

## PUBLIC INFORMATION ANNEX

### I. PURPOSE

The purpose of this annex is to establish policies and procedures to ensure a capability to disseminate accurate, timely, and useful information to the public on emergency situations.

### II. SITUATIONS AND ASSUMPTIONS

#### A. Situation

1. The City of Salem has the potential to experience a major emergency or disaster.
2. The public needs information regarding actions to be taken to minimize the loss of life and property.
3. Government officials will provide accurate and complete information and cooperate with the media to the extent possible.
4. The media would provide a means to disseminating emergency information to the public.
5. The area covered by local commercial broadcast stations is the entire city and county. Warning sirens cover approximately a mile and one-half diameter.
6. Tornadoes, hazardous material spills, and other localized and widespread disasters may occur which would necessitate warning the public and informing them of actions that they must take.
7. The principal means by which the public would be informed of potential threats to their health and safety would be disseminated by television, radio, cable outlets, also newspaper, vehicle-mounted public address systems and door-to-door notification.
8. The City of Salem have no non-English speaking groups in excess of the planning threshold.
9. Due to the population of the City of Salem and the self-reliance of the people of the city, the vast majority of the public has been made aware that in the event of an emergency, turning to the local radio station is their best source of information.

## B. Assumptions

1. The City of Salem has a high level of preparedness, although public awareness campaigns cannot be 100% effective due to many tourists and transients.
2. Rumors can be expected during any emergency.
3. During an emergency the public will want information on proper survival/response actions to take.
4. There may be times when disaster strikes without warning and the Public Information System cannot react rapidly enough.
5. The local media will usually cooperate with officials in disseminating information and guidance.
6. The general public will turn to local media as a source of information and guidance.

## III. CONCEPT OF OPERATIONS

- A. The City of Salem DOEM Coordinator will initiate awareness programs to inform the public of potential hazards and appropriate actions to be taken.
  1. Public awareness and educational activities are provided to the community. DOEM provides public awareness programs by several methods. Awareness and Educational Booths are set up during a number of events in the community during the year. Booths at the county fair, community home show, Little Egypt Festival, Wall-Mart parking lot is some of the examples. Preparedness, awareness hand-outs, video's being showed on monitors at the booths. DOEM works closely with local media during IEMA Preparedness/Awareness Weeks in Illinois including Severe Weather Preparedness, Winter Weather Awareness Week. Other hazards that are listed in our Hazardous Analysis are given to the public for preparedness/awareness protective actions. The Hazardous Analysis for Salem is an attachment to the Basic Plan. DOEM visits to schools, social groups and churches also is done to promote awareness programs.
  2. Salem DOEM has its own web site that includes preparedness, awareness information and will be used to advise citizens of emergency/non-emergency situations.

Web site is [www.salemdoem.us](http://www.salemdoem.us). City of Salem DOEM is now on FACEBOOK. Preparedness/Awareness information along with emergency messages are used on FACEBOOK. We now have more than 400 fans on FACEBOOK who can receive this information.

3. Notification of the community before and after incidents is listed under the WARNING/EMERGENCY INFORMATION ANNEX, Page 2, III. Concept of Operations- D Alerts and Warnings to the public-1,2,3,4,5,6,7 & E Warning for special locations.
- B. During the response and recovery phases of a major disaster/emergency situation, a Public Information Officer (PIO), designated by Incident Command, will see that information is disseminated to the public by any means necessary (radio, TV, print, etc.) The PIO will work out of a designated information office which will serve as the official point of contact for the media during the emergency.
  - C. Response organizations will coordinate information with the PIO and clear all press releases with Incident Command before releasing information to the media for public consumption. The PIO shall also arrange to obtain information from the private sector and volunteer organizations engaged in response and recovery efforts. Information of a technical nature shall be obtained from the appropriate local, state, or federal government or private sector agency.
  - D. The above-mentioned procedures are intended to provide for the complete and accurate dissemination of information.
  - E. The PIO will supervise the information office and communicate with the Emergency Operations Center (EOC) to advise decision makers and coordinate public information efforts. News conferences should be scheduled as appropriate to inform the media of developments.
  - F. Information regarding the status of injured or missing persons, location of damage/restricted areas and emergency welfare services will be coordinated with the appropriate response agency. Information concerning the deceased will be released by the Marion County Coroner or the hospital.
  - G. The PIO will arrange a schedule for the activation and release of public information personnel to provide for a continuous 24-hour manning capability of public information jobs during emergency operations.

Should additional public information assistance be needed, the PIO will notify the City of Salem DOEM Coordinator, who will notify IEMA and request related assistance from nearby jurisdictions, the state or federal government.

- H. Under the ICS, the PIO is a key staff member supporting the ICS. The PIO will represent and advise the IC on all Public Information matters related to the management of the incident. In large scale operations, the on -scene PIO serves as a field PIO with links to the Joint Information Center (JIC).
- I. The PIO will as soon as possible start the dissemination of information to the public, and also receive public inquiry through the public information office. The PIO will monitor the news media, maintain a working relationship, and also immediately act on any rumors.
- J. The establishment of a public information center will be given top priority so citizens and the news media can obtain immediate information on the incident.
- K. Forecast Events:
  - 1. Coordinate with Chief Executive Official (CEO), Evacuation Coordinator, Mass Care Coordinator, and Warning Coordinator to determine status of plans and timing of actions.
  - 2. Establish and maintain contact with media. Provide preparedness Information and any instruction, as cleared by the CEO.
  - 3. Arrange for accelerated printing of camera-ready emergency public information (EPI) material (e.g., evacuation instructions/maps and Family Protection Program Leaflets), if needed to supplement/restock existing print material.
  - 4. Ensure distribution of printed material to broadcast media, to preselected locations (e.g., separate telephone bank or media center). With support from the Communications Coordinator.
  - 5. Monitor media.
  - 6. Augment public inquiry and/or media relations staff, if needed. Set up and additional facilities for EPI operations (e.g., separate telephone bank or media center). With support from the Communications Coordinator.

7. Message Content: The following is a suggested, but not limited to, general content for a forecasted event.
  - A. Hazard.
  - B. Establish area and time of impact.
  - C. Property protection measures (e.g., sandbagging, taping of windows).
  - D. Disaster supply kit for surviving 72 hours.
  - E. Evacuation instructions (departure time, routes, mass care facility locations, etc.) If feasible to evacuate.
  - F. Instructions on how to protect and care for young children, pregnant women, and senior citizens.
  - G. Instructions on how to protect and care for companion and farm animals (location of animal shelters, provisions and requirements -e.g., use of leashes or cages - for transport of companion animals, etc.)
  - H. Other “do’s and don’ts” if not feasible to evacuate, such as stay indoors, close all doors and windows.
  - I. How (and how often) government will be in touch with the public during an emergency.
  - J. Telephone numbers for specific kinds of inquiry (if staffed).
- L. Limited Warning.
  1. Coordinate with CEO and Evacuation Coordinator to determine what protection action will be taken, (limited) evacuation or in-place shelter.
  2. Complete “standby” EPI instructions with particulars of the event. Coordinate with Warning Coordinator to ensure warning system is activated and ensure is being disseminated.
  3. Contact media to repeat and update initial warning and provide EPI contact name(s) and telephone number(s).

4. Monitor media.
5. Message contact the following is a suggestive, but not limited to, general contact for a limited warning event.
  - A. Hazard; kind of risk posed to people and property.
  - B. Area at risk and predicted time of impact.
  - C. Protection action instructions. These may address specific groups(e.g., parents with school children in the area) as well as the general public.
  - D. Reference to any useful information at hand (e.g., in a telephone book).
  - E. What government is doing or will do.
  - F. How (and how often) government will be in touch with the public during the emergency.
- M. After Impact: The following are, but not limited to, EPI actions that may be taken after the emergency.
  1. Establish and maintain contact with media. Provide information and any instructions, as cleared by the CEO or his/her designee.
  2. Monitor media reports and telephone inquiries for accuracy and respond as appropriate to correct rumors.
  3. Augment public inquiry and/or media relations staff, if needed. Set up any additional facilities for EPI operations (e.g., separate telephone bank or media center) with support from the Communications Coordinator.
  4. Compile chronology of events.
  5. Ensure distribution of printed material to broadcast media, to preselected locations to volunteer groups or other response and recovery personnel that may go into residential areas, and/or via newspaper.
  6. Message Contact: the following is a suggested, but not limited to,

A. Current situation assessment.

- B. Current government actions.
- C. Survival instructions (for those affected or still potentially affected).
- D. How/Where to get what help (for those affected).
- E. Health hazards information.
- F. How/where to get help for companion and farm animals.
- G. Restricted areas (for those not affected).
- H. Telephone number for inquiries regarding survivors.
- I. What to do and whom to contact in order to offer help.
- J. Telephone number for donations offers and inquiries, accompanied by donations policy (send money and make check payable to..., critical needs include X but please don't send Y....package donations such and such way.)
- K. How and how often government will be in touch with public during the emergency.
- L. Instructions for evacuees to return home.

N. Internal Coordinator/Control

1. The PIO and designated alternate will be appointed by the CEO, DOEM Coordinator, or IC.
2. No government employee, elected official, or emergency response group member will talk to the media unless given specific authority to do so by the PIO, CEO, DOEM Coordinator or IC.
3. The EOC will be the primary location for press briefings, PIO office, for EPI management. Other locations may be used if deemed necessary.
4. Briefings by ICS to the PIO should begin immediately at the onset of the event. Prior to media interview, PIO will be briefed by the IC, the CEO, and DOEM Coordinator.

5. Information received by the PIO will be considered factual if received over public service radio. Any information received over telephone or work of mouth should be verified or substantiated before acceptance.
6. General guidelines for media convergence:
  - A. Law Enforcement will not allow the media to interfere with emergency response group duties.
  - B. The PIO will designate an area reserved for the media vehicles and equipment.
  - C. All media personnel must wear photo ID's unless they are locally recognized media representatives.
  - D. Media personnel must obtain permission from the IC before entering an incident area.
7. Press secretaries may augment PIO duties.

Q. Inter-jurisdictional Coordination

1. Local/State-State law and plans define the framework for local and state coordination.
2. Local/State/Federal-The National Response Framework (NRF) calls for maximum coordination of agencies information releases through a Joint Information Center (JIC) to ensure consistency and accuracy. There will be a single location for media access to the JIC. If a single local/state/federal JIC is not a viable option, public affair's personnel decision-makers, and news centers are to be conducted by E-mail, fax, and telephone is a "Joint Information System' (JIS).

IV. ORGANIZATION AND ASSIGNMENT OF RESPONSIBILITIES

A. Chief Executive Official (CEO)

1. Serves as primary spokesperson before media, or delegates function to PIO.

2. Gives final approval to release of emergency instructions and information, or delegates functions to PIO.
3. In cases where the IC has been established, provides policy guidance on the transfer of authority to release information from the ICP to the EOC should be incident exceed a predetermined level.
4. Designates location for media briefings (e.g., EOC conference room).
5. Approves implementation of any special provisions for media convergence.

B. Public Information Officer

1. Assigned by CEO or IC.
2. Manages all aspects of EPI on behalf of CEO.
3. Assumes EPI functions delegated by CEO.
4. Ensures timely preparation of EPI materials and their dissemination.
5. Ensures that the public is able to obtain additional information and provide feedback (e.g., with hotline for public inquiries).
  - A. May establish enter for disaster welfare information, and cooperate with any Disaster Welfare Information (DWI) services provided buy the American Red Cross (ARC).
  - B. Coordinates with appropriate officials (Mass Care Coordinator, Health and Medical Coordinator, etc.) To obtain necessary information.
6. Ensures gathering of necessary information and timely preparation of news releases.
7. Briefs public affairs officers who go to the incident site.
8. Schedules news conferences, interviews, and other media access (subject to any special media convergency provisions).

9. Supervises the media center.
10. Assigns print and broadcast monitors to review all media reports for accuracy.
11. Coordinates rumor control activity.
12. At the request of the Resource Manager, obtains media assistance in disseminating information to potential donors on unmet needs, items that are not needed and should not be donated, cash donations policy, and other donations - related matters.
13. Maintains a chronological record of disaster events.

C. Emergency Manager

1. Advises CEO on when to disseminate emergency instructions to the public.
2. Assists the PIO with news releases and rumor control.
3. Prepare and distribute to the PIO, materials that describe the health risks associated with each hazard, the appropriate self-help or first aid actions, and other appropriate survival measures.
4. Prepare and distribute to the PIO, instructions that identify centrally located staging areas and pickup points for evacuees without private vehicles for other means of transportation.
5. Establish and maintain a working relationship with the local media.

D. Commercial Broadcast Stations

1. Store "canned" EPI messages (other than warnings) and disseminate this information at the PIO's request.
2. Disseminate information when requested to do so by CEO or his/her designee.

E. Local Media Organizations

1. Store/maintain advance emergency packets for release at the PIO's request.

2. Verify field reports of emergencies development with PIO.
3. Cooperate in public education efforts.

F. Chief School Official

1. Disseminates emergency information to school population as appropriate.

G. Resource Manager

1. Provides PIO with unmet needs requests from Donations Team to be solicited from businesses and the public, as well as other donations related information.

H. Voluntary Organizations

1. Provide support to public inquiry telephone lines, as requested by PIO.
2. Provides support in disseminating printed material, as requested by PIO.

I. All Tasked Organizations

1. Provide information as requested by PIO.
2. Clear all emergency-related news releases with the jurisdictions PIO.
3. Provide public affairs officers to support EPI activities, as requested by PIO.
4. Refer media inquiries to PIO.

V. ADMINISTRATION AND LOGISTICS

A. Administration

1. All IC's and emergency response groups should inform the PIO of any significant event in a timely manner.
2. Information which may cause distress, panic or may fuel rumors should be relayed to the PIO with telephone, (not cell phones or

cordless phones) written messages or personal contact.

3. The PIO should give hourly reports to all IC's.
4. The PIO should submit press coverage summaries, public reactions and concerns twice daily to the CEO.
5. The PIO will submit a chronology of events to the CEO, DOEM Office, and IC at the end of the incident.

B. Logistics

1. The PIO staff is to be augmented by the DOEM volunteers or designate volunteers by the PIO. Standard office and communication skills are recommended for PIO volunteers.
2. The PIO office could be located at the city hall where conference rooms, media center, telephone banks are located. In event the city hall is not available, the EOC could be used.

VI. DEVELOPMENT AND MAINTENANCE OF PUBLIC INFORMATION ANNEX

- A. The responsibility for revisions, keeping attachments current, and developing necessary documents for the annex belongs to DOEM.
- B. The responsibility for revisions and maintaining SOP's belongs to the emergency response groups.

VII. AUTHORITIES AND REFERENCES

- A. The Robert T. Stanford Disaster Relief and Emergency Assistance Act, as amended 42 U.S.C. 5121 et seq.
- B. The Illinois Emergency Management Act (P.A. 87 - 168, Jan. 1, 1992)
- C. The City of Salem Act 76-8

VIII. SUCCESSION OF COMMAND

1. Public Information Officer.
2. Assistant Public Information Officer.

3. Or Designee.

#### VIV. APPENDICES

- A. Pre-emergency operations checklist.
- B. Response Operations Checklist.
- C. Recovery Operations Checklist.
- D. Local Media Outlets.

#### APPENDIX A. PRE-EMERGENCY OPERATIONS CHECKLIST

1. Designate a Public Information Officer.
2. Develop a disaster preparedness program.
3. Develop the local EAS.
4. Train public information staff and volunteer augmenters to perform Public Information emergency functions.
5. Establish a procedure for acknowledging and authenticating information reports.
6. Prepare emergency information packets for release during emergencies.
7. Negotiate, coordinate, and prepare mutual aid agreements, if necessary.
8. Prepare materials for the visually impaired.
9. Update Public Information Annex as necessary.

#### APPENDIX B. RESPONSE OPERATIONS CHECKLIST

1. Continue to train assigned Public Information staff.
2. Activate EAS if necessary.
3. Coordinate rumor control.
4. Distribute press releases and emergency information packets.

5. Collection information on EOC staff.
6. Schedule news conferences.
7. Coordinate inquiries and inform families of the status of individuals injured or missing due to disaster.

APPENDIX C. RECOVERY OPERATIONS CHECKLIST

1. Support cleanup and recovery operations during disaster events.
2. Continue Public Information programs.
3. Compile a chronological record of events.
4. Assess effectiveness of information and education programs.

APPENDIX D. LOCAL MEDIA OUTLETS

RADIO: WJBD F.M. 100.1 24 HOURS  
 WJBD A.M. 1350 24 HOURS  
 618-548-2000  
 310 West McMackin Street.

NEWSPAPER: Salem Times Commoner  
 2 printing days a week, Wednesday and Friday.  
 120 South Broadway  
 548-3440

Centralia Sentinel  
 7 printing day a week (daily)  
 232 E. Broadway  
 532-5604

CABLE TV: U.S. SONET  
 123 E. Main St. Salem  
 618-548-6909