

Texas Fire Chiefs Association
DOCUMENT SUBMISSION FORM

Candidate Department: Coppel Fire Department

Best Practice Standard: 5.04
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Proofs of Compliance Submitted:

- Copy of document appointing or informing agency who is P.I.O. (EMP Annex I)
- Copy of training certificate in Public Information

Submitted By: Gregg Loyd	Date: 10/1/2013
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Evaluator's Review

Evaluator:

Date Accepted:

ANNEX I

**PUBLIC
INFORMATION**

FOR THE

CITY OF COPPELL

APPROVAL & IMPLEMENTATION

Annex I

PUBLIC INFORMATION

Transmitted herewith is Annex I—Public Information for the City of Coppell. This annex supersedes any previous Public Information annex promulgated for this purpose. It provides a framework in which the City of Coppell departments can plan and perform their respective functions during an emergency when an activation of the Emergency Operations Center (EOC) is necessary.

This annex is in accordance with existing federal, state and local statutes and understandings of the various departments and agencies involved. It has been concurred by the City of Coppell and the Texas Department of Public Safety's (DPS) Division of Emergency Management (TX DEM). All recipients of this annex are requested to advise Coppell Fire Dept--Division of Emergency Management (CFD DEM) as to any changes that might result in its improvement or increase its usefulness.

This annex will be reviewed and maintained by the Community Information Officer.



Sharon Logan, Community Information Officer

December 2, 2009
Date

ANNEX I

PUBLIC INFORMATION

I. AUTHORITY

- A. See Section I of the Basic Plan for general authorities.
- B. Texas Local Government Code, Chapter 203 (Management and Preservation of Records).

II. PURPOSE

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

III. EXPLANATION OF TERMS

A. Acronyms

CFD DEM	Coppell Fire Dept—Division of Emergency Management
CIO	Community Information Officer
EAS	Emergency Alert System
EMC	Emergency Management Coordinator
EOC	Emergency Operations Center
IC	Incident Command/Commander
ICP	Incident Command Post
JFO	Joint Field Office
JIC	Joint Information Center
JIS	Joint Information System
LWP	Local Warning Point
PIO	Public Information Officer
TV	Television

B. Definitions

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

IV. SITUATION & ASSUMPTIONS

A. Situation

1. The city faces a number of hazards which may cause emergency situations; see Section IV of the Basic Plan for a summary of those hazards and their possible impact.
2. During emergencies, the public needs timely, accurate information on the emergency situation and appropriate instructions regarding protective actions that should be taken to minimize injuries, loss of life and damage to property.
3. For some slowly developing emergency situations (such as river flooding or hurricanes), there may be several days for local government and the media to provide detailed information about the hazard and what citizens should do.
4. For other emergency situations, there may be no warning, leaving the public information system unable to react rapidly enough to properly inform the public about the hazard and what to do about it. For this reason, it is important that the public be advised of likely hazards and what protective measures should be taken to lessen the effect of an emergency and/or disaster.

B. Assumptions

1. An effective program combining both education and emergency information can significantly reduce loss of life and property. However, many people are unconcerned about hazards until they may be affected and will not participate in or retain pre-emergency education; therefore, special emphasis must be placed on the delivery of emergency information during emergencies and disasters.
2. Local media will cooperate in disseminating warning and emergency public information during emergency situations and may participate in pre-disaster awareness programs and other disaster education activities.
3. Some emergency situations may generate substantial media interest and draw both local media and media from outside the local area, overwhelming the available emergency community information staff.

V. CONCEPT OF OPERATIONS

A. General

1. Pursuant to the National Incident Management System (NIMS) operating principles and protocols, public information efforts should generally focus on specific event-related information. This information will generally be of an instructional nature focusing on such things as warning, evacuation, and shelter. Appendix 2 describes some basic emergency information needs.
2. A special effort should be made to keep the public informed of the general progress of events. Reporting positive information regarding emergency response will help to

reassure the community that the situation is under control. Rumor control must be a major aspect of the informational program. Public feedback should be used as a measure of the program's effectiveness.

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

B. Information Dissemination

1. In the initial stages of an emergency situation, the Local Warning Point may have to take action on time-sensitive hazards. Within the limits of the authority delegated to it, the Local Warning Point (LWP), located at the Coppell Police Department will determine if a warning needs to be issued, formulate a warning if necessary, and disseminate it. Pre-scripted emergency messages have been prepared for likely hazards and are included in Annex A, Warning. A list of these messages is provided in Appendix 5. These pre-scripted messages may be used as written or tailored as needed for specific circumstances.
2. As Emergency Alert System (EAS) messages are limited to two minutes, EAS warning messages may have to be supplemented with Special News Advisories prepared by the CIO staff that contains amplifying emergency information. Special News Advisories are generally disseminated to media outlets by fax.
 - a. Broadcasters and cable companies must carry national security warnings and messages initiated by the President; they may broadcast alerts and messages initiated by state and local governments. The Federal Communications Commission encourages licensees to broadcast local warning and instruction messages, but the final decision on broadcasting such messages rests with the broadcasters.
 - b. Broadcasters and cable operators will expect EAS to be used for life-threatening emergencies.
3. When the Incident Command System is activated for an emergency situation, the Incident Commander will normally warn the public in and around the incident site. A designated PIO at the Incident Command Post (ICP), assisted by the city CIO staff if necessary, will normally provide information on the emergency situation to the media if the EOC has not been activated. All information relayed to the media by the PIO will be approved by the IC and the Mayor, regardless of the command structure – single or unified.
4. Once the EOC has been activated for an emergency situation, the EOC Supervisor will normally determine the need for additional warning and instructions. The CIO staff will formulate additional warning messages and public instructions, using the sample messages contained in Annex A as a basis, where appropriate. The LWP will normally execute such warnings by activating the warning system, including transmitting EAS messages to broadcasters. The CIO staff will disseminate Special News Advisories and other emergency public information materials to the media directly using its contact list.

5. In the case of large-scale emergencies or disasters where there are substantial external responders from other jurisdictions and/or state or federal agencies and the response and recovery effort may continue for an extended period, a Joint Information Center (JIC) may be established. The JIC, an element of the Joint Information System (JIS) developed to provide information to the public during an emergency, is a working facility where the emergency public efforts of all participating jurisdictions, agencies, volunteer organizations, and other responders can be coordinated to ensure consistency and accuracy. In federally declared incidents, a JIC will typically be set up as part of the Joint Field Office (JFO).
6. The following means will be used to provide emergency information and instructions to the public:
 - a. EAS broadcasts by radio, television, and cable companies.
 - b. Special news broadcasts by radio, television, and cable companies.
 - c. Local newspapers.
 - d. CiTV—Government cable access channel (Time Warner Ch. 16, Verizon FiOS Ch. 32)
 - e. Connect-CTY Mass Notification System.
 - f. Mobile units with public address systems.
 - g. Recorded information on the City's 24-hour telephone information line (972/304-3542, message #302)
 - h. City Internet Site—www.ci.coppell.tx.us or www.coppelltx.gov

C. Providing Emergency Information to Special Populations

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

1. Visually-impaired: EAS messages and news advisories on radio, NOAA Weather Radio, or by door-to-door notification
2. Hearing-impaired: Captioned EAS messages and news advisories on television, print media
3. Non-English Speakers: Language appropriate messages on radio and/or TV, NOAA Weather Radio, route alerting, door-to-door notification, and via multi-language telephone notification.

D. Resources

The CIO shall maintain a Media Roster that contains the names, telephone and facsimile numbers, and E-mail addresses of the media resources. See Appendix 1.

E. Phases of Management

1. Mitigation
 - a. Conduct hazard awareness programs.
 - b. Develop systems to enhance information dissemination during emergency situations.
2. Preparedness
 - a. Develop and distribute educational materials; conduct public education programs.
 - b. In coordination with the EMC, prepare pre-scripted warning and public instruction messages for known hazards. See Appendix 5 to this annex for a list of those messages included in Annex A, Warning, and Appendix to Annex I, Attachments A2 through A9.
 - c. Brief local media on local warning systems and coordinate procedures for transmitting emergency information to media.
 - d. Conduct public education on warning systems and the actions that should be taken for various types of warnings.
 - e. Train community information staff.
 - f. Brief local officials and emergency responders on working with the media. See Appendix 3.
 - g. Maintain this annex.
 - h. Identify suitable facilities for a Joint Information Center.
3. Response
 - a. Develop, obtain authorization, and release public information on the emergency situation.
 - b. Conduct media monitoring to determine the need to clarify issues and distribute updated public instructions.
 - c. Manage rumor control.
 - d. Conduct news conferences and arrange interviews as needed.

4. Recovery
 - a. Provide public information relating to recovery process and programs.
 - b. Compile record of events.
 - c. Assess effectiveness of public information and education program.

VI. ORGANIZATION & ASSIGNMENT OF RESPONSIBILITIES
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A. General

1. The overall responsibility for providing emergency information and instructions to the public rests with the Mayor.
2. The Mayor shall provide general guidance for Public Information programs and appoint a Community Information Officer (CIO).
3. The CIO will manage and coordinate all emergency public information related activities and direct such staff as may be assigned or recruited to assist in those activities.
4. Trained public information specialists will staff CIO positions at the Incident Command Post and in the EOC.

B. Task Assignments

1. The Mayor will:
 - a. Appoint a Community Information Officer.
 - b. Ensure that the jurisdiction has implemented and institutionalized processes and procedures to coordinate and integrate public information functions including the development of a public education program for emergency situations.
 - c. Authorize release of all IC approved incident information to the media.
 - d. Ensure that a Joint Information Center (JIC) is activated when warranted by the incident.
2. The Community Information Officer will:
 - a. Represent and advise the IC on all public information matters relating to the management of the incident.
 - b. Ensure the IC approves the release of all incident-related information.
 - c. Coordinate and integrate public information functions across jurisdictions and functional agencies as required.

- d. Develop accurate and complete information on the incident for both internal and external consumption.
- e. Coordinate the overall emergency public information efforts of local government.
- f. Serve as the official city representative in the JIC.
- g. Conduct public education programs as an ongoing activity.
- h. Develop and disseminate public information materials and maintain a stock of materials for emergency use based on hazards likely to confront the jurisdiction. Such materials should include:
 - 1) General materials dealing with the nature of hazards and basic protective actions to take in the event of an emergency, including shelter-in-place and evacuation.
 - 2) Hazard specific instructions on “where to go and what to do” in an emergency.
 - 3) Information on how emergency warnings are disseminated and the meaning of warning signals.
- i. In coordination with the Police Chief and the EMC, develop pre-scripted warning messages for known hazards for use by the local warning point and the EOC.
- j. Develop methods (i.e., newspaper supplements, prepared TV/radio scripts for broadcast stations) for distribution of EPI materials to the public, to include materials for non-English speaking groups, if appropriate.
- k. In cooperation with the EMC, coordinate with broadcasters (radio and television stations and cable television companies) to develop procedures for local government to disseminate warning messages and emergency information through the broadcast media.
- l. Authenticate sources of information, verify for accuracy, and obtain authorization before issuing news releases.
- m. Provide authorized news releases to the media while keeping the Mayor informed of message content.
- n. Monitor media coverage of emergency operations for accuracy of reports and issue corrections where necessary.
- o. Take action to control rumors.
- p. Brief potential Incident Commanders, department heads and key staff, and the EOC staff on basic public information needs, working with the media, and media access during emergency operations. See Appendices 2, 3 and 4 for further information on these subjects.

- q. Maintain a media briefing area.
 - r. Periodically brief the media on local warning systems and warning procedures.
 - s. Maintain a Media Contact Roster.
 - t. Compile printed and photographic documentation of the emergency/disaster.
 - u. Develop public information emergency checklists for known hazards. See Appendix 6.
 - v. Anticipate and be prepared to handle unscheduled inquiries from the media and the public.
 - w. Train a group of government employees and/or volunteers to staff PIO positions at the Incident Command Post and in the EOC.
3. The EMC will:
- a. Advise the Mayor on when to disseminate emergency instructions to the public.
 - b. Coordinate with the CIO in the development of pre-scripted emergency messages.
 - c. Work with the CIO in public education activities relating to emergency management.
 - d. Identify concerns raised by the public, rumors, and other issues involving citizens to the CIO so they may be addressed in public information activities.
4. All local government departments and agencies will:
- a. Refer media inquiries during emergency situations to the CIO.
 - b. Assist the CIO in responding to requests for information from the public or the media.
5. Media companies are expected to:
- a. Disseminate warning messages and special news advisories provided by local government to the public as rapidly as possible.
 - b. Participate in periodic tests of the EAS and other warning systems.
 - c. Provide coverage of emergency management activities.
 - d. Work with CIO and EMC on public educational programs relating to emergencies.
 - e. Check accuracy of information on emergency operations with the CIO or EMC.

VII. DIRECTION & CONTROL

A. General

1. The Mayor has overall responsibility for the emergency public information program, shall provide general guidance for emergency-related public education and information activities, shall appoint a CIO, and in conjunction with the IC, approve all information released to the news media.
2. The CIO shall direct all emergency public information activities, coordinating as necessary with other individuals, departments, and agencies performing other emergency functions.
3. To the extent possible, the CIO shall release, upon approval, all information to the public and the media during emergency operations. During emergency operations, departments and agencies shall refer media inquiries to the CIO.

B. Line of Succession

1. The lines of succession for the Mayor and the EMC are outlined in Section VII of the Basic Plan.
2. The line of succession for the community information officer is:
 - a) Community Information Officer
 - b) Fire Chief
 - c) Police CID Administrative Technician

VIII. READINESS CONDITIONS

A. Readiness Condition 4: Normal Conditions

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

B. Readiness Condition 3: Increased Readiness

1. Monitor the situation.
2. Check and update Media Contact Roster.
3. Alert media of the increased threat so they are aware of the situation and are prepared to disseminate warnings and public instructions if necessary.

C. Readiness Condition 2: High Readiness

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

3. Alert personnel for possible emergency operations; identify personnel for increased staffing during primary vulnerability period.
4. Determine requirements for additional pre-emergency public information and instructions and produce and disseminate those materials.
5. Consider placing community information personnel on shifts to provide for increased situation monitoring and to conduct additional public information planning.

D. Readiness Condition 1: Maximum Readiness

1. Monitor the situation.
2. Update warning messages as necessary.
3. Update public information materials based on current threat and disseminate.
4. Provide information to the media on local readiness activities.
5. Place selected off-duty personnel on standby to increase staffing if necessary.
6. Staff community information positions in the EOC or at the ICP when activated.

IX. ADMINISTRATION & SUPPORT

A. Media Contact Roster

The CIO shall maintain a contact roster for the media organizations that are involved in local emergency management programs.

B. Records

1. The CIO shall maintain a file of all news advisories and press releases issued during emergency operations.
2. The CIO shall also compile and maintain copies of newspaper articles, videotapes of emergency operations and news broadcasts relating to an emergency, and other media materials distributed for use in post-incident analysis and future training activities.

C. Educational Programs

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

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

D. Training

Members of the community information staff, for whom public information is not their primary daily work should attend public information training, preferably training focusing on emergency public information activities.

X. ANNEX DEVELOPMENT & MAINTENANCE

- A. Development.** The CIO is responsible for developing and maintaining this annex.
- B. Maintenance.** This annex will be reviewed annually and updated in accordance with the schedule outlined in Section X of the Basic Plan.
- C. Operating Procedures.** The CIO is responsible for developing and maintaining SOPs covering recurring public information tasks.

XI. REFERENCES

- A.** FEMA, *FEMA Publications Catalog*
- B.** FEMA, *Guide to All-Hazard Emergency Operations Planning (SLG-101)*
- C.** FEMA web site: www.fema.gov
- D.** American Red Cross web site: www.redcross.org
- E.** Department of Homeland Security, *National Incident Management System*

APPENDICES

Appendix 1 Media Contact Roster
Appendix 2 Public Information Needs
Appendix 3 Working With the Media
Appendix 4 Media Access & Identification
Appendix 5 List of Pre-scripted Emergency Messages
 Tab A Flood Evacuation Message
 Tab B Road Closure Message
 Tab C HAZMAT Message - Advisory
 Tab D HAZMAT Message – General Evacuation
 Tab E HAZMAT Message – Localized Evacuation
 Tab F HAZMAT Message – School Evacuation
 Tab G HAZMAT Message – Shelter In Place
 Tab H Donations Press Release
Appendix 6 Public Information Checklists
 Tab A Public Information Checklist for Flooding
 Tab B Public Information Checklist for Hazmat Incident
 Tab C Public Information Checklist for Hurricanes

MEDIA CONTACT ROSTER

Type	Channel / Station	Telephone	Newsroom Fax	Newsroom Email
Television	KDFW FOX—Ch. 4 Dallas Ft. Worth Carrollton (MetroNorth News Bureau)	(214) 720-4444 <i>(Dallas Main #)</i> (214) 720-3155 <i>(Dallas Newsroom)</i> (214) 720-4413 <i>(Dallas After Hours)</i> (817) 336-8119 <i>(Ft. Worth Main #)</i> (972)-422-4444 <i>(Carrollton Main #)</i>	(214) 720-3263 <i>(Dallas)</i> (817)336-8143 <i>(FTW)</i> (972) 422-4444 <i>(MetroN)</i>	kdfw@foxinc.com <i>(Dallas)</i> fox4fortworth@foxinc.com <i>(FTW)</i> metronorth@foxinc.com <i>(MetroN)</i>
	KXAS NBC—Ch. 5 Ft. Worth	(800) 232-5927 <i>(Main #)</i> (817) 654-6300 <i>(After Hours)</i> (800) 654-5927 <i>(News Desk)</i>	(817) 654-6325	Assignment.desk@nbcuni.com
	WFAA ABC—Ch. 8 Dallas Ft. Worth Collin County	(214) 748-9631 <i>(Main #)</i> (214) 977-6213 <i>(After Hours)</i> (214) 977-6155 <i>(Breaking News)</i>	(214) 977-6585 <i>(Dallas)</i>	News8@wfaa.com
	KTVT CBS—Ch. 11 Ft. Worth Dallas Bureau	(817) 451-1111 <i>(Main # FTW)</i> (817) 496-7711 <i>(FTW News Desk)</i> (214) 739-1199 <i>(Dallas News Desk)</i>	(817) 496-7739 <i>(FTW Fax)</i> (214) 696-9011 <i>(Dal Fax)</i>	news@ktvt.com
	KTXA (KTXA 21) <i>(KTVT Affiliate)</i> Ft. Worth	(817) 451-1111 (972) 263-2199 <i>(Metro)</i>	(214) 743-2150	
	KXTX (Telemundo 39) (Spanish)	(214) 521-3900 <i>(Main #)</i> (214) 263-3933 <i>(Metro)</i>	(214) 303-5034	Noticero39@telemundo.com
PEG Cable TV	CiTV Time Warner 16 Verizon FiOS 32	(972) 304-7065 (972) 304-3669 (469) 576-7702	(972) 304-3673	slogan@ci.coppell.tx.us alamberth@ci.coppell.tx.us
Radio	KLIF AM 570 <i>Cumulus Broadcasting (Dallas)</i>	(214) 526-2400 <i>(Main #)</i> (214) 520-4321 <i>(After Hours)</i>	(214) 520-4343	klif@klif.com fristinitiallastname@dfwradio.com <i>(for individuals)</i>
	WBAP AM 820 <i>Citadel Broadcasting (Arlington)</i>	(817) 695-1820 (817) 695-0032 <i>(After Hours)</i>	(817) 695-0018	Firstname.lastname@citcomm.com
	KRLD AM 1080 <i>CBS Radio (Dallas)</i> <i>KRLD FM 105.3</i>	(214) 525-7400 <i>(Metro)</i>	(214) 525-7375	krldeditor@cbs.com fristinitiallastname@cbsradio.com <i>(for individuals)</i>
	KVIL FM 103.7 <i>CBS Radio (Dallas)</i>	(214) 525-7000	(214) 525-7150	firstname@kvil.com <i>(for individuals)</i>
	KDMX FM 102.9 <i>(Dallas)</i> <i>Clear Channel Communications</i>	(214) 866-8000 <i>(Main #)</i>	(214) 866-8008	
	KZPS FM 92.5 <i>(Dallas)</i> <i>Clear Channel Communications</i>	(214) 866-8000	(214) 866-8008	
	KLUV FM 98.7 <i>CBS Radio (Dallas)</i>	(214) 526-9870 <i>(Main #)</i>	(214) 525-7148	Firstname.lastname@CBSradio.com <i>(for individuals)</i>
	KPLX FM 99.5 <i>Cumulus Broadcasting (Dallas)</i>	(214) 526-2400 <i>(Main #)</i> (972) 263-4141 <i>(Metro)</i>	(214) 520-4343	Firstinitial.lastname@cumulus.com
Print	Coppell Citizens Advocate	(972) 462-8192	(972) 304-0203	Citizensadvocate2000@yahoo.com
	Coppell Gazette	(972) 628-4080 <i>(Main #)</i>	(469) 374-9767	jkipatrick@acnpapers.com fristinitiallastname@acnpapers.com
	Dallas Morning News	(214) 977-8222 (214) 977-8415		bformby@dallasnews.com

PUBLIC INFORMATION NEEDS

1. Background

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

2. Information Needs

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

A. What Happened

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

B. Current Response Actions

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

C. Known Damages

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

D. Casualties

- 1) Number dead and apparent cause

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

E. Evacuations

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

F. Shelter & Mass Care

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

G. Status of Utilities

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

H. Road and Facility Closures

I. Organizations Responding

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

J. Means of contacting evacuees

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

- L. For ongoing emergency situations, planned response activities
- M. In the recovery phase:
 - 1) Disaster assistance programs available
 - 2) How to apply for disaster assistance

3. Collection and Dissemination of Information

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

- A. Where an Incident Command Post has been established and a qualified community information staff member is at the scene, that individual may provide information directly to the media if the EOC is not activated. If no qualified community information staff member is present at the scene, the Incident Commander or a member of his staff should pass situation information to the CIO for release to the media.
- B. Where an Incident Command Post has been established and the EOC has been activated, information from the incident scene will normally be passed to the CIO at the EOC. The CIO will utilize reports from the scene and other available pertinent information to brief the media and prepare news advisories for release to the media.
- C. The Shelter and Mass Care Officer is responsible for collecting information on shelter and mass care activities and providing that information to the CIO.
- D. The Energy and Utilities representative in the EOC is responsible for obtaining information on the status of utilities and providing it to the CIO.
- E. Law Enforcement and Public Works/Engineering are responsible for obtaining information on road closures and facility closures and providing it to the CIO.
- F. The CIO is responsible for collection of information from the Incident Commander, the EOC staff, and other sources and agencies. The CIO staff is responsible for preparation of news releases, for the dissemination of information directly to the news media, and, where appropriate, for making arrangements for announcements directly to the public via radio and/or television hookups.
- G. Hospitals are responsible for dissemination of information concerning casualties and deaths. They generally have policies restricting the release of detailed information without permission of patients or their families. This information that they choose to release will normally be disseminated directly to the news media. The CIO should request that the EOC be provided copies of any information released to the media.

WORKING WITH THE MEDIA

1. What to do when working with the media:

- A. Identify your spokesperson beforehand.
- B. Have a number the media know to call when they need information.
- C. Make certain the person answering the phones knows to whom to direct media calls.
- D. Get all the information you can from those in charge before you talk with the media.
- E. Write out the answers to these questions for **your** use:
 - 1) What happened?
 - 2) When did it happen?
 - 3) Where did it happen?
 - 4) Why did this happen?
 - 5) Who's responsible, involved, injured?
 - 6) How many were hurt or killed? What are their names/ages/addresses?
 - 7) Can I shoot video/take photos? How close can I get?
 - 8) Who can I talk to?
 - 9) What is your agency doing about it?

2. When you talk with the media:

- A. Tell the truth and if related to the incident, ensure the IC has approved the information.
- B. Be courteous and don't play favorites.
- C. Avoid "off the record" remarks.
- D. Never say anything you would not want to see printed or broadcast.
- E. Stay on top of the interview by listening to the reporter's questions.
- F. Don't accept the reporter's definitions of what happened.
- G. Pause, think; ask for more time if you need it.
- H. Respond only to the question you've been asked. Don't speculate.
- I. Stick to the core message

MEDIA ACCESS & IDENTIFICATION

1. Media Access

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

- A. The Incident Commander or his designated representative will allow media such access to the incident scene as is consistent with safety and does not disrupt critical operations.
- B. The EMC, in coordination with the CIO, shall establish rules for media access to the EOC. When the EOC is activated, representatives of news media may be provided access to those areas of the EOC designated by the EMC. As a general rule, press briefings will not be conducted in the EOC because they can disrupt on-going EOC operations; briefings will normally be conducted in the press area of the EOC. Photo shoots and interviews may be conducted in the EOC, but these should be scheduled so as to minimize disruption.
- C. Hospitals establish their own rules of access for news media representatives and these may vary for individual circumstances. For emergency situations where there have been substantial casualties, it may be desirable for hospitals to provide a pressroom or other designated area with access to telephones for the use of news media representatives.
- D. When incident scenes are on private property, the property owner may establish and enforce policies with regard to access by the media and other persons who are not emergency responders.

2. Media Identification

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

- A. A media company identification card with photo that identifies them as a media representative, unless there is reason to believe that the identification is not genuine.
- B. Texas Department of Public Safety Press identification card.

LIST OF PRE-SCRIPTED EMERGENCY MESSAGES
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The following pre-scripted emergency messages have been prepared and are included in Annex A, Warning:

1. Warning – General Incident
2. Warning – Road/Facility Closure
3. Warning – Shelter-in-Place
4. Special News Advisory – Pre-Evacuation
5. Warning – Urgent Evacuation
6. Warning – Deliberate Evacuation
7. Special News Advisory – Supplemental Evacuation Information
8. Special News Advisory – Schools & Public Facility Status

The following pre-scripted emergency messages have been prepared and are included in Annex I, Appendix 5:

Tab A	Flood Evacuation Message
Tab B	Road Closure Message
Tab C	HAZMAT Message - Advisory
Tab D	HAZMAT Message - General Evacuation
Tab E	HAZMAT Message - Localized Evacuation
Tab F	HAZMAT Message - School Evacuation
Tab G	HAZMAT Message - Shelter in Place
Tab H	Donations Press Release

FLOOD EVACUATION MESSAGE

FOR IMMEDIATE RELEASE

THE FLOODING SITUATION CONTINUES IN PARTS OF _____ (GIVE LOCATION)
AND MAY WORSEN. FOR YOUR SAFETY, YOU SHOULD LEAVE THE AREA AS SOON AS
POSSIBLE BY WAY OF _____

(GIVE BOUNDARIES OF LOCAL AREA AND EVACUATION ROUTES).

**DO NOT DRIVE INTO WATER!
DO NOT DRIVE AROUND BARRICADES!**

IF YOU CANNOT STAY WITH RELATIVES OR FRIENDS OUTSIDE OF THE EVACUATION
AREA, GO TO (ONE OF) THE RED CROSS SHELTER (S) AT:

(GIVE LOCATION)

BE SURE TO TAKE ESSENTIAL ITEMS — MEDICINE, SPECIAL FOODS, PERSONAL ITEMS,
BABY SUPPLIES, CLOTHING, MONEY, AND VALUABLE PAPERS — BUT DO NOT OVERLOAD
YOUR CAR. SECURE YOUR HOME BEFORE YOU LEAVE. BE SURE TO CHECK ON ANY
NEIGHBORS WHO MAY NEED ASSISTANCE.

PETS WILL NOT BE ALLOWED INTO RED CROSS SHELTERS. IF YOU CANNOT MAKE
ARRANGEMENTS FOR SOMEONE OUTSIDE THE EVACUATION AREA TO TAKE CARE OF
YOUR PET, _____ (GIVE INSTRUCTIONS). DO NOT ALLOW
YOUR PET TO RUN LOOSE. IF YOU CANNOT MAKE ARRANGEMENTS FOR YOUR LARGE
ANIMALS, _____ (GIVE INSTRUCTIONS).

IF YOU HAVE NO TRANSPORTATION OR PHYSICALLY UNABLE TO EVACUATE ON YOUR
OWN, ASK A NEIGHBOR TO ASSIST YOU OR CALL 9-1-1. OTHERWISE, PLEASE DO NOT
USE YOUR TELEPHONE EXCEPT TO REPORT AN EMERGENCY.

** CONTINUED ON NEXT PAGE **

I REPEAT, IF YOU LIVE IN THE AREA OF _____ (GIVE LOCATION),
YOU ARE REQUESTED TO EVACUATE FOR YOUR OWN SAFETY. ADDITIONAL
INFORMATION AND INSTRUCTIONS WILL BE RELEASED AS CONDITIONS WARRANT.

THANK YOU FOR YOUR COOPERATION AND YOUR COURTESY TO OTHERS.

XXXX

ROAD CLOSURE MESSAGE

FOR IMMEDIATE RELEASE

THE RECENT STORM HAS CAUSED SEVERE/MODERATE FLOODING IN SEVERAL/MANY AREAS IN THE CITY OF COPPELL.

AS OF _____ (DAY & DATE) THE FOLLOWING STREETS HAVE BEEN CLOSED BY THE COPPELL POLICE DEPARTMENT:

Street Closures
1.
2.
3.
4.
5.
6.
7.
8.

DO NOT DRIVE INTO WATER!
DO NOT DRIVE AROUND BARRICADES!
PLEASE AVOID THESE ROADS/STREETS.

IF TRAVELING, USE ALTERNATE ROUTES SUCH AS:

Alternate Routes
1.
2.
3.
4.
5.
6.
7.
8.

AGAIN, THOSE STREETS THAT HAVE BEEN CLOSED ARE:
(REPEAT STREET CLOSURE INFORMATION FROM ABOVE)

MORE STREET CLOSURE INFORMATION WILL BE RELEASED AS IT BECOMES AVAILABLE.

XXXX

HAZMAT MESSAGE - ADVISORY

FOR IMMEDIATE RELEASE

THE FOLLOWING MESSAGE HAS BEEN RELEASED FOR PERSONS LIVING, WORKING OR VISITING PLACES LOCATED NEAR _____ (SPECIFY LOCATION)

AN UNIDENTIFIED SUBSTANCE, THAT MAY BE HAZARDOUS, HAS BEEN SPILLED / RELEASED AT _____ (SPECIFY LOCATION)

IF POSSIBLE, PLEASE AVOID THE AREA WHILE EMERGENCY CREWS RESPOND TO THE INCIDENT. THE BEST ALTERNATE ROUTES AROUND THE INCIDENT ARE:

- _____ (SPECIFY ROUTE)
- _____ (SPECIFY ROUTE)
- _____ (SPECIFY ROUTE)
- _____ (SPECIFY ROUTE)

IF YOU ARE ALREADY IN THE AREA, PLEASE BE PATIENT AND FOLLOW THE DIRECTIONS OF FIRE OR POLICE PERSONNEL. FIRE PERSONNEL ARE EVALUATING THE SUBSTANCE AND FURTHER INFORMATION WILL BE RELEASED AS SOON AS POSSIBLE. THANK YOU FOR YOUR COOPERATION.

XXXX

HAZMAT MESSAGE – GENERAL EVACUATION

FOR IMMEDIATE RELEASE

THE MAYOR HAS DECLARED AN EMERGENCY CONDITION AT:

AND RECOMMENDS EVACUATION OF ALL PERSONS WITHIN A _____ MILE RADIUS OF THIS LOCATION. THIS EVACUATION AFFECTS PERSONS LIVING IN THE FOLLOWING AREAS:

EVACUATE USING THE FOLLOWING ROUTES AND KEEPING CLEAR OF THE HAZARD AREAS:

IF YOU NEED SHELTER, PLEASE REPORT TO THE MASS CARE FACILITY AT THE FOLLOWING LOCATION(S):

IF YOU HAVE HOUSEBOUND PERSONS OR INVALIDS IN YOUR HOME AN REQUIRE ASSISTANCE MOVING THEM, ASK A NEIGHBOR TO HELP YOU OR CALL 9-1-1. PLEASE CHECK ON PERSONS MAY LIVE ALONE IN YOUR NEIGHBORHOOD. IF THEY HAVE NO WAY OF PROVIDING THEIR OWN TRANSPORTATION, PLEASE ASSIST THEM IF POSSIBLE.

**** CONTINUED ON NEXT PAGE ****

EVACUATING PERSONS SHOULD PREPARE TO SPEND A MINIMUM OF ____DAYS(S) AWAY FROM HOME AND SHOULD HAVE SUFFICIENT CLOTHING, SLEEPING BAGS / BLANKETS, PERSONAL CARE ITEMS AND PRESCRIPTION DRUGS. PERSONS EVACUATING TO MASS CARE CENTERS WILL BE PROVIDED WITH FOOD AND SANITARY FACILITIES.

PETS MAY ACCOMPANY THEIR OWNERS, BUT WILL NOT BE ALLOWED INSIDE THE MASS CARE FACILITIES. THE CARE AND FEEDING OF PETS IS THE RESPONSIBILITY OF THE OWNER.

PRIOR TO LEAVING, REMEMBER TO SECURE YOUR HOME AND PROPERTY, TURN OFF ALL LIGHTS AND ELECTRICAL APPLIANCES, TURN DOWN ANY HEATING SYSTEMS OR AIR CONDITIONING SYSTEMS.

PROCEED CALMLY TO YOUR DESTINATION, OBEYING ALL TRAFFIC LAWS AND DRIVING CAREFULLY.

PLEASE OBEY THE POLICE DIRECTING TRAFFIC ALONG THE EVACUATION ROUTES. AGAIN, THE MAYOR IS RECOMMENDING THE EVACUATION OF ALL PERSONS LIVING WITHIN A ____MILE RADIUS OF:

FOR FURTHER INFORMATION, PLEASE STAY TUNED TO THIS STATION.

XXXX

HAZMAT MESSAGE – LOCALIZED EVACUATION

FOR IMMEDIATE RELEASE

A SMALL AMOUNT OF _____, A HAZARDOUS SUBSTANCE, HAS BEEN SPILLED/RELEASED AT _____ .

AUTHORITIES HAVE ASKED RESIDENTS WITHIN THE IMMEDIATE _____ BLOCK AREA TO EVACUATE.

FOR YOUR SAFETY AND TO ASSIST THE RESPONDERS, PLEASE AVOID THE AREA IF AT ALL POSSIBLE. STREETS ARE BLOCKED AND TRAFFIC IS RESTRICTED/DIVERTED.

PLEASE USE THE FOLLOWING ALTERNATE ROUTES:

THE MATERIAL IS SLIGHTLY / HIGHLY TOXIC TO HUMANS AND CAN CAUSE THE FOLLOWING SYMPTOMS:

IF YOU THINK YOU MAY HAVE COME IN CONTACT WITH THIS MATERIAL, YOU SHOULD:

(GIVE HEALTH INSTRUCTIONS & HOTLINE NUMBER, IF AVAILABLE)

IF YOU ARE NEAR THE SPILL/RELEASE AREA, PLEASE FOLLOW DIRECTIONS OF ON-SCENE FIRE AND POLICE PERSONNEL.

THANK YOU FOR YOUR COOPERATION.

XXXX

HAZMAT MESSAGE – SCHOOL EVACUATION

FOR IMMEDIATE RELEASE

THIS MESSAGE IS FOR PARENTS ABOUT THE EVACUATION OF A SCHOOL(S) THAT IS (ARE) APPROXIMATELY _____ MILE FROM A HAZARDOUS SPILL/RELEASE AT

CHILDREN ATTENDING SCHOOLS WITHIN THE RISK AREA WILL BE BUSED TO THE FOLLOWING HOST SCHOOLS WHERE THEY CAN BE PICKED UP. PARENTS ARE TO MEET THEIR CHILDREN AT DESIGNATED HOST SCHOOLS.

DO NOT REPORT TO YOUR CHILDREN'S SCHOOL.

CHILDREN WHO NORMALLY RIDE THE BUS WILL BE BUSED FROM THE HOST SCHOOL.

EVACUATED SCHOOL (S)	HOST SCHOOL (S)

PARENTS ARE URGED NOT TO TELEPHONE OR GO TO THE SCHOOL THEIR CHILDREN ATTEND. THIS WILL ONLY CREATE CONFUSION AND PUT THE PARENT IN HARM'S WAY. MEET YOUR CHILDREN AT THE ASSIGNED HOST SCHOOLS.

I REPEAT, PARENTS ARE URGED NOT TO TELEPHONE OR GO TO THE SCHOOL THEIR CHILDREN ATTEND, BUT TO MEET THEIR CHILDREN AT ASSIGNED HOST SCHOOLS.

FOR MORE INFORMATION, PLEASE REFER TO THE SCHOOL PUBLIC INFORMATION PREVIOUSLY PROVIDED TO YOU.

XXXX

HAZMAT MESSAGE – SHELTER IN PLACE**FOR IMMEDIATE RELEASE**

EMERGENCY CONDITIONS EXIST AT _____ AND
AUTHORITIES RECOMMEND SHELTER IN PLACE PROTECTIVE ACTIONS FOR ALL
PERSONS LIVING, WORKING OR TRAVELING WITHIN A ____ MILE RADIUS OF THIS
LOCATION.

THESE SHELTER IN PLACE PROTECTIVE ACTIONS ARE FOR PERSONS LIVING IN THE
FOLLOWING AREA:

(REPEAT THE LIST OF AFFECTED AREAS ONE TIME AND THEN CONTINUE THE MESSAGE)

PERSONS TRAVELING TO HOME OR WORK SHOULD PROCEED TO THEIR DESTINATION
IN AN ORDERLY FASHION, OBEYING ALL TRAFFIC REGULATIONS. NON-RESIDENTS
TRAVELING IN MOTOR VEHICLES SHOULD LEAVE THE AREA IN AN ORDERLY FASHION.

ALL PERSONS TRAVELING IN THE AREA IN MOTOR VEHICLES SHOULD ROLL UP
WINDOWS, CLOSE AIR VENTS, AND TURN OFF AIR CONDITIONERS. IF IN AN
AUTOMOBILE, OR WHEN SHELTERING IS NOT IMMEDIATELY AVAILABLE, IMPROVISED
RESPIRATORY PROTECTION MAY BE TAKEN. PLACE A HANDKERCHIEF, TOWEL, OR
OTHER SIMILAR ITEM SNUGLY OVER THE NOSE AND MOUTH UNTIL YOU REACH AN
INDOOR LOCATION.

PERSONS WHO HAVE TAKEN SHELTER SHOULD OBSERVE THE FOLLOWING
PROCEDURES:

1. CLOSE ALL WINDOWS AND DOORS.
2. TURN OFF / DISCONNECT AIR CONDITIONERS OR FANS THAT DRAW AIR INSIDE.
USE CEILING FANS TO MAINTAIN AIRFLOW WITHIN THE HOME.
3. TURN OFF CENTRAL AIR OR HEAT OR FANS THAT DRAW AIR INTO THE HOME TO
MINIMIZE THE INTAKE OF EXTERNAL AIR.
4. KEEP PETS INSIDE AND BRING FARM ANIMALS INTO OR UNDER COVERED
FACILITIES.

**** CONTINUED ON NEXT PAGE ****

YOU ARE ASKED NOT TO:

1. TELEPHONE OR GO TO YOUR CHILDREN'S SCHOOL. IF THEY ARE IN AN AFFECTED AREA, THEY ARE IN A COVERED PROTECTED ENVIRONMENT AND WILL BE RELEASED WHEN IT IS SAFE TO DO SO. CHILDREN WHO NORMALLY RIDE THE BUS WILL BE BUSED WHEN IT IS SAFE TO DO SO.
2. TELEPHONE CITY, COUNT, STATE OR FEDERAL OFFICIALS. THEY WILL KEEP YOU INFORMED OF THE SITUTATION THROUGH THIS STATION. DO NOT USE THE TELEPHONE EXEPT FOR MEDICAL EMERGENCIES.

XXXX

DONATIONS PRESS RELEASE

FOR IMMEDIATE RELEASE

For more information, contact: *Coppell Community Information Officer*

We are receiving numerous inquiries regarding the *[NAME OF DISASTER]*. The calls primarily involve citizens who want to offer assistance or make donations to the *[NAME OF DISASTER]* victims. It is important that such good intentions do not create a disaster within a disaster. People wanting to offer assistance should do so in an effective manner.

Individuals or organizations that want to provide assistance to victims should contact local disaster relief organizations such as the American Red Cross, the Salvation Army, the Texas Baptist Men feeding organization, the Adventist Community Services, etc. These organizations are listed in the telephone book under "Social Service Organizations."

Cash is the best contribution since items can be purchased within the affected areas to meet the specific needs of the victims. Contributions should be sent to *[THE PRECISE ORGANIZATION NAME, ADDRESS, AND ACCOUNT NUMBER WHERE CASH CONTRIBUTIONS SHOULD GO]*.

If people wish to donate goods or services, they should still work through their local disaster relief organizations. These organizations know the immediate needs of the people in affected areas, how best to meet those needs, and how to ensure assistance is appropriate, adequate, and delivered to the right places. The disaster relief organizations can tell potential donors what is needed and what is not needed and how to package and transport those goods that are needed to the disaster area.

We encourage people not to send unsolicited donations to the disaster area as they may not reach the proper people or even meet the needs. If donors plan to travel to the disaster area, they may find that lodging and other services are unavailable and they may add to problems in the disaster area rather than helping.

ATTENTION NEWS EDITORS AND DIRECTORS: Please assist us in publicizing this information relating to donations for the *[NAME OF DISASTER]*. We would like to encourage donations of goods and services that are needed, while discouraging donations that cannot be used and that may add to the problems that already exist. You can also help us by discouraging sightseers from driving into the disaster area.

PUBLIC INFORMATION CHECKLISTS

This appendix includes the following Emergency Public Information Checklists:

Tab A Pubic Information Checklist for Flooding

Tab B Public Information Checklist for Hazmat Incidents

Tab C Public Information Checklist for Hurricanes

Public Information Checklist for Flooding

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

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

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

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

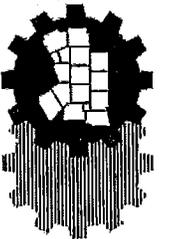
	Emergency Response Phase (Continued)
	4. <i>Evacuation Actions</i>
	a. Release evacuation recommendation through media.
	b. Provide evacuation area and evacuation route maps to media.
	c. Release information on how transportation will be provided for those who lack it.
	d. Release public instructions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

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

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

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



North Central Texas Council of Governments

Regional Training Center

Be it known that on, 11/17/2009

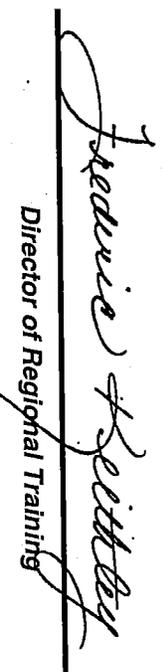
Sharon Logan

Has successfully completed the required curriculum for

**Public Safety Media Relations: 2-Day
Comprehensive Class**



Executive Director



Director of Regional Training