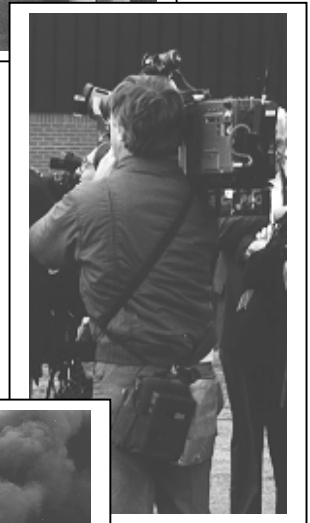


EMERGENCY INFORMATION PROCEDURES WORKBOOK



**A Workbook For Developing Emergency Public Information
Standard Operations Procedures**

INTRODUCTION

The effective management of any disaster or emergency situation includes the dissemination of crucial information to many different groups including the media, public, internal audiences, and outside agencies. This workbook is one of a series of publications by the Michigan Department of State Police, Emergency Management Division. It provides guidance to local communities in developing standard operating procedures (SOP) for the emergency public information function. These standard operating procedures should support and be consistent with your jurisdictions



Emergency Operations Plan (EOP). This document is designed in a “workbook” format, emphasizing the need for thoughtful decision-making during the planning process. The workbook provides a basic format and asks a series of questions. Sample language is included (italicized in boxes) from which to gain ideas and assist you in writing your own agency plan. It must be recognized, however, that this document is provided for guidance only, and that communities must adapt it to fit their community circumstances, needs, and capabilities.

For more information, please contact the Emergency Management Division’s, Governmental & Public Affairs Unit at (517) 333-5023 or access the MSP/EMD website at: www.mspemd.org



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EMERGENCY PUBLIC INFORMATION STANDARD OPERATING PROCEDURES

PURPOSE

These Standard Operating Procedures (SOPs) support the general concept of operation, organization, and tasks detailed in the Public Information Annex or Action Guidelines to the **(insert name of jurisdiction)** Emergency Operations Plan. It provides the detail necessary to implement the Public Information Annex/Action Guidelines.

CONCEPT OF OPERATION

Describe how the Public Information Officer and staff operate on a day-to-day basis and during disasters in your organization.

Example: A Public Information Officer is appointed from within local government to coordinate the collection and dissemination of all newsworthy information and to act as official spokesperson for the community in times of emergency or disaster. The Public Information Officer works closely with **(insert correct title of the emergency management coordinator)** in collecting information from within the Emergency Operations Center (EOC) and from other sources. If media interest is intense, a Joint Public Information Center (JPIC) is established in conjunction with all other government and private agencies involved. This center becomes the central location from which news releases are issued and where public inquiries are addressed.

On a day-to-day basis, the Public Information Officer assists the **(insert correct title of the emergency management coordinator)** develop and distribute educational material on the hazards that face the community. The PIO also assists the **(emergency management coordinator)** maintain a file of emergency instructions that can be quickly disseminated at the time of an actual or impending emergency/disaster. This person also assists the **(emergency management coordinator)** give presentations and field inquiries from the media on incidents that do not warrant the establishment of a JPIC.

ORGANIZATION

An individual should be selected as Public Information Officer (official spokesperson) for the jurisdiction. This person should work for local government to add credibility to the position, to be accountable to government officials, and to be available and impartial during emergency or disaster response. The PIO should also be able to legitimately speak for the chief executive and have some knowledge of the entire community and government organization. An alternate person should be appointed for 24-hour operations. Consideration should be given to how the Public Information Officer fits into the community's emergency organization.

Example: (Name of individual) from (indicate normal job title and organization) is designated as the Public Information Officer for (insert name of jurisdiction). In the event he/she is unavailable, (name of designated back-up) from (indicate normal job title and organization) will serve as the Public Information Officer. The Public Information Officer recruits, selects, and activates staff as necessary to perform Public Information duties. The Public Information Officer is a member of the Executive Group within the Emergency Operations Center.

The PIO advises the chief executive and (emergency management coordinator) on public information issues, acquires the most current and accurate information, and verifies news releases with the chief executive before their release. The PIO functions as official spokesperson at the JPIC, if activated, and organizes a staff to operate it.

TASKS AND EXECUTION

Describe the specific actions the Public Information Officer and his/her staff are responsible for performing before, during and after an emergency or disaster.

Example:

Mitigation/Preparedness Phase

- Review the Public Information Annex/Action Guidelines to the Emergency Operations Plan (EOP) at least annually and update it as changes occur.
- Review and update documents that support the Public Information Annex/Action Guidelines, such as this Emergency Public Information SOP and the community's Resource Manual.
- Assemble emergency public information personnel, including clerical support staff, and conduct training exercises at least annually.
- Maintain working relationships with public information personnel from local

response agencies, PIOs in adjacent jurisdictions, and private organization public relations personnel so that mutual needs may be fulfilled during emergencies and disasters.

- Provide training to EOC staff to ensure they are familiar with public information concepts.
- Maintain media contact lists. See Attachment A, Emergency Public Information Contacts.
- Conduct annual training with local media representatives and share with them the details of the plan.
- Periodically review the Emergency Alert System (EAS) Area Plan. Assist the Warning Officer with developing stock messages with blanks that can be filled in quickly during emergencies. The Warning Officer is responsible for activating the Emergency Alert System (EAS) and providing a message.
- Prepare and obtain educational material for each potential hazard that could affect the jurisdiction. Distribute this information to the public. See attachments B and F.
- Prepare “camera ready” information that can be quickly printed and distributed to each affected household at the time of an emergency. See attachments B and F.
- Select a facility near the EOC that can be utilized as a Joint Public Information Center (JPIC) during an emergency. Make arrangements for use of this facility. Select alternative facilities for use.
- Develop status boards, maps, etc. for Joint Public Information Center. Store in a convenient, safe location. See attachment D.
- Make arrangements for communications equipment and other supplies/equipment necessary for JPIC functioning. (See JPIC set-up procedures and supply list).

Response Phase

- Fully mobilize the emergency public information organization, determine shift assignments, brief emergency public information staff on status of emergency situation and their duties.
- Maintain contact with the EOC to obtain the latest information, verify information, and have news releases authenticated.
- Activate JPIC as necessary. See attachment D.
- Review stock of written public information material and distribute as necessary.

- Provide copies of all written news releases and summaries of all press conferences to the chief executive and **(insert correct title of the emergency management coordinator)**.
- Make contact with the PIOs in other affected jurisdictions and, at other government levels, and within the private sector, and jointly release information from the JPIC.
- Monitor published and broadcast information for accuracy. Correct misinformation whenever possible.
- Obtain and release telephone numbers the public can call for additional information or specific questions (Rumor Control Center).
- Obtain and release telephone numbers the public can call to volunteer assistance.
- Obtain and release the telephone number for the Missing Person Information Center.
- Maintain status boards and maps at the JPIC.
- Keep the Rumor Control Section staff apprised of the status of the emergency situation.
- Maintain a log and a file of all information released to the media.
- Arrange for media tours of the EOC and/or emergency scene if it will not hinder response efforts.
- Arrange media briefings on a regular basis. Announce and post briefing times well in advance.
- Dispatch public information team, if appropriate to the scene to take pictures, etc. for the media to use.
- Release information about approved areas from which persons may view the disaster scene. In choosing viewing areas, consider safety, traffic flow, and availability of parking areas.

Recovery Phase

- Continue to release information from the JPIC as long as media interest is present.
- Accommodate state and federal public information officers and assist them in releasing information on assistance programs.

- Gather all records kept during all phases of the emergency and prepare a chronological summary of all events, actions taken, inquiries made, and responses given. Collect newspaper clippings and TV videotapes, if available.
- Survey staff and local media for suggestions to improve public information response procedures in future emergencies.
- Write an after-action report and provide copies to the emergency management coordinator and appropriate elected officials and local agency representatives.

ADDENDA

Attachment A - Emergency Public Information Contacts

Tab 1 - Media Contact List - Radio

Tab 2 - Media Contact List - Television

Tab 3 - Media Contact List - Print

Tab 4 - Media Contact List - News Services

Tab 5 - Response Organization Spokespersons

Attachment B - Routine Non-Emergency Duties

Attachment C - Emergency Operations Center (pre- JPIC)

Attachment D - Joint Public Information Center (JPIC)

Tab 1 - JPIC Set-up Procedures

Tab 2 - JPIC Staffing and Organization

Tab 3 - JPIC Supply List

Tab 4 - JPIC Layout

Tab 5 - JPIC News Releases

Attachment E- Emergency Public Information Release Priorities

Tab 1 - Sample Public Information Release Log

Attachment F - Public Information Material

Tab 1 - Flood Hazard Public Information

Tab 2 - Winter Storm Hazard public Information

Tab 3 - Tornado Hazard Public Information

Tab 4 - Hazardous Material Incident Public Information

Attachment A (**EMERGENCY PUBLIC INFORMATION CONTACTS**) to the **(insert name of jurisdiction)** Emergency Public Information Standard Operating Procedures

EMERGENCY PUBLIC INFORMATION CONTACTS

Use this attachment to list all media sources that you might contact during an emergency or disaster.

For Example: To effectively accomplish the rapid dissemination of information, lists of media personnel and other public information resources have been compiled.

Tab 1 - Media Contact List - Radio

Tab 2 - Media Contact List - Television

Tab 3 - Media Contact List - Print

Tab 4 - Media Contact List - News Services

Tab 5 - Response Organization Spokespersons

Tab 1 to Attachment A

MEDIA CONTACT LIST - RADIO

Call Letters Address	Broadcast Hours News Deadline Time	Phone # Fax # E-Mail Address	Station Manager News Director
WXYZ 111 Maple St. Anytown, MI 48888	Broadcast Hours: 5 am - 12 midnight News Deadline: 30 min. prior to broadcast each hour.	Phone #: (517) 332 - 0001 Fax #: (517) 332 - 0223 E-Mail Address: Jradio@wxyz.com	Station Manager: John Q. Radio News Director: Joe Newsworthy
WPDQ 222 Beech St. Sometown, MI 47677	Broadcast Hours: 6 am - 1 am News Deadline: 15 minutes prior to broadcast time each hour.	Phone #: (616) 522 - 1111 Fax #: E-Mail Address: scoop@wpdq.com	Station Manager: Bill Scoop News Director: Bob Broadcast

Tab 2 to Attachment A

MEDIA CONTACT LIST - TELEVISION

Call Letters Channel Address	Broadcast Hours News Deadline Time	Phone # Fax # E-Mail Address	Station Manager News Director
WABC, Ch. 5 333 Ash Blvd. Anyplace, MI 46666	Broadcast Hours: 6 am - 2am News deadline: 5:30 for 6pm broadcast 10:30pm for 11pm broadcast	Phone #: (517) 627 - 8888 Fax #: (517) 627 - 8870 E-Mail Address: program@wabc.com	Station Manager Patty Program News Director Nelson Newsworthy
WCCC, Ch. 12 444 Pine Ave. Somewhere, MI 42323	Broadcast Hours: 6 am - 1 am News Deadline: 5:00 p.m. for 6pm broadcast 10:00 p.m. for 11pm broadcast	Phone #: (313) 256 - 0000 Fax #: (313) 256 - 0522 E-Mail Address: camera@wccc.com	Station Manger: Christine Camerashy News director: Tom Terrific

*** Denotes station with remote van for live on-scene reporting**

Denotes station helicopter

MEDIA CONTACT LIST - NEWSPAPER

Name Address	Frequency Of Publication	Managing Editor Newsroom # Fax # E-Mail Address	News Deadline Time
Anywhere Journal 555 Oak Blvd. Anywhere, MI 49922	Daily	Managing Editor: Tim E. Thorough Newsroom # (906) 227 – 8882 Fax #: (906) 227-8885 E-Mail Address: Thorou@journal.com	11 p.m. for morning edition
Somewhere Sentinel 235 Main St. Pleasantville, MI 49345	Daily	Managing Editor: Kathy B. Concise Newsroom # (906) 227 – 0110 Fax #: (906) 227-1111 E-Mail Address: concis@sentinel.com	10 p.m. for morning edition

S - Spanish

Tab 4 to Attachment A

MEDIA CONTACT LIST - NEWS SERVICES

Name	Address	Contact	Phone # Fax #
United Press International	1687 News Blvd. Big City, MI 48887	John R. Newsscoop	(313) 256 - 0005 256 - 0059
Associated Press	88275 Scoop St. Bigtown, MI 48888	Betty Bigscoop Managing Editor	(313) 256 - 1927 256 - 1929
Gannett News Service	590 Headline Ave. Morgan, MI 49752	Linda Smith News Director	(313) 245 - 1530 245-1222

RESPONSE ORGANIZATION SPOKESPERSONS

List all public information/public relations personnel from agencies which might have a response role in a disaster, such as RACES, Red Cross, county health department, sheriff department, etc.

Example: Below is a list of persons the Public Information Officer may contact to obtain more specific information or to request assistance.

Name	Organization	Title	Contact Info.
Lucy K. Lifesaver	American Red Cross Big City Chapter	Assistant Director, Disaster Services	Work Phone: (M-F 8am - 5pm) (313) 258 – 2222 Fax: (313) 258-2223 Home Phone (after 5:30 p.m.) : (313) 258 – 0159 Pager: (313) 444-8799 E-Mail: lucy@rc.org
John Q. Goodhealth	Anycounty Public Health Department	Public Information Specialist, Office of Public Information	Work Phone: (M-F 8am - 5 p.m.) (906) 225 – 8989 Fax: (906) 225-8990 Home Phone: (after 6pm) (906) 225 – 7421 Pager: (313) 827-9999 E-Mail: jgood@health.org

Attachment B (**ROUTINE NON-EMERGENCY DUTIES**) to the (insert the name of jurisdiction) Emergency Public Information Standard Operating Procedures

ROUTINE NON-EMERGENCY DUTIES

Describe the role of the Public Information Officer in day-to-day emergency management activities.

Example:

Community Public Information Programs

Develop a listing of organizations that you think should be exposed to an emergency preparedness/disaster response program. Be particularly attentive to opportunities to partner with local business and non-profit agencies. This list should include the following:

Schools/educational groups; religious groups; businesses; industry; professional groups; ethnic groups; civic groups; and health care groups. Describe how you would solicit their interest. Public information programs should be developed which address identified hazards of the community and outline mitigation, preparedness, and response activities that can be taken. Describe the programs available to local community organizations.

For Example:

The following organizations are targeted for emergency preparedness/disaster response programs. These organizations will be contacted by (letter?) each year during the month of (September?), offering the services of either the (emergency management coordinator) or the Public Information Officer. The (letter?) will suggest setting a date on which one of these persons can speak at a group function.

- 1)
- 2)
- 3)

The Public Information Officer has developed a 30-minute slide program showing the various hazards that could affect the community. In addition, he/she has written various speeches that can be used on such topics as the value of planning ahead, flood mitigation, winter storm preparedness, and the function of the emergency management office. The

PIO has also ordered and maintains a stock of FEMA and other publications on various hazards. (See Attachment F for sample available brochures.)

Special Assistance Needs Identification

One of the tasks of an emergency management organization is to identify persons in the community who may need special assistance during disaster situations. These types of persons may include non- ambulatory homebound people, the physically handicapped, or the hearing impaired. Will the Public Information Officer play a role in accomplishing this task? If so, explain how the special assistance of the needs of the public will be identified.

Example:

Annually, during the month of **(September)**, the Public Information Officer will develop a form to be distributed with the local newspaper requesting names and addresses of persons who may need special assistance in receiving the warning, evacuating, or in taking other measures to protect themselves during an emergency. The forms will be returned to the **(where? Sheriff's Department?)** where a file of special needs groups will be kept.

The Public Information Officer will send public service announcement reminders quarterly to local radio stations asking them to broadcast the existence of a special needs file and requesting them to call the **(who? Sheriff's Department?)** and place their name on the file if they have special assistance needs.

The Public Information Officer will print flyers announcing the existence of the special needs file and requesting persons to place their name on the file if they have special assistance needs. These flyers will be placed in stores and other public gathering places, and distributed to community centers and organizations.

Annual Training

The media, public information staff, and EOC staff should be trained annually. Describe how this is done.

For Example:

The Public information Officer will assemble his/her staff for the annual EOC exercise and may activate the Joint Public Information Center (JPIC) at this time. Prior to this exercise a training session will be held. The PIO will conduct part of the training, explaining public information concepts and tasks.

Once a year, prior to the EOC annual exercise, the Public Information Officer will identify all news media sources (i.e., TV, radio, newspapers, etc.) and hold a briefing/training session. The procedures established in this EPI SOP will be explained and an opportunity for questions and open discussion will be offered. The media will be invited to role-play in the EOC exercise at the Joint Public Information Center that will also be tested.

Special Awareness Campaigns

Many communities run special public information campaigns to make the public aware of a particular hazard. Is this done in your community? If so, how?

Example: In conjunction with the Michigan Committee for Severe Weather Awareness, Winter Hazards and Severe Weather Awareness Campaigns are conducted. In conjunction with the State Emergency Response Commission, Chemical Awareness Campaigns are conducted. The following activities are accomplished:

- In conjunction with the Michigan Committee for Severe Weather Awareness, dates are designated and devoted to the purpose of promoting winter and spring weather awareness. *Dates for Winter Hazards Awareness Week is the second full week of November. Severe Weather Awareness Week (Spring Campaign) begins on the last Sunday in March.* In conjunction with the State Emergency Response Commission, dates are designated and devoted to the purpose of promoting chemical awareness. *Dates for Chemical Awareness Week is the first full week of May.*
- Film and slide presentations, posters, and written public information material is obtained from state agencies, Red Cross, FEMA, National Weather Service, the Severe Weather Awareness Committee and other agencies and presentations are given to various organizations and agencies using these materials.
- Public information material is prepared and distributed to the news media. See sample Public Awareness Releases in Attachment F.

Pre-scripted Messages

One of the duties of the Public Information Officer is to prepare sample instructional messages that may be quickly adapted during a disaster. Where are these messages located? What information do they contain? See Attachment F for samples.

For Example:

When the Emergency Alert System (EAS) is activated by the Warning Officer, an

instructional message must be given. Pre-scripted “fill-in-the-blank” instructional messages have been developed by the Public Information Officer and given to the Warning Officer. These include messages for the following situations:

- 1) Tornado warning;
- 2) In-place shelter order for hazardous material accident;
- 3) Evacuation areas for wildfires;
- 4) Evacuations areas for floods;

In addition, other types of public information may need to be provided in a timely manner by the Public Information Officer. These pre-scripted “fill-in-the-blank” messages are on file at the (where? Public Information Officer’s office?) and include:

- 1) Sample Public Advisory Release -- Flood;
- 2) Sample Emergency Status Release -- Flood;
- 3) Sample Public Advisory Release --
- 4) Sample Emergency Status Release --
- 5) Etc.
- 6)
- 7)
- 8)

Annual Written Public Information Distribution.

Written public information should be distributed to each household annually. Explain how this is done.

For Example:

The Public Information Officer will develop pamphlets, unique to the community, which will include the following:

- Role of (title of emergency management coordinator) and (name of emergency management office).
- Educational material specific for all hazards to the community faces.
- Contact for additional information.
- Special mitigation measures that can be taken before a disaster occurs.
- Protective measures which may be taken. These may include in-place sheltering and evacuation
- Types of warning that could be received.

Annual information distribution will be done through a mailing to all residential and business addresses.

This information will also be prominently displayed at government facilities and other locations frequented by the resident and transient population. These facilities include the following:

- Restaurants;
- Grocery stores;
- Health care related facilities (i.e., hospitals, drug stores, physicians offices);
- Airports, bus and train stations;
- Educational facilities.

The news media will be called upon to publicize the pamphlets' availability through public service announcements.

The pamphlet will be developed for non-English speaking residents as well.

Written Camera Ready Material

Information packets should be developed on specific kinds of disasters that could affect the community. Ideally this information should be distributed to all citizens annually as described in the previous section. At a minimum, this material should be prepared in a "camera ready" form, ready to immediately print and distribute upon the occurrence of a disaster or disaster threat. Where is this material? What information does it contain?

For Example:

The Public Information Officer has developed a "camera ready" instructional package for radiological emergencies. It includes risk area designations, shelter locations, crisis relocation information and information on radiation. This material is available at **(location?)**, ready to be printed by **(who?)**.

In addition, an instructional package has been developed specifically for **(name of flood prone area)**. It includes information on the exact areas that could be affected, evacuation routes, shelter locations, etc.

Attachment C (**EMERGENCY OPERATIONS CENTER**) to the (**insert name of jurisdiction**) Emergency Public Information Standard Operating Procedures

EMERGENCY OPERATIONS CENTER (PRE-JPIC)

Prior to activation of a Joint Public Information Center, but during an impending disaster or minor incident, the Public Information Officer should have a role. Describe what it is.

For Example:

The Public Information Officer will be involved in the responses from the beginning of an incident. Initially, the PIO may simply issue watches and public advisories, and inform the media of government activities taking place. The PIOs tasks will increase as the severity of the disaster situation increases. This attachment discusses the PIOs duties prior to activation of the Joint Public Information Center (JPIC). See Attachment D for Joint Public Information Center (JPIC) Procedures.

Location -- Initially, the Public Information Officer may work out of his/her office or at the (**emergency management coordinator's**) office, fielding inquiries from the media and compiling information. When the Emergency Operations Center is activated the Public Information Officer will report to the EOC located (**where?**). The PIO is a member of the Executive Group and has an assigned desk area. The PIO must bring necessary supplies and equipment.

Information Collection -- The Public Information Officer will collect information for preparation of news releases and briefings form the following sources:

- A copy of each written message received or sent from within the EOC is provided to the PIO (through the Executive Group distribution within the EOC).
- Verbal status updates in the EOC.
- Maps and status boards in the EOC.
- Personal contact with EOC staff members.
- Telephone calls to other government agencies, private industry, etc.

News Releases - The Public Information Officer will prepare written news releases using current data and information. Printed copies will be made available for distribution as necessary. News releases will be disseminated as follows:

- Contact radio/TV stations directly via telephone. Read briefing to radio/TV contact. (See Attachment A for list of contacts.)

- Utilize a fax service to distribute the news release for your agency.
- Utilize specialized fax software and the development of agency specific fax lists to distribute the information.
- Be sure that copies of all news releases are distributed to EOC management and staff, rumor control operators, local officials, appropriate state agencies including the state emergency management office, and your state legislators.
- Prepare news releases and place **(how many? 50?)** copies of typed text at **(where? EOC security officer's desk?)**. Media personnel will be advised when and where to pick up news releases if they so desire.
- Partially activate the Joint Public Information Center by holding press conferences in this center as necessary. Brief media personnel and distribute typed copy.
- Schedule news conferences for chief executive as requested. Act as moderator at news conference. Prepare material to be distributed as directed by the Chief Executive Officer.
- See Attachment E for emergency public information release priorities and sample release log.
- See Attachment F for sample news release format.

JOINT PUBLIC INFORMATION CENTER

A basic emergency management concept is that of the Joint Public Information Center (JPIC). The news media is directed to this center to receive oral and written information on the emergency/disaster. This center is the only source of information for the media, so key emergency operating facilities are not disrupted by attempted media access. Spokespersons from all governments or private industry that are immediately involved jointly develop and issue news releases, to reduce conflicting information.

For Example:

In the event of a disaster or potential disaster with intense media interest a Joint Public Information Center (JPIC) is established. If only one jurisdiction or level of government is involved, the Public Information Officer from (**insert name of jurisdiction**) will activate the JPIC according to the procedures found in this document. If more than one jurisdiction, level of government, or private industry is directly involved, a JPIC will be established jointly, usually at the best available facility. Each designates a spokesperson that exchanges information and issues news releases in order to assure accurate, non-conflicting coverage of the disaster situation. The JPIC provides a central location for the news media to receive accurate current information. It is the sole source of all authenticated and coordinated information compiled from all jurisdictions and facilities involved.

The JPIC contains a large lecture type room for media briefings, a media work area, a public information officer work area, and other rooms for the various public inquiry functions. The Public Information Officer is responsible for operating the JPIC on a 24-hour basis if necessary, and ensuring that it is equipped with communications and all necessary supplies. The PIO is responsible for establishing news briefing times with accompanying written statements on a regular scheduled basis and as needed. In the event of a Presidential or Governor's Declared Emergency or Disaster, the local PIO will work in conjunction with state and federal PIOs assigned to the incident.

This Joint Public Information Center Attachment has the following tabs:

- Tab 1** - JPIC Set-up Procedures
- Tab 2** - JPIC Staffing and Organization
- Tab 3** - JPIC Supply List
- Tab 4** - JPIC Layout
- Tab 5** - JPIC News Releases

Tab 1 (**JPIC SET-UP PROCEDURES**) to Attachment D to the (**insert name of jurisdiction**) Emergency Public Information Standard Operating Procedures.

JOINT PUBLIC INFORMATION CENTER SET-UP PROCEDURES

Describe the procedures to activate and make the JPIC operational.

For Example:

1. (**Describe when the JPIC is activated**) As an Example: The JPIC is activated by the Public Information Officer after consultation with the (**emergency management coordinator**). The PIO makes recommendations on the necessity of establishing this facility based on media interest. Usually the facility is activated at the same time as, or after, the Emergency Operations Center has been established.
2. The JPIC is **located (where? give exact name of facility, street address, area within facility)**. Note: The PIO should choose a facility meeting the criteria described above and arrange for its use before a disaster occurs. The key to the facility can be obtained from (**insert at least two names and telephone numbers.**)
3. Obtain all supplies and place them in pre-designated locations. See Tab 3 for supply list and Tab 4 for JPIC layout.
4. Call (**who?**) at (**telephone number**) to arrange for PA system to be procured from (**where?**).
5. The primary means of communications in the JPIC is telephone. (**How many?**) lines exist presently. They are located (**where in the facility?**). (**How many?**) additional telephone lines must be installed to make the JPIC fully operational. This is done by calling (**who?**) at (**what location?**), (**telephone number?**). Coordinate with the jurisdiction's Communications Officer to establish additional telephone lines for rumor control, public inquiry, volunteer registration, etc. (**What?**) is the backup means of communication. This is set up and made operational in the event primary system fails. This consists of (**what specific equipment?**) provided by (**who?**) at (**telephone number?**). (**Note: some of this information may have already been planned in the Communications Annex to the Emergency Operations Plan.**)
6. Notify staff to report to the JPIC. See Tab 2 for call list.
7. Request (**who?**) **Maintenance Department?**) at (**telephone number**) to make sure heating/air conditioning is operating properly.

8. Request (**who? building manager?**) at (**telephone number**) to maintain facility during operation.
9. Request (**who?**) to provide for security. Obtain identification cards from (**who?**) for issuance.

Tab 2 to Attachment D (**JOINT PUBLIC INFORMATION CENTER STAFFING AND ORGANIZATION**) to the (insert name of jurisdiction) Emergency Public Information Standard Operating Procedures.

JOINT PUBLIC INFORMATION CENTER STAFFING AND ORGANIZATION

Sufficient staffing is necessary to operate the Joint Public Information Center and provide information to the media and directly to the public. How is this staff organized? Who are these people?

For Example: The Joint Public Information Center must have a staff of approximately **(number)** of persons to effectively operate the facility, provide for the needs of the news media, and collect and disseminate information. (*NOTE: The makeup, organization and duties of JPIC positions may vary from one incident to another*).

Public Information Officer (PIO)

The Public Information Officer is appointed as described in the Public Information Annex/Action Guidelines and the main body of this SOP. What are the officer's duties within the JPIC?

For Example: The duties of the PIO at the JPIC are as follows:

- Oversee the functioning of the Joint Public Information Center.
- Select and train staff to fill JPIC positions.
- Coordinate the JPIC set up.
- Obtain the latest information from EOC officials and create written news releases for media dissemination.
- Schedule news briefings and act as a moderator for news briefing sessions.
- Function as official spokesperson for the community, the sole source of information.
- Organize press conferences with other local officials with whom the media wishes to speak.

JPIC Support Function

Personnel must be available to oversee the administrative functioning of the JPIC to free the PIO for addressing inquiries of the media and writing news releases. The number of personnel will vary according to the size of the JPIC. The following is a sample JPIC staffing chart including detailed examples of work that is performed by specific members of the Joint Public Information Team (JPIT).

Model Joint Public Information Team (JPIT)		
Position	Description	Assigned Staff
Lead PIO	Coordinates operation of JPIC with primary spokespersons from participating agencies.	
Assistant PIO	Coordinates flow of information from the SEOC to the JPIC. Keeps government officials informed and coordinates faxing of status updates.	
Primary Spokespersons for Local Agencies	At JPIC (CEO, PIO or technical expert) <ul style="list-style-type: none"> • County/Local Emergency Manager • CEO • Fire Services • Law Enforcement • Public Works • Other 	
Primary Spokespersons for Other Agencies	At JPIC (CEO, PIO or technical expert) <ul style="list-style-type: none"> • Utilities • Airlines • Railroads • Other 	
Back-up Spokespersons	Needed for various shifts for State & Local Government and private agencies.	
Assistant Spokesperson/News Writer	Writes, produces and distributes fact sheets, media kits, and news releases including posting of information on Internet.	
Information Coordinator	Collects and verifies information during major incident. Checks spelling on names, accuracy of data and coordinates with other responding agencies.	

Model Joint Public Information Team (JPIT) (continued)

Position	Description	Assigned Staff
Logistics Coordinator	Arranges for media room, electrical outlets, food, telephone, media parking, etc.	
Agency/Hospital PIO	Stationed at hospital. Works with hospital to notify family members of injured and deceased.	
Victim/Family Liaison	Manages family area in victim shelter, serves as agency contact for families.	
Technical Support/Engineering	Assists with connections for computers, printers, fax machines, etc.	
Log Keeper	Monitors media stories, secures copies of media clips, and maintains a list of media organizations, reporter names and phone numbers for updates.	
Rumor Control	Identifies source of rumors, issues statements that counter rumors and posts rumors in media area with the way in which the rumors were dispelled.	
Public Hotline	Manages telephone calls from public and coordinates with rumor control person.	
Dispatcher	Provides incident site information, broadcasts media staging area over radio, directs public to family area, directs media to media staging area and media perimeter.	
Agency Attorney	Handles liability, FOI and rights of privacy issues.	
Chaplains	Stationed in family area and victim shelter.	
Graphics Designer	Handles production of media ID cards, signs, charts, maps, etc.	
Volunteer Coordinator	Coordinates involvement of volunteer groups such as Red Cross, amateur radio, scuba club, snowmobile club and amateur pilots.	
Audio/Visual Production Coordinator	At EOC, JPIC and in the field, documenting response and recovery activities from the emergency or disaster. This information will be compiled into a post-disaster video.	

JPIC Staffing and Organization (continued)

Example: The JPIC Support Function is comprised of (**how many?**) persons from (**what agency or volunteer group?**). These staff are responsible for setting up the JPIC and keeping it running smoothly under the direction of the PIO and Assistant PIO. Responsibilities include:

- Set up the JPIC. (See Tab 1.)
- Ensure security is maintained. (**Who? Police Department or Private Security Company?**) will provide an armed officer on a 24 hour basis to the JPIC. This officer will be placed at (**what location? the front entrance?**) to inspect press credentials, and to maintain security/order in the JPIC. Security passes for issuance by the security officer are available from (**who?**) (**emergency management coordinator?**).
- Ensure all JPIC staff are present, briefed, and aware of their duties.
- Test communications equipment and adjust/repair as necessary.
- Coordinate press tours. This is done as follows:
 - The time, tour area, and rally point will be posted on the status board in the media briefing room at least one hour in advance.
 - The news media will sign their names on a posted list if they are interested in taking the tour.
 - The Assistant PIO (or their designee), in conjunction with law enforcement officials, will determine a practical number of tour participants. Selection will be made on a first come, first served basis as much as possible, giving consideration to a variety of news mediums and coverage.
 - (**Who? insert title of official**) will approve/deny the use of cameras during the tour.
 - A list of persons approved for the press tour will be posted in the media briefing room and provided to the Law Enforcement Official at the EOC.
 - The Law Enforcement Official at the EOC will assign a police officer to meet the press group at the rally point and conduct the tour. The Assistant PIO (or their designee) may accompany the tour.
 - The (**who? school or public transit authority?**) will provide transportation for the media tours of the emergency area.

- In situations where the press tours of the EOC or emergency area are not advisable, pictures/video tapes of areas may be provided to the media representatives. The Assistant PIO (or their designee) will arrange for this. (**Who?**) is available and capable of doing this.
- Monitor radio, TV and newspaper reporting of the incident and correct any misinformation.
- Post disaster-related information (as appropriate) on the jurisdiction's web page.
- Assist other sections accomplish breaks/shift changes.
- Keep Emergency Information/Rumor Control Section informed with copies of all news releases and other information.
- Establish message flow pattern in JPIC according to how many PIOs from other jurisdictions are present, etc.
- Arrange for translators to be available at the JPIC to provide release in second languages and for the hearing impaired.

Plotting/Recording

One member of the JPIT should be assigned the task of plotting and recording information on wall maps in the JPIC. These duties should include the following:

- Ensure correct display materials are in place to include map(s), status board(s), chalkboard
- Gather plotting supplies. (See Tab 3.)
- Carefully read all messages. Plot relevant important information.
- Continuously plot on map(s) as appropriate:
 - ✓ General disaster area/area affected
 - ✓ Exact boundaries of evacuation area
 - ✓ Shelters opened
 - ✓ Access control points
 - ✓ Road closures
 - ✓ Traffic reroutes around affected area
 - ✓ Evacuation routes
 - ✓ Command post location
 - ✓ Worst disaster area
- Plot on status board (s):

- ✓ Casualty figures
 - ✓ Public property damages
 - ✓ Private property damages
 - ✓ Utility damages
 - ✓ Major events in the course of the disaster
- Reserve chalkboard for use by PIO during briefings.
 - Sketch diagrams, etc. of relevance to the news media in understanding events of the disaster.
 - Display emergency/disaster classification level.
 - Record meteorological conditions, if relevant.
 - Display next scheduled briefing time.
 - Display news media disaster site tour times/locations.
 - Display important telephone numbers such as Emergency Information/Rumor Control Center, etc.

Hot Line” Operations

The importance of the hotline function cannot be overstated. Hotline operators should be trained on the specific duties and functions of this position. Responsibilities include:

- ❑ Establish hotline through direct telephone communication with EOC. Keep line open at all times.
- ❑ Monitor hotline at all times to receive disaster data and status updates. Request data, verify information and provides link for Public Information Officer.
- ❑ Record all information received on message form.
- ❑ Place message form in “out” basket so information can be disseminated to all spokespersons.

Clerical Support

Lead PIOs should make the necessary arrangements for clerical support for JPIC operations. Duties are many and varied, including but not limited to providing clerical support to PIO and other sections (typing, copying, and telephone operation) and ensuring copies of all written news releases are readily available to the news, in chronological order.

Rumor Control Function

A means should be established to handle the specific questions or concerns of the public. One way of accomplishing this is through a “Rumor Control Center,” whereby one or several telephone lines are designated for use by the public. The telephone numbers are widely publicized and the lines are staffed with informed persons able to answer questions or obtain information. Those best suited for these positions are radio dispatch personnel, emergency response/medical personnel, teachers, and counselors. Describe generally how inquiries from the public will be handled. NOTE: Some jurisdictions may choose not to include rumor control with JPIC functions. Refer to the Emergency Operations Plan for established policy.

Example: This function is staffed by (**how many?**) persons from (**what agency or volunteer group?**) who have experience in dealing with questions from the public. The Rumor Control staff operates from a room separate from but adjacent to the media briefing room. Its’ function is to calmly dispense accurate information to public callers. Telephone numbers are designated and announced for this purpose. Rumor Control’s responsibilities are as follows:

- Respond to questions from the public via telephone and Internet e-mail.
- Maintain a file of news releases and other fact sheets and briefing summaries JPIC staff has provided.
- Log all incoming calls and document the responses provided.
- Maintain a reference list and refer difficult or technical questions to appropriate sources.
- Report typical questions to PIO for use in creating news releases.

Specialized Functions (Missing Persons)

Many disasters dislocate people or interrupt communication. A means should be established to coordinate the inquiries of the public wishing to locate persons in the disaster area. One way of accomplishing this is through a “Missing Person Information Center,” where one or several telephone lines are designated for use by the public for this purpose. The telephone numbers are widely publicized and the lines are staffed with informed persons. Describe generally how missing person inquiries are made. NOTE: Some jurisdictions may choose not to include missing persons information with JPIC functions if they have active Red Cross Chapters, etc. Refer to the Emergency Operations Plan for established policy.

Example: Missing Persons is staffed by (**how many?**) persons from (**what agency or volunteer group?**). This section operates from a separate room within the JPIC. Its’ function is to assist people in locating friends, relatives or neighbors. Telephone numbers are designated and announced for this purpose. The responsibilities of Missing Persons Function are as follows:

- Review and compile lists of persons who registered at evacuation reception centers and determine their shelter locations.
- Review lists of treated and released or hospitalized persons as provided by hospital personnel.
- Be familiar with boundaries of affected area and areas without telephone service.
- Answer telephone and Internet e-mail inquiries and scan lists for person’s name and inform requestor of results.
- If missing person’s name cannot be located on lists, take down information on person sought and requestor’s name and number where he or she can be reached. Prioritize search lists and call requestors back when person is located.

Volunteer Registration

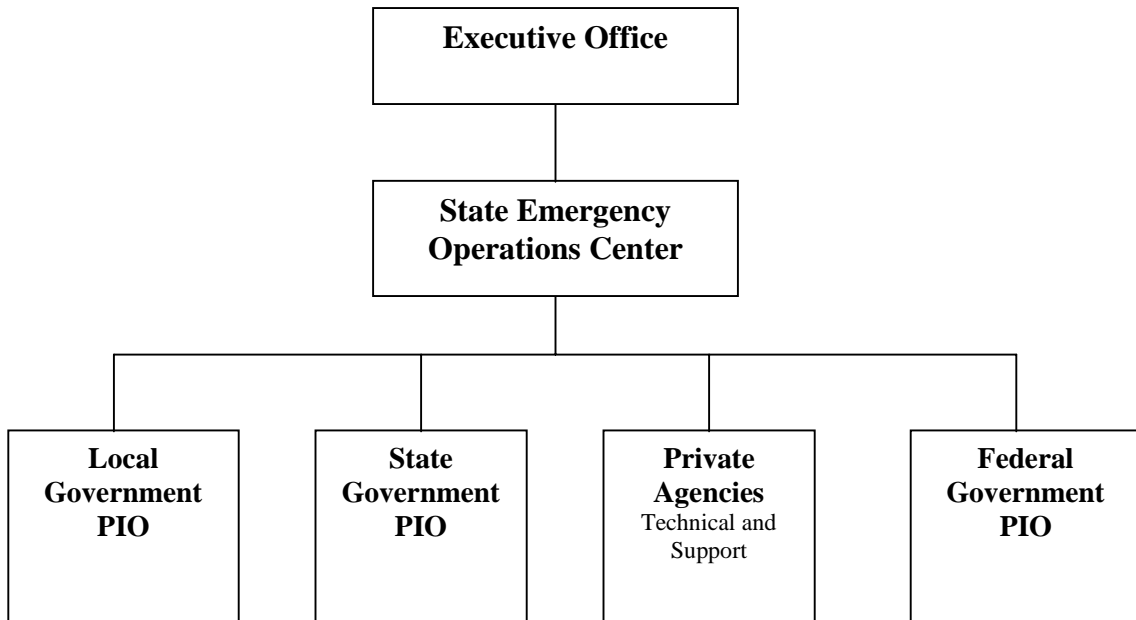
A means should be established to handle calls from volunteers wishing to assist. One or several telephone lines can be designated for this purpose. The telephone numbers can be widely publicized. Describe generally how persons calling to volunteer their services are handled. NOTE: Some jurisdictions may choose not to include this function within the JPIC. Refer to the Emergency Operations Plan for established policy.

For Example: Volunteer Registration is staffed by (**how many?**) persons from (**what**

agency or volunteer group?). Staff operate from a separate room within the JPIC. The objective is to match the volunteers with appropriate government agencies that need staffing. The responsibilities of Volunteer Registration are as follows:

- Answer telephone calls.
- Record volunteer's name and telephone number, skills, background, and area in which he/she desires to assist.
- Tell volunteers a member of the EOC staff will contact them if their services are needed.
- Provide information on volunteers offering to assist to EOC staff.

**JOINT PUBLIC INFORMATION CENTER
ORGANIZATION
FOR STATE DECLARED EMERGENCY OR DISASTER**



Tab 2 (**JPIC STAFFING AND ORGANIZATION**) to Attachment D (**JOINT PUBLIC INFORMATION CENTER**) to the (insert name of jurisdiction) Emergency Public Information Standard Operating Procedures (continued)

JPIC STAFF CALL LIST

JPIC Position	Name	Affiliation	Work Phone #	Home Phone #
Graphics Designer	David P. Draftperson	Anycounty Planning Department	(313) 256-0616	(313) 256-5225
Logistics Coordinator	John P. Doe	Anycounty County Clerk's Office	(313) 256-0521	(313) 256-8874
		Etc.		

Tab 3 (**JOINT PUBLIC INFORMATION CENTER SUPPLY LIST**) to the (insert name of jurisdiction) Emergency Public Information Standard operating Procedures.

JOINT PUBLIC INFORMATION CENTER SUPPLY LIST

Office Supplies	Storage Location	Person Responsible/ Phone #	Placement Location In JPIC

GENERAL EQUIPMENT

- | | |
|---------------------------------------|---|
| (2) Fax Machines | (1) 35mm Camera |
| (1) Portable Fax Machine | (1) Lap-Top Computer |
| (2) Copy Machines | (1) Portable Deskjet Printer |
| (1) LCD Panel (Multi-Media Projector) | (1) Cell Phone w/ Spare Battery and Charger |
| (1) Typewriter | Outerwear (Medium Jacket, Windbreaker, Hat) |
| (10) Tables | Wall Clocks |
| (50) Chairs | (6) Easels |
| (2) Flip Charts | (1) Tape Recorder |
| (20) Telephones | Spare Tapes |
| (3) Radios | Area Maps |
| (3) Televisions | |
| (1) Video Camera | |
| (10) Extra Video Tapes | |

Press Kits:

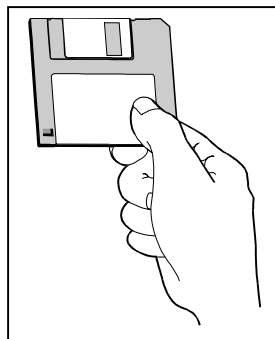
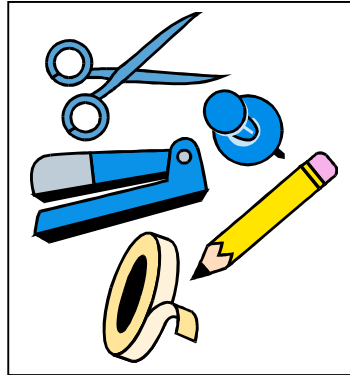
- 100 Print
- 50 Radio
- 50 Television

GENERAL JPIC OFFICE SUPPLIES

- Desk Trays
- Stapler
- Staples
- Staple Remover

General JPIC Supplies (continued)

- Pencils
- Ball Point Pens
- Scotch Tape Dispenser
- Scotch Tape
- Masking Tape
- Steno Pads
- Inter-Office Envelopes
- U.S. Mail Envelopes
- Registration Sheets for Visitors
- Telephone Message Pads
- Manila Envelopes
- File Folders
- File Folder Labels
- Wide-Tipped Black Felt Markers
- Timesheets
- Legal Pads
- Fax Paper
- Rubber bands
- Computer Diskettes
- Scissors
- JPIC Letterhead
- Plain White Bond Paper
- News Release Letterhead
- Fact Sheet Letterhead
- 500 Blank Plastic Name Tags
- 100 Badge Clip Holders
- Paper Clips
- Binder Clips
- Liquid Paper
- Wide-Tipped Red Felt Markers
- Dry Erase Markers
- Highlighters
- Rulers
- Glue
- AA Batteries
- Three-Hole Punch
- Post-It Notes
- 12 2" 3-Ring Binders
- (1) Box of Transparency Film



JPIC SIGNS

Proper signage at the JPIC is important to provide media with proper direction. Generally, the Graphics Designer position provides this service. If you do not have a graphics designer in your agency, you may want to partner with a local graphics design company or a local corporation who may be able to assist you in producing the following signs for use in your JPIC.

- Joint Public Information Center
- Media Registration
- Media Work Area
- Next Briefing (with Magnetic Numbers or Dry Erase Area)
- State of Michigan
- County
- Local
- Utility
- (2) Status Boards
- (2) Damage Data Board
- (3) Rolls of Acetate for over Maps
- Map Hanging Supplies

REFERENCE MATERIALS

- ✓ Emergency Information Procedures
- ✓ JPIC Telephone Directory
- ✓ Area Telephone Directory
- ✓ Local and State Emergency Management Directory
- ✓ Legislative Telephone Directory
- ✓ Media Directory
- ✓ Standard Operating Procedures
- ✓ Local Emergency Management Plan
- ✓ Disaster Recovery Operations Manual
- ✓ Dictionary

MAP PLOTTING SUPPLIES

Graphic Supplies	Storage Location	Person Responsible Phone #	Placement Location in JPIC

- _____ 1 Chalk/Chalk Board
- _____ 3 Grease Pens
- _____ 2 Flip Charts on Easels
- _____ 3 Marking Pens
- _____ 2 Erasers
- _____ 1 Straight Edge
- _____ 1 360° Protractor
- _____ 2 Status Boards
- _____ 1 Damage Data Board
- _____ 1 Area Map
- _____ 1 Road Map
- _____ 1 50-Mile Radius Map
- _____ 3 Rolls Acetate for over maps
- _____ Map hanging supplies

Tab 3 (**JOINT PUBLIC INFORMATION CENTER SUPPLY LIST**) to Attachment D (**JOINT PUBLIC INFORMATION CENTER**) to the (insert name of jurisdiction) Emergency Public Information Standard Operating Procedures (continued)

Telecommunications Supplies	Storage Location	Person Responsible Phone #	Placement Location in JPIC

- _____ 20 Telephones
- _____ 1 Radio
- _____ 1 Television
- _____ 1 Automatic Telephone Answering Machine
- _____ 1 Public Address System
- _____ Video Camera/Extra Tape Cassettes
- _____ Lighting

AUDIO EQUIPMENT

Two 1/2” and one 3/4” Video Player and Monitors (Support and Media Working area)
 (1) Distribution Amplifier
 (1) Stereo Headphone
 (6) Standard Audio Microphone Cables
 (1) 320’ Standard Audio Cable
 (2) 1K (1000w) Quartz Lights with Barn Doors
 Miscellaneous Audio/Video Cables, Connectors, Audio and Video Tape Supplies,
 “Gaffer” Tape, AC Extension Cords.

JPIC COMMAND CENTER PHONE LINES

POSITION	STAFF ASSIGNED	NUMBER
Governor's Representative		
MSP EMD PIO		
Fax		
County Desk		
Fax		
Local Desk		
Fax		
Other (Utility, etc.)		

JPIC SUPPORT OFFICE PHONE LINES

Media Line #1	
Media Line #2	
Media Line #3	
Media Line #4	
Media Line #5	
Media Line #6	
JPIC Rumor Control #1	
JPIC Rumor Control #2	
JPIC Rumor Control #3	
Media Monitoring #1	
Media Monitoring #2	
Media Monitoring #3	

SAMPLE DAMAGE DATA STATUS BOARD

DAMAGE CATEGORY	NUMBER	DOLLARS	MESSAGE NUMBER	TIME
Casualties:		----		
Dead	4	----	13	3:00 p.m.
Injured	27		21	3:45 p.m.
PROPERTY DAMAGE:				
Homes:				
Destroyed	120	5,000,000	15	3:08 p.m.
Damaged	419	40,000,000	17	3:11 p.m.
Businesses:				
Destroyed				
Damaged				
Public Property:				
Destroyed				
Damaged	5		14	3:03 p.m.
Roads:				
Restricted	12		8	2:45 p.m.
Closed				
Bridges:				
Restricted				
Closed				
AGRICULTURE DAMAGE:	1,450 acres	70,850,000	29	3:57 p.m.
UTILITIES DISRUPTED:	900 homes	---	30	3:59 p.m.

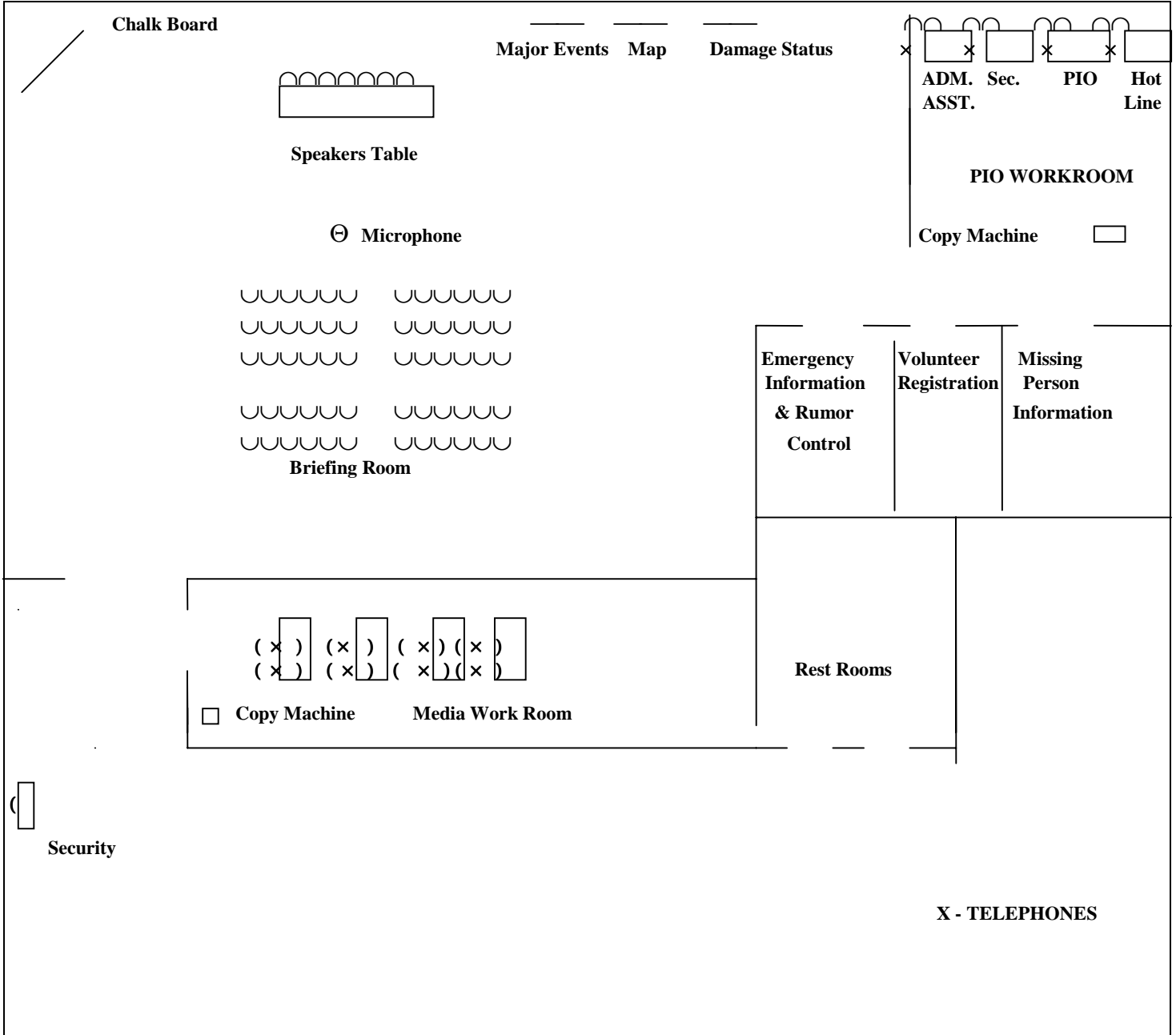
SAMPLE MAJOR EVENT STATUS BOARD

MESSAGE NUMBER	TIME	EVENT
1	7:55 p.m.	Tanker truck overturned on I-89
2	7:58 p.m.	Unknown liquid leaking from ruptured tank
3	8:01 p.m.	First fire unit arrives at scene

Tab 4 (**JOINT PUBLIC INFORMATION CENTER LAYOUT**) to Attachment D (**JOINT PUBLIC INFORMATION CENTER**) to the (insert name of jurisdiction) Emergency Public Information Standard Operating Procedures

JOINT PUBLIC INFORMATION CENTER LAYOUT

Insert a diagram here showing the layout of the Joint Public Information Center. The JPIC should be near the EOC, but separate from it. It should be a facility with limited access, with several rooms for media briefing, media workspace, and public information officer workspace. The layout should show the location of these rooms and of the items in these rooms, such as tables, podiums, telephones, status boards and maps, etc.



Tab 5 (NEWS RELEASES) to Attachment D (JOINT PUBLIC INFORMATION CENTER) to the (insert name of jurisdiction) Emergency Public Information Standard Operating Procedures

JOINT PUBLIC INFORMATION CENTER NEWS RELEASES

News Briefings

Prepare a checklist of activities necessary to provide news briefings to the media.

Example: In order for the Public Information Officer to conduct news briefings the following procedures apply:

- Set up and test speaker's table P.A. system.
- Set up standing microphone at front of media briefing room in front of speaker's table for use by media news in asking questions.
- Videotape news briefings.
- Set up lighting for video taping and to accommodate TV cameras.
- Establish time schedules for news briefings and post them well in advance.
- Seat all spokespersons at a front table, facing the news media. Provide each spokesperson with a place card stating name and representation.
- The (**who? Public Information Officer?**) will function as briefing moderator. The briefing moderator is responsible for the following:
 - ⇒ Introduce all spokespersons seated at front table at beginning of briefing.
 - ⇒ Inform media of procedures to be followed during briefing.
 - ⇒ Read most current jointly prepared written news release.
 - ⇒ Call on and introduce spokespersons in order of (**what? Local, State, Federal, by function, etc.**).
 - ⇒ Moderate question/answer period at the end of statements.
- Each spokesperson will read prepared statement on their jurisdiction's or agency's activities when called upon by the briefing moderator.

- Use maps, charts and other visual aids in the presentation.
- Provide written news releases at time of news briefings.
- The briefing moderator will coordinate a question/answer period at the conclusion of the reading of the prepared statements. They will:
 - ⇒ Call on the media representatives, one at a time.
 - ⇒ Ask the media representative to come forward, introduce themselves, and state their question into the microphone at the front of the room.
 - ⇒ Direct the question to the appropriate spokesperson, if the media representative has not done so.
- Maintain a log describing news briefings times and information disseminated. (See Attachment E).

Written News Releases

Prepare a checklist of activities necessary to provide written news releases.

Example: In order for the Public Information Officer to provide written news releases the following procedures apply:

- Obtain information from the EOC via hotline, from other JPIC spokespersons, and other sources.
- One hour before scheduled news briefing prepare written news releases, in conjunction with JPIC spokespersons.
- Write news releases. See Attachment F for sample news release format.
- Distribute news release to other spokespersons for confirmation/verification.
- Call the EOC and verify the news release by reading it to the chief executive.
- Make **(how many?)** copies of the news release.
- Distribute copies of news release to **(news media)** by **(how will news releases be distributed? placed on table at entrance to media briefing room?)**
- Copies of all news releases, in chronological order, are available at **(where? the**

entrance table?) .

- News releases are numbered chronologically.
- Maintain a log of all written news releases. See Attachment E.

Attachment E (**EMERGENCY PUBLIC INFORMATION RELEASE PRIORITIES**) to the (**insert name of jurisdiction**) Emergency Public Information Standard Operating Procedures

EMERGENCY PUBLIC INFORMATION RELEASE PRIORITIES

In the event of an emergency/disaster the Public Information Officer is responsible for collecting and disseminating information. It is the responsibility of the Public Information Officer to prioritize information in order to assure that the public receives information in a timely manner.

Information of an immediate concern that should be compiled and disseminated includes the following:

- Description of disaster.
- Time period involved.
- Affected/contaminated areas to avoid and areas closed to traffic.
- What actions to take if in-place sheltering is ordered.
- What actions to take if evacuation is ordered.
- Location of shelters and routes to take.
- How to obtain transportation to shelters.
- How to shut off utilities.
- Number to call for medical care and rescue services.
- Medical measures the public can take before help arrives.
- Procedures to take to protect property and livestock.
- How to improvise shelter.
- Status of schools and children (i.e., Are children retained in school or have they been sent elsewhere? Should they be picked up?)

It is important to keep the public informed of the status of the situation on an on-going basis. This type of information includes the following:

- Number of deaths and injuries.
- Amount of public and private property damage and agricultural damage.
- Number of persons evacuated.
- Number of persons in public shelters.
- Number of homes without power.
- Response efforts being taken by government and private agencies.
- Status of local emergency declaration, Governor's Proclamation, Presidential Declaration.
- Establishment of Emergency Information/Rumor Control center, telephone number.
- Time before utilities will be restored.
- Essential services available.
- Time before evacuated persons can return home.
- How long in-place sheltering will be needed.
- Agricultural information (i.e. sources of feed, monetary assistance, etc.)
- Disaster assistance available and how to apply (monetary, temporary housing, food, etc.).
- Response efforts of volunteers and telephone number for people to call volunteering assistance.
- Telephone number for Missing Person Information Center.
- Temporary morgues and victim identification measures being taken.

Other types of interesting information, but not of immediate concern, include the following:

- Human interest stories.

- Charts/photographs/statistical information regarding the disaster.
- Names of persons killed (release only after next of kin have been notified) .
- Sequence of events occurring before, during and after disaster.

Tab 1 (Sample Public Information Release Log) to Attachment E (Emergency Public Information Priorities) to the Emergency Public Information Standard Operating Procedures

SAMPLE PUBLIC INFORMATION RELEASE LOG

Date/Time	Method of Dissemination	Brief Description of Release
4/27/97 --- 2:10 p.m.	Written Emergency Status Release	Tornado touched down in Central City at 1:39 p.m.; widespread damage.
4/27/97 --- 2:40 p.m.	Written Emergency Status Release	2 dead, 18 injured; business district destroyed; 3 schools destroyed; Front Street bridge closed due to extensive damage.
	Etc.	

PUBLIC INFORMATION MATERIAL

Public information material which can be released during a public awareness campaign or during an actual or impending disaster should be developed and/or procured in advance. Such information will provide the public with instructions on what to do to protect themselves and their property and provide information on the status of the disaster situation. Material should be developed for each disaster which could affect the community, as identified by the jurisdiction's hazard analysis. Prepared news releases and brochures should be filed in this section of the SOP for easy access. Included in this section are samples of various types of news releases and brochures for significant disasters. Describe here the types of information material that you have developed and which is included in this section.

Example: The Public Information officer has developed news releases and brochures on the four most likely hazards to affect the community, as determined by the hazard analysis conducted in (**jurisdiction**). These documents are generally described as follows:

Public Awareness Release

This is a public service announcement that can be issued during public awareness campaigns reminding citizens of a particular threat and actions that they should take. These are used especially during Severe Weather, Winter Hazards, and Chemical Awareness Weeks.

Public Advisory Release

This is a “fill-in-the-blank” form to be completed and released to news media for threatening disasters, such as flooding, where there is time for the public to take precautionary action. It is not the actual warning message issued by the Warning Officer in conjunction with Emergency Alert System (EAS) activation.

Emergency Status Release

This is a “fill-in-the-blank” form to be completed and released to the news media upon the occurrence of a disaster. This release gives a brief description of the disaster and tells what government is doing to respond to the situation.

Public Information Brochure

This is an informational brochure about a specific hazard, developed locally, containing information unique to the community. Brochures are developed for “fixed-site” hazards such as flood prone areas, chemical manufacturing sites, etc. to detail the potentially affected area, evacuation routes, shelter locations, etc. Such brochures are distributed annually to all households in the potentially affected area. At a minimum, this brochure is prepared in “camera-ready” form, ready for immediate printing and distribution upon the occurrence of such a disaster. Copies of educational materials are normally available for a nominal fee from organizations such as the American Red Cross. You may also access materials by checking websites of the MSP Emergency Management Division (www.mspeemd.org) or the Federal Emergency Management Agency (www.fema.gov).

Specifically the documents which were developed and which are contained in this section are as follows:

Tab 1 - Flood Hazard Public Information

- Public Awareness Release
- Public Advisory Release
- Emergency Status Release

Tab 2 - Winter Storm Hazard Public Information

- Public Awareness Release
- Public Advisory release
- Emergency Status Release

Tab 3 - Tornado Hazard Public Information

- Public Awareness Release
- Public Advisory Release
- Emergency Status Release

Tab 4 - Hazardous Material Incident Public Information

- Public Awareness Release
- Public Advisory Release
- Emergency Status Release

Tab 1 (**FLOOD HAZARD PUBLIC INFORMATION**) to Attachment F (**PUBLIC INFORMATION MATERIAL**) to the (insert name of jurisdiction) Emergency Public Information Standard Operating Procedures

FLOOD HAZARD PUBLIC INFORMATION

NOTE: *These are sample writings of press releases for public information. PIOs are strongly encouraged to tailor the release to reflect the current status of the situation. In an actual disaster situation, all public information should be individually typed to present a professional appearance, rather than filling in the blanks on a photocopied form. A release that looks fresh and original has a better chance of being used.*



(LETTERHEAD)

NAME & TITLE OF CONTACT PERSON

TELEPHONE NUMBER

PUBLIC AWARENESS RELEASE

DATE

SUBJECT: FLOODING

Floods are a natural and inevitable occurrence in Michigan, especially during the spring and fall when rainfall and runoff are at a peak. Development in and around flood plains has increased the potential for serious flooding and loss of lives. According to **(name)**, Director of the **(jurisdiction)** Office of Emergency Management, "Being prepared beforehand can lessen the devastating effects of a flood and save lives and property." Obtaining flood insurance, keeping lumber, sheeting, plastic, and sandbags handy, knowing your community's flood levels, keeping ample supplies of medicine and non-perishable food, and knowing evacuation routes to high ground can help alleviate the effects of flooding.

According to **(coordinator's name)**, "Residents should be prepared for flooding long before the water covers their house. Our office can help by providing information on flood insurance programs, local flood levels, evacuation routes, and flood proofing techniques. Stop by our office at **(address)** or call **(number)** during business hours for more information."

(LETTERHEAD)

NAME & TITLE OF PREPARER

TELEPHONE NUMBER

PUBLIC ADVISORY RELEASE

NEWS RELEASE NUMBER

FOR IMMEDIATE RELEASE

DATE/TIME

SUBJECT: FLOODING

The National Weather Service has issued a flood watch for persons living in (**what area?**). (**Name, title**) for the National Weather Service has advised that continued rainfall over the next (**number**) hours may cause (**minor? major?**) flooding along the (**name**) river. The river is expected to crest at (**number**) feet on (**time/day**). Evacuation may be necessary. Government officials from (**jurisdiction**) are monitoring the situation. Stay tuned for further information.

(**Name**), Director of the (**jurisdiction**) Office of Emergency Management advises that persons residing in (**what areas?**) should take the following precautions to provide for the safety and security of their family and property:

1. Determine if your property is above or below the flood levels.
2. Gather essential items you will need in case evacuation is necessary - medicine, special foods, clean water in containers, first aid supplies, valuable documents, flashlights and batteries, etc. You will also need these items in case you are stranded in your home by floodwaters.
3. Learn the safest route from your home to safe areas.
4. Keep a battery-operated radio tuned to a local station to receive emergency instructions.

5. Gather sandbags, plywood, plastic sheeting, and lumber for emergency waterproofing.
6. Keep your automobile fueled.

According to (**local emergency management coordinator's name**), if evacuation is necessary, shelters will be opened for public use. Report to the reception centers/shelters established. If you plan on staying in another location call (**number**) to inform local officials of your whereabouts when you arrive. Be sure to check on any neighbors who may need assistance.

For special concerns, assistance, or information, call (**number**). Stay tuned to (**channel/station**) for further updates and emergency instructions.

(LETTERHEAD)

NAME & TITLE OF PREPARER

TELEPHONE NUMBER

EMERGENCY STATUS RELEASE

NEWS RELEASE NUMBER

FOR IMMEDIATE RELEASE

DATE/TIME

SUBJECT: FLOODING

Major flooding has occurred in **(insert name of jurisdiction)** after the **(name of river)** river reached its crest of **(number)** feet at **(time?)**. According to **(name)**, Director of the **(jurisdiction)** Office of Emergency Management, **(number)** residents evacuated their homes as flood waters rose **(number)** feet over flood stage due to **(why? seasonal, heavy rainfall?)**. Over **(number)** homes and businesses are inundated with water, primarily in **(what areas?)**. The following streets are impassable: **(street name), (street name), (street name)**. Damage thus far to buildings and crops is estimated at **(insert amount)**. **(Number)** deaths and **(number)** injuries are reported.

(Coordinator's name) said that "evacuated residents are being housed at reception centers/shelters located at **(insert locations)**. Care and feeding is being provided by **(what organizations?)**."

(Name), Chairperson of the **(insert name of jurisdiction)** Board of Commissioners has declared a "State of Emergency" and activated the **(name of jurisdiction)** Emergency Operations Plan. According to Chairperson **(name)**, "the **(name of jurisdiction)** Emergency Operations Center in **(insert location)** has been activated and all emergency response forces are being coordinated from this center," Chairperson **(name)** said.

"(Emergency management coordinators name) is responsible for coordination of local emergency response forces. Furthermore, in accordance with Section 12 of Act 390, P.A. 1976 (Michigan Emergency Management Act), I have requested that the Governor

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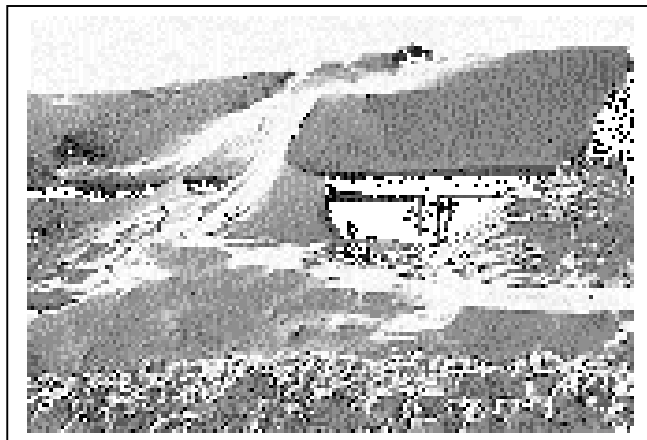
declare a “State of Disaster” in **(name of jurisdiction)** to activate state disaster forces, and that consideration be given, if conditions warrant, to petitioning the President of the United States for assistance.”

(Emergency management coordinator’s name) advises that additional information can be obtained by calling **(number)** or **(number)**. Updates will be given every **(how often?)**, or as needed. Stay tuned to **(channel/station)** for further instructions.

Tab 2 (WINTER STORM HAZARD PUBLIC INFORMATION) to Attachment F (PUBLIC INFORMATION MATERIAL) to the (insert name of jurisdiction) Emergency Public Information Standard Operating Procedures

WINTER STORM HAZARD PUBLIC INFORMATION

NOTE: *These are sample writings of press releases for public information. PIOs are strongly encouraged to tailor the release to reflect the current status of the situation. In an actual disaster situation, all public information should be individually typed to present a professional appearance, rather than filling in the blanks on a photocopied form. A release that looks fresh and original has a better chance of being used.*



(LETTERHEAD)

NAME & TITLE OF PREPARER

TELEPHONE NUMBER

PUBLIC AWARENESS RELEASE

DATE

SUBJECT: **WINTER STORM**

It's the middle of winter and it's snowing heavily outside. Over eight inches of snow has fallen in the last 12 hours. The temperature is dropping fast and strong winds are blowing the loose snow into large drifts, hampering traffic and cutting down visibility. You are in the midst of a blizzard --- the most dangerous type of winter storm. According to **(name)**, Director of the **(jurisdiction)** Office of Emergency Management, winter weather can turn brutal with surprising swiftness. A winter storm can become a killer unless you plan ahead. Every year, needless lives and property are lost and countless people suffer hardships due to winter storms that bring extreme cold, strong winds, freezing rain, ice and snow. *DON'T* become a winter statistic. Educate yourself and the members of your family on how to get through winter weather. **(Coordinator's name)** urges residents to learn how to cope with various winter storm situations. "Know what to do if you become isolated in your home during a snowstorm, or when you experience treacherous driving conditions or become stranded in your car. Beware of exposure to freezing temperatures, overexertion from shoveling, fires from overheated or faulty furnaces, and other winter emergencies. Check your supply of food, fuel, medicines, first aid supplies, and batteries for radios and flashlights *before* the cold weather arrives. Keep a blanket, flashlight, extra gloves and hat, and a shovel in your car in case of an emergency. Keep your car in good condition, properly serviced, equipped with snow tires and filled with gas." According to **(emergency management coordinator's name)**, "Being *prepared* for winter's harsh weather could *save* your life. Stop by our office at **(address)** for advice and information, or call **(number)** during normal business hours."

(LETTERHEAD)

NAME OF PREPARER

TELEPHONE NUMBER

PUBLIC ADVISORY RELEASE

NEWS RELEASE NUMBER

DATE/TIME

FOR IMMEDIATE RELEASE

SUBJECT: WINTER STORM

The National Weather Service has issued a Winter Storm Watch for **(what area?)**. **(Name, title)** for the National Weather Service, has advised that severe weather conditions are possible, including heavy snow, sleet, freezing rain and high winds. A large winter storm currently centered over **(what area?)** is expected to hit **(insert name of jurisdiction)** sometime on **(day morning/afternoon)**. The storm has dropped up to **(number)** inches of snow in some areas, and is accompanied by **(sleet? freezing rain? hail? etc.)** and winds reaching **(number)** miles per hour, causing severe drifting.

According to **(name)**, Director for the **(jurisdiction)** Office of Emergency Management, residents are advised to take the following precautions to provide for the safety and security of their family and property during a winter storm:

1. Keep your radio or television tuned to a local station to keep informed of current weather conditions and forecasts.
2. Be prepared for isolation at home by keeping adequate supplies heating fuel, non-perishable food, clean water, flashlights with extra batteries, first aid supplies, extra blankets, and a battery powered radio. A fire extinguisher is also recommended, in case the help of the fire department is not available.
3. Keep some kind of emergency heating equipment and fuel on hand so you can keep at

least one room of your house livable in case your power is off. Keep the room ventilated to avoid the buildup of toxic fumes.

4. Stay indoors as much as possible. If you must go outdoors, dress warm in loose-fitting, layered, lightweight clothing. Your outer garment should be water repellent. Avoid overexertion from shoveling or walking to get supplies.
5. Avoid driving if you can use public transportation. If you must use your car, make sure it is in good working condition and filled with gas. Keep emergency supplies in the car, such as a shovel, extra gloves and hat, a blanket, a flashlight with extra batteries, food, a towrope or chain, and extra money. Travel by daylight and use major highways whenever possible. Most importantly, drive with extreme caution.

(Emergency management coordinator's name) advises that additional information can be obtained by calling **(number)** or **(number)**. Stay tuned to **(channel/station)** for further weather updates.

(LETTERHEAD)

NAME AND TITLE OF PREPARER

TELEPHONE NUMBER

EMERGENCY STATUS RELEASE

NEWS RELEASE NUMBER

FOR IMMEDIATE RELEASE

DATE/TIME

SUBJECT: WINTER STORM

A severe winter storm has moved into the area from (**where? what direction?**) and has dropped (**number**) inches of snow over the past (**number**) hours. Freezing rain and winds of (**number**) miles per hour continue to make travel extremely dangerous. (**Name**), Director of the (**jurisdiction**) Office of Emergency Management, said many roads are impassable due to drifting snow, including (**what roads?**). Power and telephone lines are down in many areas, leaving (**approximately how many?**) residents without electricity or telephone service.

(**Emergency Management coordinator's name**) urges residents to stay indoors as much as possible and avoid travel unless absolutely necessary. (**Insert name of telephone company**) requests that residents stay off the telephone as much as possible so that emergency lines will not be tied up. (**Name, title**) from (**telephone company**) estimates that telephone coverage will be fully restored by (**when?**).

Road crews are attempting to clear routes for emergency vehicles. Utility crews from (**insert company name(s)**) are attempting to restore power and telephone service to residence as quickly as possible. (**Name, title**) form (**power company**) estimates power will be restored by (**when?**).

(Name), Chairperson of the **(insert name of jurisdiction)** Board of Commissioners has declared a “State of Emergency” and activated the **(name of jurisdiction)** Emergency Operations Plan. According to Chairperson **(name)**, “The **(name of jurisdiction)** Emergency Operations center in **(insert location)** has been activated and all emergency response forces are being coordinated from this center. Furthermore, in accordance with Section 12 of Act 390, P.A. 1976 (Emergency Preparedness Act), I have requested that the Governor declare a “State of Disaster” in **(insert name of jurisdiction)** to activate state disaster forces, and that consideration be given, if conditions warrant, to petitioning the President of the United States for assistance.” **(emergency management coordinator’s name)**, urges persons residing in **(what areas?)** who are without heat or power to report to a public shelter when conditions permit. Shelters are open at **(location)** and **(location)**.

Stay tuned to **(channel/station)** for further updates and restrictions.

Tab 3 (TORNADO HAZARD PUBLIC INFORMATION) to Attachment F (PUBLIC INFORMATION MATERIAL) to the (insert name of jurisdiction) Emergency Public Information Standard operating Procedures

TORNADO HAZARD PUBLIC INFORMATION

NOTE: These are sample writings of press releases for public information. PIOs are strongly encouraged to tailor the release to reflect the current status of the situation. In an actual disaster situation, all public information should be individually typed to present a professional appearance, rather than filling in the blanks on a photocopied form. A release that looks fresh and original has a better chance of being used.



(LETTERHEAD)

NAME & TITLE OF PREPARER

TELEPHONE NUMBER

PUBLIC AWARENESS RELEASE

DATE

SUBJECT: TORNADO

Tornadoes are nature's most violent storm, and it's most destructive. A tornado's whirling winds may reach 300 miles per hour or more. Generally short-lived and fast moving, they can level whole city blocks in a matter of seconds. Tornadoes normally occur in the spring and summer when warm air from the south mixes with cold air from the north, although they can occur during any season.

If a tornado threatened your community right now, what would you do? Where would you go? What would you do if you were in an automobile? The answers to these questions could save your life.

According to **(name)**, Director of the **(jurisdiction)** Office of Emergency Management, the best protection against injury or death is an underground shelter such as a basement, or in a steel-framed or reinforced concrete building. If underground shelter is not available, the next best alternative is to seek cover in the interior of a house or building on the lowest floor, in a closet or interior hallway or under heavy furniture. Stay away from windows to avoid flying glass.

If you are in an automobile in open country, drive at right angles of the path of the storm if you can safely do so, or lie flat in the nearest ditch or ravine and cover your head with your arms.

The **(jurisdiction)** Office of Emergency Management can provide you with more information about tornadoes and tornado safety precautions. **(emergency management coordinator's name)** says, "Knowing what to do and where to go before a tornado strikes is the best way to make sure you don't become a tornado statistic. I urge all residents to attend one of the informal programs held during "Severe Weather Awareness Week," **(list dates)** at **(list locations and times)**. In addition, residents can stop by our office at **(address)** or call **(number)** during normal business hours for more information."

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(LETTERHEAD)

NAME & TITLE OF PREPARER

TELEPHONE NUMBER

PUBLIC ADVISORY RELEASE

NEWS RELEASE NUMBER

DATE/TIME

SUBJECT: TORNADO

The National Weather Service has issued a tornado watch for (**name of jurisdiction or area**) until (**time?**). Residents of this area are advised that conditions are right for tornadoes to form. A line of severe thunderstorms, stretching from (**where?**) to (**where?**), is expected to pass through (**name of jurisdiction or area**) at (**approximate time?**). Several funnel clouds have been reported from this system, which is moving (**what direction?**) at (**number**) miles per hour.

(**Name**), Director of the (**jurisdiction**) Office of Emergency Management advises that the following precautions should be taken to ensure the safety of yourself and your family if a tornado should occur in this area:

Plan beforehand where you would seek shelter.

Listen to your local television station or radio station for information and advice, and especially for warning messages.

Avoid unnecessary trips, if possible.

Know the whereabouts of your family members to ensure their safety.

Keep an eye on the sky, especially to the south and southwest. If you see a funnel cloud, report it by telephone immediately to your local police department, sheriff's office, or

Weather Service Office. Then take cover.

If a tornado warning is issued, take cover immediately in a basement or reinforced building. If possible, get under a heavy piece of furniture. Stay away from windows. If you are in an automobile in open country, drive at right angles of the storm if you can safely do so, or abandon your car and lie flat in the nearest ditch or ravine and cover your head.

(Emergency management coordinator's name) urges residents not to use the telephone to get information or advice but to depend on radio or television. **(Station/channel)** will broadcast weather information and updates every **(how often?)** or when conditions warrant.

(LETTERHEAD)

NAME & TITLE OF PREPARER

TELEPHONE NUMBER

EMERGENCY STATUS RELEASE

NEWS RELEASE NUMBER

DATE/TIME

FOR IMMEDIATE RELEASE

SUBJECT: TORNADO

A tornado struck (insert name of jurisdiction) at (time?) today, causing (major? minor?) damage to (what areas?). According to (name), Director of the (jurisdiction) Office of Emergency Management, the storm cut a path (number) feet wide through (what particular area of the jurisdiction? i.e. downtown?), damaging (what structures? schools? churches?) and destroying (number) homes. Over (number) persons are homeless as a result. Over (number) acres of agricultural crops were also destroyed by the tremendous winds, which were estimated (number) miles-per-hour by the National Weather Service Office located at (insert location). Downed power and telephone lines throughout the area are creating additional hazards as residents attempt to survey the damage to their homes. According to officials at the National Weather Service, the tornado was part of a system of severe thunderstorms that stretched from (insert area) to (insert area). The funnel cloud was first spotted by (what? radar? police? etc.) at (time?) and after touching down, moved through (name of jurisdiction) in (number) minutes.

(Emergency management coordinator's name) says, "Damage to buildings and cropland thus far is estimated at (insert amount). (Number) deaths and (number) injuries are reported. Residents left homeless are being housed at temporary shelters set up at (insert location). Care and feeding of residents is being provided by (what organizations?). Work crews from (name of jurisdiction) Department of Public Works (list others as necessary) are out clearing debris from the streets so that emergency

vehicles can move. Temporary medical care facilities are set up at **(insert location)** to care for the injured. Utility crews from **(insert company name)** are attempting to move downed power lines and restore electric and telephone service as quickly as possible. It is estimated telephone and electric coverage will be fully restored by **(time/day)**.”

(Name), Chairperson of the **(insert name of jurisdiction)** Board of Commissioners has declared a “State of Emergency” and activated the **(name of jurisdiction)** Emergency Operations Plan. According to Chairperson **(name)**, “The **(name of jurisdiction)** Emergency Operations Center in **(insert location)** has been activated and all emergency response forces are being coordinated from this center. **(Emergency management coordinator’s name)** is responsible for coordination of local emergency response forces. Furthermore, in accordance with Section 12 of Act 390, P.A. 1976 (Michigan Emergency Management Act), I have requested that the Governor declare a “State of Disaster” in **(insert name of jurisdiction)** to activate state disaster forces, and that consideration be given, if conditions warrant, to petition the President of the United States for assistance.”

Tab 4 (HAZARDOUS MATERIAL INCIDENT PUBLIC INFORMATION) to Attachment F (PUBLIC INFORMATION MATERIAL) to the (insert name of jurisdiction) Emergency Public Information Standard Operating Procedures

HAZARDOUS MATERIAL INCIDENT PUBLIC INFORMATION

NOTE: These are sample writings for public information releases. PIOs are encouraged to tailor the release to reflect the current status of the situation. In an actual disaster situation, all public information releases should be individually typed to present a professional appearance, rather than filling in the blanks on a photocopied form. A release that looks fresh and original has a better chance of being used.



(LETTERHEAD)

NAME & TITLE OF PREPARER

TELEPHONE NUMBER

PUBLIC AWARENESS RELEASE

DATE

SUBJECT: HAZARDOUS MATERIALS

In Michigan, hazardous materials are all around us. They are used in business and industry, agriculture, medicine and research. They are manufactured, stored, transported and used in all areas of the state. Thousands of shipments of hazardous materials are carried through local communities every day on all modes of transportation - truck, train, ship, and plane. Any material that is corrosive, explosive, flammable, radioactive, poisonous/toxic, an oxidizer, or a dangerous gas is classified hazardous by the U.S. department of Transportation (D.O.T.) and the Environmental Protection Agency (EPA). **(Name)**, Director of the **(jurisdiction)** Office of the Emergency Management, says that persons living near manufacturing plants, highways, shipyards, railroad tracks, warehouses, laboratories and hospitals should be especially aware of the hazardous materials in your neighborhood. Contact your Local Emergency Planning Committee to learn how you can get information about hazardous materials that may be manufactured, used or stored in your area. A hazardous material incident can occur anywhere. The incident could be a transportation accident, explosion, fire, or release of toxic materials causing environmental contamination.

Know what to do in the event of a hazardous materials incident. "Hazardous material incidents are difficult to predict," says **(emergency management coordinator's name)**. "They could happen any where at any time. By knowing what to do before an emergency occurs, everyone will be prepared to help minimize the effects of a hazardous material incident." According to **(emergency management coordinator's name)**, "Evacuation or shelter in-place at home, work location or other building are likely protective measures." **(Emergency management coordinator's name)** urges residents to know the warning method which will be used to alert you of such an incident. "It is important once you hear the warning signal to turn on your TV or radio to receive specific instructions on what you should do," says **(emergency management coordinator's name)**. "Together, industry, the **(jurisdiction)** Office of Emergency Management, the **(jurisdiction)** local emergency planning committee, and other local officials have developed plans to protect you and the environment if an incident occurs." These plans are available for review at **(location)**.

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(LETTERHEAD)

NAME & TITLE OF PREPARER

TELEPHONE NUMBER

PUBLIC ADVISORY RELEASE

NEWS RELEASE NUMBER

FOR IMMEDIATE RELEASE

DATE/TIME

SUBJECT: HAZARDOUS MATERIALS INCIDENT

A “Site Area Emergency,” the third most serious of four emergency classification levels for hazardous material incidents, has been declared at **(time?)** at **(insert site)**, located at **(insert address)** in **(insert name of jurisdiction)**.

According to **(name)**, Director of the **(jurisdiction)** Office of Emergency Management, a **(leak? spill? explosion? etc.)** of **(insert name of chemicals or material)** caused by **(what happened? i.e. ruptured tank?)** prompted **(name and title of person?)** to declare the Site Area Emergency. Approximately **(what quantity?)** of **(chemical or material)** has escaped onto the site. **(Chemical or material)** is highly **(what? irritating? toxic?)** and may cause **(list health hazards)** if **(what? inhaled? skin contact occurs?)** .

Police and fire personnel from **(insert jurisdictions)** are on the scene, as are representatives of the Michigan Department of State Police, Fire marshal and Emergency Management divisions, as well as chemical industry experts **(list others as necessary)**.

(Name), Chairperson of the **(insert name of jurisdiction)** Board of Commissioners has declared a “State of Emergency” and activated the **(name of jurisdiction)** Emergency Operations Plan. According to Chairperson **(name)**, **(name of jurisdiction)** Emergency Operations Center in **(insert location)** has been activated and all emergency response forces are being coordinated from this center. Residents within a **(number?)** mile radius of the site should be prepared to evacuate or seek shelter inside if necessary. Any

essential items you might need such as medicine or special foods, should be gathered together in case you need to evacuate in a hurry.”

(Emergency management coordinator’s name) advises residents with special concerns, or requests for assistance or information, to call **(number)**. Stay tuned to **(channel/station)** for further updates and emergency instructions.

(LETTERHEAD)

NAME & TITLE OF PREPARER

TELEPHONE NUMBER

EMERGENCY STATUS RELEASE

NEWS RELEASE NUMBER

FOR IMMEDIATE RELEASE

DATE/TIME

SUBJECT: HAZARDOUS MATERIALS INCIDENT

A “Community Emergency,” the most serious of four emergency classification levels for hazardous material incidents, was declared at **(time?)** at **(insert name of site)** in **(name of jurisdiction)**.

According to **(name)**, Director of the **(jurisdiction)** Office of Emergency Management, a massive **(what? leak? spill? explosion?)** of **(insert name of chemical or material)** caused by **(what happened? i.e. ruptured tank?)** prompted **(insert name and title of person)** to declare the Community Emergency. Approximately **(what quantity?)** of **(chemical or material)** has escaped into the **(what? air? soil? water? sewer?)** in **(what areas of the jurisdiction?)**, posing a serious health and safety threat to the public. **(Chemical or material)** is highly **(what? irritating? toxic?)** and can cause **(list health hazards)** if **(what? inhaled? skin contact occurs?)**. Thus far, **(number)** deaths and **(number)** injuries are reported. **(Emergency management coordinator’s name)** advises citizens to avoid the area bounded by **(describe area)**.

Efforts to **(contain? extinguish?)** the **(insert name of chemical or material)** have been severely hampered by **(what meteorological conditions? i.e. winds? rain?)** that has helped spread the **(gas? liquid?)** into **(what areas?)**. Weather forecasts call for continued **(wind? rain?)** over the next **(number)** hours.

According to (**emergency management coordinator's name**) (**number**) residents who live within a (**number**) mile radius of the contaminated area have been evacuated from their homes. Shelters have been set up at (**insert locations**). Care and feeding is being provided by (**what organizations?**).

Police and fire personnel from (**insert name of jurisdictions**) are on the scene, as are representatives of the Michigan Departments of State Police, Community Health, Environmental Quality, Natural Resources, and Agriculture, the United States Environmental Protection Agency, and chemical experts, (**list others as necessary**).

(**Name**), Chairperson of the (**name of jurisdiction**) Board of Commissioners has declared a "State of Emergency" and activated the (**name of jurisdiction**) Emergency Operations Plan. According to (**name**), "the (**name of jurisdiction**) Emergency Operations Center in (**insert location**) has been activated and all emergency response forces are being coordinated from this center. An On-scene Emergency Operations Center has been established (**where?**) to provide near-scene support for local response forces. In addition, a State Command Post has been set up (**where?**) to coordinate state field response teams.

Furthermore, in accordance with Section 12 of Act 390, P.A. 1976 (Michigan Emergency Management Act), I have requested that the governor declare a "State of Disaster" in (**name of jurisdiction**) to activate the state disaster response forces; and that consideration be given, if conditions warrant, to petitioning the President of the United States for assistance."

(**Emergency management coordinator's name**) advises that additional information can be obtained by calling (**number**) or (**number**). Updates will be given every (**how often?**), or as needed. Stay tuned to (**channel/station**) for further instructions.

USEFUL WEBSITES

There are a number of web sites that could be useful to you as you develop your localized emergency public information plans. Some of these sites are listed below.

STATE AGENCIES AND ORGANIZATIONS	WEB ADDRESS
Michigan Department of State Police, Emergency Management Division	www.mspemd.org
State of Michigan	www.michigan.gov
The Library of Michigan	www.libofmich.lib.mi.us
Michigan Legislature	www.michiganlegislature.org
Michigan Electronic Library	http://mel.org
Michigan Urban Search and Rescue	www.musar.org
Michigan Municipal League	www.mml.org
Michigan Association of Counties	www.miaco.org
Michigan Townships Association	www.mta-townships.org
Michigan Emergency Management Association	www.memal.org

FEDERAL AGENCIES	WEB ADDRESS
Federal Emergency Management Agency	www.fema.gov
Small Business Administration	www.sba.gov
White House	www.whitehouse.gov
National Transportation Safety Board	www.nts.gov
Federal Bureau of Investigation	www.fbi.gov
National Domestic Preparedness Office	www.ndpo.org

NEWS AGENCIES	WEB ADDRESS
Michigan Newspaper Links	www.microzoo.com
CNN	www.cnn.com
USA Today	www.usatoday.com
Detroit News	www.detnews.com
Detroit Free Press	www.freep.com

OTHER ORGANIZATIONS	WEB ADDRESS
Disaster Relief News	www.disasterrelief.org
American Red Cross	www.redcross.org
Terrorism Research Center	www.terrorism.com

WEATHER SITES	WEB ADDRESS
Weather Channel	www.weather.com
National Severe Storms Lab	www.nssl.uoknor.edu
NOAA	www.noaa.gov