat, attack or incident, as could occur in any other community or area in the United States. For public information procedures specific to terrorism, see Appendix 4 to Annex N.

B. Assumptions

1. The media serving the City of Rolla will cooperate with local officials in the dissemination of information to the public.
2. Widespread or major disasters may result in state and national media coverage. Media personnel from state and national levels will not necessarily be familiar

with local news release procedures.

3. Media personnel will attempt to obtain information from other than "official sources."
4. An effective public information program will reduce casualties and damages.

III. CONCEPT OF OPERATIONS

NOTE: The time frame for performing these actions is listed in parentheses.

- A. The Public Information Officer will be located in the EOC (or at a location to be designated when this plan is implemented). This location will serve as the single official point of contact for the media during an emergency. (PREPAREDNESS, RESPONSE, and RECOVERY)
- B. Release of official public information will be coordinated with and approved by the chief elected official and/or the chief PIO. Only that information released by the chief elected official or chief PIO will be considered official. The media will be so informed. (PREPAREDNESS, RESPONSE, and RECOVERY)
- C. Information for release will be prepared and released to the media in accordance with the format described in Appendix 2 to this annex. (PREPAREDNESS, RESPONSE, and RECOVERY)
- D. Response organizations are responsible for coordinating with the PIO and for clearing press releases with the jurisdiction's chief executive before releasing information to the media for public use. (PREPAREDNESS, RESPONSE, and RECOVERY)
- E. Any person, department, or agency releasing information to the public of their own volition will bear the responsibility for any legal or moral ramifications and repercussions resulting from that release. (PREPAREDNESS, RESPONSE, and RECOVERY)
- F. Dissemination of public information will utilize all available media: television, radio, and newspaper. (PREPAREDNESS, RESPONSE, and RECOVERY)
- G. Activation of the Emergency Alert System (EAS), if necessary, will be in accordance with the State EAS Operational Plan. The chief elected official will designate those personnel with authority to activate the EAS and issue releases. Procedures will be coordinated with the appropriate radio/television officials. See Appendix 2 to Annex B for further EAS information. (PREPAREDNESS, RESPONSE, and RECOVERY)
- H. Public information personnel in the field will coordinate with the chief PIO through frequent contacts with the EOC staff. (PREPAREDNESS, RESPONSE, and RECOVERY)

- I. Periodic news briefings will be conducted by the PIO, as necessary, to brief media personnel. (PREPAREDNESS, RESPONSE, and RECOVERY)
- J. A rumor control section will answer inquiries from the public and monitor public media broadcasts to insure the public is receiving accurate information. (PREPAREDNESS, RESPONSE, and RECOVERY)
- K. A major task of public information operations will be responding to inquiries. The PIO must establish procedures to inform families on the status of relatives that are injured or missing, emergency services that are available, damaged and/or restricted areas due to a disaster event, etc. (PREPAREDNESS, RESPONSE, and RECOVERY)
- L. When an emergency occurs or threatens to occur that requires the dissemination of emergency public information to the public, the PIO will release this information as soon as possible. (PREPAREDNESS and/or RESPONSE)
- M. The PIO will coordinate with the Emergency Management Director to prepare EPI materials that include special instructions or specific information regarding the hazard that threatens the city. EPI materials will include such information as: the area at risk, precautions, evacuation routes, shelter locations, etc. (PREPAREDNESS or RESPONSE)
- N. The PIO will coordinate with state, federal and private sector agencies to obtain technical information (health risks, weather, etc.) for release to the public and media. (PREPAREDNESS, RESPONSE, and RECOVERY)
- O. Release of public information will include pre-disaster education and answering inquiries. (PREPAREDNESS, RESPONSE, and RECOVERY)

IV. **ORGANIZATION AND ASSIGNMENT OF RESPONSIBILITIES**

A. Organization

A diagram of the Emergency Public Information function is shown in Appendix 1 to this annex.

B. Responsibilities

- 1. The PIO of the Emergency Operations Center will serve as the Public Information Officer (PIO) for the City of Rolla. The Public Information Officer will:
 - a. Prepare and release public information for all identified hazards (see Appendices 2 and 6 to this Annex).
 - b. Manage a rumor control section and monitor media broadcasts for accuracy.

- c. Coordinate news releases with the chief elected officials, departments, emergency services, etc.
 - d. Maintain agreements of understandings with news media for release of information (EAS stations).
 - e. Develop EPI materials for special needs groups (i.e., visually impaired, non-English speaking groups, etc).
2. The Emergency Management Director is responsible for the following:
 - a. Provide normal day-to-day public information duties: answer inquiries from the public, speak to groups and organizations, distribute emergency management information, brochures, etc.
 - b. Participate in annual public awareness campaigns: winter awareness, severe spring weather, statewide severe weather (tornado) drill, etc.
 - c. Assist the PIO in preparing and releasing public information during a disaster.
 3. In the event of a hazardous materials situation, the Incident Commander will appoint a PIO for on-scene media relations. If the EOC is activated, the on-scene PIO will coordinate with the designated PIO located there.
 4. The Health and Medical Coordinator will assist the PIO in the preparation of EPI materials that describe the health risks associated with each hazard, the appropriate self-help or first aid actions, and other appropriate survival measures.
 5. The Communications and Warning Coordinator will assist the PIO in the dissemination of emergency public information.
 6. Each department/organization that operates during an emergency will appoint a PIO as necessary. The department/organization PIO will provide information to the City PIO and help coordinate the release of information.

V. DIRECTION AND CONTROL

- A. Release of public information will be under the control of the Public Information Officer.
- B. The Public Information Officer is a member of the EOC staff.

VI. CONTINUITY OF GOVERNMENT

- A. The line of succession for the Rolla Public Information Officer will be through the Mayor.
- B. The PIO will operate from the designated EOC (see Annex A).

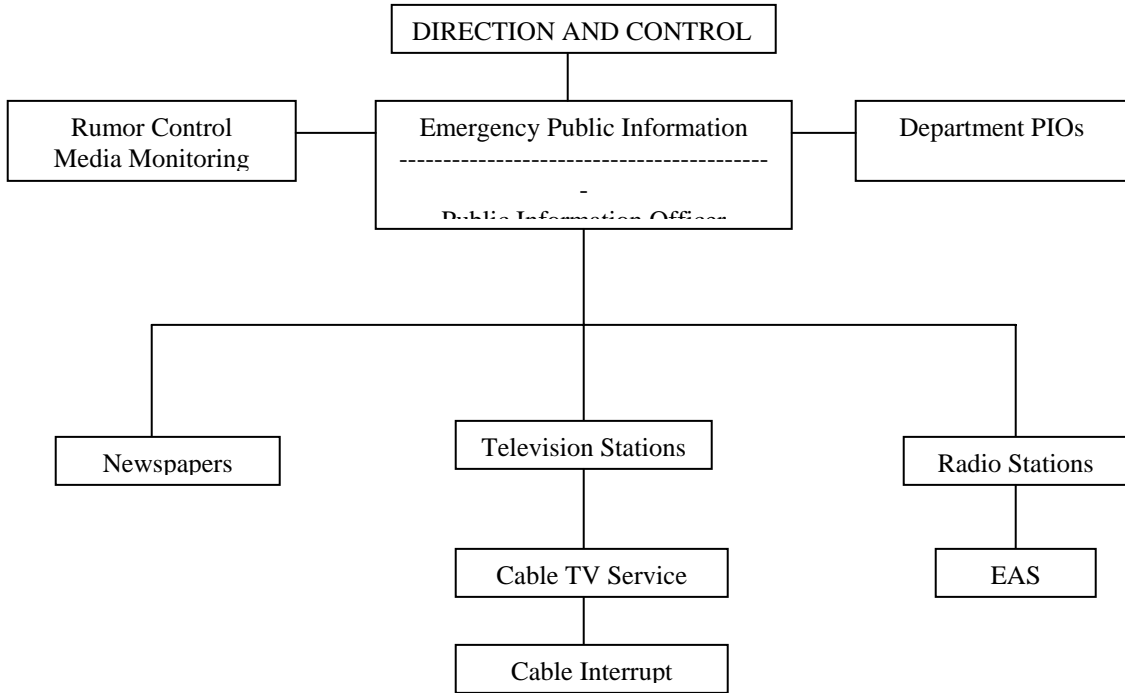
VII. ADMINISTRATION AND LOGISTICS

A chronological file/log of all news releases during the disaster will be maintained in the EOC. (See Appendix 5, this annex.)

APPENDICES

- 1. Emergency Public Information Diagram
- 2. Format and Procedures for News Releases
- 3. Statement of Understanding for Emergency Public Information Operations
- 4. News Media Contact Points
- 5. News Release Log
- 6. Sample News Releases

EMERGENCY PUBLIC INFORMATION DIAGRAM



Appendix 2 to Annex C

FORMAT AND PROCEDURES FOR NEWS RELEASES

A. FORMAT

1. Name, address, and phone number of the news release initiator.
2. Text of the news release.
3. Substantiating records for the release.
4. Date and time received.
5. Date and time released.
6. How and to whom the news release was issued.

B. RELEASE PROCEDURES

1. Verify the authenticity of the information contained in the release.
2. Verify that a duplicate release has not already been made.
3. Prepare the release in the format listed above.
4. Determine if the information contained in the release is in the public interest and will not create unwarranted or unnecessary fear, anguish, or other adverse reaction among the public. However, news releases will not be withheld simply to avoid political or public official embarrassment should the situation so warrant.
5. News releases will be distributed fairly and impartially to the news media.
6. Copies of all news releases will be filed chronologically.
7. Copies of all news releases will be furnished to the Rumor Control center.

Appendix 3 to Annex C

**STATEMENT OF UNDERSTANDING FOR
EMERGENCY PUBLIC INFORMATION OPERATIONS**

This statement of understanding is entered into between (Radio-TV stations and/or Newspapers), hereinafter referred to as the media, and the City of Rolla, hereinafter referred to as the city to provide emergency information to the citizens of Rolla whenever a threat to life and property exists from natural or man-made causes.

When, in the opinion of the chief executive of the City of Rolla, a threat to life and property exists or threatens the city, the Emergency Operations Center (EOC) of Rolla will be placed on an appropriate status and staffed in accordance with the severity of existing or potential threat, and lines of communication will be opened and maintained for the duration of such threat between the EOC and the media.

The EOC of Rolla will:

1. Provide the media with a description of the threat and the actions that the emergency staff of Rolla is taking to combat the effects of the threat.
2. Provide immediate guidance for the public to lessen the dangers to life and property from the threat.
3. Establish with the media, a schedule of briefings on the progress of the threat and additional actions to be taken by the public to lessen the possibility of loss of life and damage to property.
4. Issue bulletins on any insignificant change in the threat as those changes occur.
5. Advise the media that the danger of the threat has passed and that no further EOC operations are necessary.

The media, at their discretion, and within operating limitations imposed by management or any rules and regulations imposed by appropriate government agencies, will:

1. Accept the transmissions from the EOC of Rolla for inclusion in regular news programs or as special news bulletins or to be printed as emergency guidance for the purpose of saving life or reduction of property damage, for the duration of the threat.
2. Accept and maintain in place any equipment provided for communications and report to the City of Rolla any damage to or outages of such equipment.
3. Test any equipment provided by the City of Rolla by brief two-way transmissions on the

first Wednesday of each month at 10:00 a.m. local time .

NB: THIS STATEMENT OF UNDERSTANDING BETWEEN THE CITY OF ROLLA AND THE MEDIA IS IN NO WAY INTENDED TO ABRIDGE THE FREEDOM OF THE PRESS OR TO CONSTRAIN THE EDITORIAL RESPONSIBILITY INHERENT IN AN OPEN SOCIETY. THE SOLE PURPOSE OF THIS STATEMENT OF UNDERSTANDING IS TO ESTABLISH A SOURCE OF INFORMATION FOR THE MEDIA WHEN A THREAT OR POTENTIAL THREAT EXISTS TO THE LIFE AND PROPERTY OF THE CITIZENS OF ROLLA.

For the Media

For the city

*Entered as an example only, testing should be established by mutual agreement and entered in the statement of understanding at this point.

Appendix 4 to Annex C

NEWS MEDIA CONTACT POINTS

A. Newspapers

Rolla Daily News..... 364-2468
St. James Leader-Journal 256-3321

B. Radio Stations

KZNN-FM, 105.3; Rolla..... 364-2525
KTTR-AM, 1490; KTTR-FM, 99.7, Rolla..... 364-2525
KMNR-FM, 89.7, Rolla..... 341-4272
KUMR-FM, 88.5, Rolla..... 364-4386
KDAA-FM, 97.5, Rolla 341-9211
KMOZ-AM, 1590, Rolla
KKID-FM, 92.9 Rolla..... 364-4433

C. Television Stations

KRCG, Channel 13, Jefferson City..... 896-5144
KOMU, Channel 8, Columbia 442-1122
KOLR, Channel 10, Springfield417-862-1010
KYTV, Channel 3, Springfield417-866-2766
KMOV, Channel 4, St. Louis.....314-621-4444

D. Cable Television Service

Fidelity Cable Vision, Rolla 364-5206
Charter Communications, Washington636-239-4992

SAMPLE NEWS RELEASES

Sample Radio/TV Message - Evacuation Ordered - Flooding

(To be announced by Mayor, City Administrator, Emergency Management Director, Fire Chief, Police Chief, or other local authority.)

This is _____. The flooding situation continues in parts of _____ and may worsen. For your safety, I am asking that you leave the _____ area as soon as possible (give boundaries of local area, evacuation routes). Be sure to take essential items -- medicine, special foods, personal items, baby supplies, clothing, money, and valuable papers -- but do not overload your car.

Secure your home before you leave. Be sure to check on any neighbors who may need assistance. If you cannot stay with relatives or friends outside of the evacuation area, go to (one of) the Red Cross shelter(s) at _____.

Pets will not be allowed in Red Cross shelters. If you cannot make arrangements for someone outside the evacuation areas to take care of your pet, _____ (give instructions) _____. Do not allow your pet to run loose. If you cannot make arrangements for your large animals, _____ (give instructions) _____.

Sample Radio Message - No Information Available - Earthquake

This is _____ at the _____. An earthquake of undetermined magnitude has just been felt in the _____ area. At this time we have no confirmed reports of injuries or damage. Police and fire units are responding to the area. We will keep you updated as reports come in.

Meanwhile, be prepared for aftershocks. If shaking begins, quickly seek shelter under a sturdy piece of furniture or in a supporting doorway. If your house has been damaged and you smell gas, shut off the main gas valve. Switch off electrical power if you suspect damage to the wiring. Do not use your telephone unless you need emergency help.

Sample Media Message - Update on Earthquake

This is _____ at the _____. The magnitude of the earthquake which struck the _____ area at ___(time)___ today, has been determined to be _____ on the Richter scale. The epicenter has been fixed at _____ by ___(scientific authority)___.

This office has received reports of _____ deaths, _____ injuries, and _____ homes damaged. No dollar figure is yet available. Police and fire units are on the scene to assist residents. (Continue with summary of the situation.)

Aftershocks continue to be felt in the area. If you feel shaking, quickly seek shelter under a sturdy piece of furniture or in a supporting doorway. Do not use your telephone unless you need emergency help.

Summary Statement for Media - Hazardous Materials Incident

At approximately _____ am/pm today, a spill/release of a potentially hazardous substance was reported to this office by ___(a private citizen, city employee, etc.)___. ___(Police/Fire)___ units were immediately dispatched to cordon off the area and direct traffic. The material was later determined to be ___(describe)___, a ___(hazardous/harmless)___ ___(chemical, gas, substance, material)___ which, upon contact, may produce symptoms of _____.

Precautionary evacuation of the ___(immediate/X-block)___ area surrounding the spill was ___(requested/required)___ by ___(agency)___ . Approximately ___(number)___ persons were evacuated.

Clean-up crews from ___(agency/company)___ were dispatched to the scene and normal traffic had resumed by ___(time)___, at which time residents were allowed to return to their homes.

There were no injuries reported. -- OR -- ___(number)___ persons, including ___(fire/police)___ personnel, were treated at area hospitals for _____ and ___(all/number)___ were later released. Those remaining in the hospital are in _____ condition.

Response agencies involved included _____.