

## ESF-15

### PUBLIC INFORMATION & WARNING

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## ESF-15

### PUBLIC WARNING & INFORMATION

**PRIMARY AGENCIES:** City of Battlefield

**SUPPORT AGENCIES:** Springfield-Greene County Office of Emergency Management (OEM)  
Non-Profit Organization Public Information Officers  
Private Organization Public Information Officers  
Southwest Center for Independent Living  
Emergency Communications Center

#### I. PURPOSE

This plan will provide for the timely release of accurate information to the residents and media of the City of Battlefield in the event of an emergency/disaster. This plan will address issues arising from both immediate circumstances and the resulting consequences of the emergency for as long as the health and welfare of the public is imperiled.

#### II. SITUATIONS AND ASSUMPTIONS

##### A. Situations

1. Battlefield could be affected by several types of disasters that would require warning and the dissemination of information and instructions to the general public.
2. Springfield-Greene County receives initial warning of emergencies and disasters from many sources such as private citizens, Missouri State Highway Patrol Troop D, Greene County Sheriff, Springfield Police Department, city/rural fire departments, Emergency Communications Center, Office of Emergency Management or the National Weather Service. Mass notification methods include:
  - a. Emergency Alert System (EAS)
  - b. Outdoor Warning Siren System (Springfield and urban areas only.)
  - c. NOAA All-Hazards/Weather Radio
  - d. Social media
  - e. Community bulletin boards
  - f. Internet/website
3. There are residents of the City of Battlefield that either speak English poorly or not at all. Assistance with translation of emergency public information may be necessary.
4. Battlefield has four (4) outdoor warning sirens located throughout the city. These sirens are activated from the Springfield-Greene County Office of Emergency Management (primary), Springfield-Greene County Emergency Communications Center (ECC), (secondary) or the Springfield Public Works Department.

5. The following agencies have Telephone Device for the Deaf (TDD) capability:

Emergency Communications Center	-	-	-	911
Springfield-Greene County OEM	-	-	-	869-6040
City of Springfield-City Hall	-	-	-	864-1555
Greene County Court House	-	-	-	862-6725
Greene County Sheriff's Department, Records	-	-	-	863-6360
Mercy/St. John's Paramedics	-	-	-	820-3636
Cox Health Systems	-	-	-	269-8116
Cox Health Systems, Walnut Lawn	-	-	-	269-1779
Ozarks Community Hospital	-	-	-	837-4111
Lakeland Hospital	-	-	-	865-5223
Relay Missouri, Voice Line	-	-	-	711
				800 735-2466
TDD Line	-	-	-	711
				800 735-2966

6. Several government agencies utilize social media avenues, including Twitter and Facebook, for release of normal operational information. Such avenues may be used for disaster response and recovery information.

7. When more than one jurisdiction or non-local government department PIO is involved during emergency operations, this may require coordination of public information through a Joint Information System (JIS).

**B. Assumptions**

1. Due to built in redundancies, the existing public information and warning systems in Greene County and its municipalities should survive and remain functional during a disaster/emergency event.
2. The media serving Greene County will cooperate with local officials in the dissemination of information to the public.
3. Widespread or major disasters may result in State and national media coverage.
4. Media personnel from State and national levels may not be familiar with local news release procedures.
5. Media personnel may attempt to obtain information from other than official sources.
6. Federal and State officials may be on-site and called upon for information. Federal and State agencies will provide PIO support to Battlefield. The lead local PIO will have jurisdictional control concerning local PIO activities.
7. During an actual or impending emergency or crisis, the public will expect local government to provide specific information relating to personal safety, survival, and protection of property.
8. An effective public information program will reduce casualties and damages, keep rumors to a minimum, and provide education to the public.

### III. WARNING SYSTEMS

#### A. General

1. Although most warning alerts come from outside sources (i.e., State, National Weather Service, etc.), the City of Battlefield and the Springfield-Greene County Emergency Management Program in conjunction with other area municipalities will maintain the capability to identify potential hazards, such as tornados, floods, etc., and ensure a timely warning to its population.
2. Battlefield hazard potentials are well defined, but can vary in scope and magnitude. Greene County warning systems were designed to be utilized within an all-hazards environment and are expected to function and are sufficiently robust to communicate reliably with the citizens of Battlefield and Greene County given the likely operational environment of the following hazards identified by Springfield-Greene County:

City of Battlefield Hazards	
Natural Hazards	Human Caused Hazards
Dams	Chemical Hazards
Droughts	Biological Hazards
Earthquakes	Radiological Hazards
Extreme Heat	Nuclear Hazards
Flooding	Explosives
Land Subsidence (Sinkholes)	Civil Disorder
Thunderstorms/Tornadoes	Technological Hazards
Wildfires	Waste
Winter Storms	

3. During an actual or pending emergency the Springfield-Greene County Emergency Management Program will utilize primary, secondary, and multiple additional warning measures simultaneously to ensure that the population of the affected area has opportunity to receive the warning.
4. Primary and secondary warning systems may also be activated in conjunction with outside agencies.

#### B. Primary Warning System – Outdoor Warning Sirens/NOAA All-Hazard Radios

1. General
  - a. Battlefield has four (4) outdoor warning sirens located within the city.
  - b. Two of the four Outdoor Warning Sirens are activated from the Springfield-Greene County Office of Emergency Management (primary), Springfield-Greene County Emergency Communications Center (ECC), (secondary) or the Springfield Public Works Department (tertiary), two are activated by a local volunteer or City staff.
  - c. Local police or fire departments within the Greene County Urban Service Area may activate their respective sirens in accordance with current SOPs or SOGs.
  - d. The Outdoor Warning Siren system will typically be utilized in close conjunction with the Emergency Alert System (EAS) as well as the established Public Information System within Greene County to ensure that a complete warning message is relayed to the population.

- e. The outdoor warning siren area covers a significant amount of the population within Greene County. The NOAA All-hazards radio system will be utilized in conjunction with the outdoor warning sirens to ensure maximum coverage in rural areas where siren coverage is limited. Finally, the established Public Information System within Greene County will ensure that a complete warning and message is relayed to the population.
- f. The National Response Framework assigns responsibility to NOAA's National Weather Service (NWS) to broadcast non-weather emergency messages.
- h. NOAA All-hazards radio system is comprised of a nationwide network of more than 970 transmitters directly linked with one of the 123 local offices of NOAA's National Weather Service, which issues weather warnings and relays civil emergency messages on behalf of law enforcement and emergency management agencies.

2. Outdoor Warning Siren Activation

- a. The Springfield-Greene County Office of Emergency Management acts as the primary activation point for the outdoor warning sirens.
- b. The outdoor warning sirens are grouped within geographically established "zones" which enable them to be independently controlled or simultaneously activated to provide alerts across a geographic area.
- c. Activation Criteria
  - **Tornado Warning issued by the NWS** - If Greene County is the warned area, sirens within the warned area will be activated. When possible, only sirens within the NWS warning polygon will be activated.
  - **Valid Single Source** - Notification is received by a law enforcement officer, firefighter, or trained weather spotter that a funnel cloud or tornado is threatening Greene County. When a valid single source notification is received, the Outdoor Warning Sirens for the appropriately threatened area will be activated.
  - **Unconfirmed Source** - When a resident or visitor to Greene County who is untrained as a weather spotter reports a sighting of a funnel cloud or tornado, that sighting requires confirmation by the National Weather Service, law enforcement officer, firefighter, or trained weather spotter. When confirmation is received, the Outdoor Warning Sirens for the appropriately threatened area will be activated.
  - **Non-tornado Related Warnings** - When the OEM staff personnel determines an imminent severe threat is of such magnitude that not activating the outdoor warning sirens may enhance the possibility for loss of life, the sirens may be activated. Events that this decision may involve include but are not limited to the following:
    - High probability of downbursts or confirmation that powerful straight-line winds are approaching a siren covered populated area.
    - Hazardous materials release that would require evacuation or sheltering in place.
    - Catastrophic Dam failure.
- d. Siren operational period - sirens will be activated in 6 minute cycles (3 minutes on and 3 minutes off).

- e. All Clear
  - There is no all clear message sounded through the Outdoor Warning Siren system.
  - Emergency responders and key public safety personnel are encouraged to monitor continuing hazard conditions through standard Springfield-Greene County communication systems.
  - Citizens are encouraged to listen to local media sources or a NOAA Weather-Alert Radio for additional information regarding the hazardous conditions.

3. NOAA All-hazards Radio Activation

- a. The National Weather Service (NWS) will automatically activate the NOAA all-hazards radio system during severe weather warnings and many natural hazards.
- b. Non-weather emergency messages will be broadcast over NOAA Weather Radio (NWO) when:
  - Public safety is involved
  - The message comes from an official government source, and
  - Time is critical.
- c. Non-weather emergency messages will be broadcast over NOAA Weather Radio (NWR) at the request of local, state, or Federal officials. The NWS does not initiate the contact or the message.
- d. When officials wish to broadcast a message on the NOAA all-hazards radio system, they need provide text information about the hazard and the appropriate response directly to local NWS offices. NWS offices have set up pre-arranged agreements to facilitate and speed the process.
- e. When deemed necessary for life and safety for the populace of Battlefield, the Emergency Management Director or designee may request a non-weather related activation of the NOAA all-hazard radio system. When this is required the following protocol will be followed:
  - A formal request will be submitted from an authorized City of Battlefield authority. The primary requesting authority for Battlefield is the Emergency Management Director or designee.
  - When the requesting official contacts the NWS, they will need to provide the basic information and non-weather related emergency code that will be utilized for the event. A list of non-weather related event codes utilized by the NWS can be found in the attached Appendix 11.
  - Additionally, the requesting agency must FAX a statement the SGF staff will use as the narrative of the Certified Emergency Message (CEM). Should FAX service not be available, a verbal statement will be allowable. A copy of the non-weather related request sheet to be used for this can be found in the attached Appendix 12.

4. Testing/Maintenance

- a. The Springfield-Greene County Outdoor Warning Siren system is regularly tested on a monthly basis in order to maintain a state of readiness.
- b. The results of tests performed on the Outdoor Warning Siren system are documented within the Springfield-Greene County Office of Emergency Management and any discovered problems are addressed through appropriate corrective actions.

- c. The Springfield-Greene County Office of Emergency Management will initiate a test of the Outdoor Warning System on the second Wednesday of each month.
  - If adverse weather conditions prohibit the Outdoor Warning Siren system from being tested on the second Wednesday of the month, notification will be sent to all emergency response partners and key stakeholders that the monthly test will be delayed by one week.
  - If continued circumstances prohibit the test from being performed on the new date, the test will be delayed for that calendar month and resume on the second Wednesday of the following month.
- d. During the monthly test, all outdoor warning sirens will be activated for a period of three minutes.
- e. Errors or problems with the outdoor warning system may be identified in the following ways:
  - Error messages or reports derived from the outdoor warning siren master controller (transmission errors, communication errors, etc...).
  - Outside reports from public safety personnel or private citizens relaying a malfunction of a siren during the test.
- f. Errors or problems identified during or immediately following the monthly test will be documented by the Springfield-Greene County office of Emergency Management and relayed to the appropriate agency responsible for repair and maintenance of the affected siren.
  - Responsibility for maintenance and repair of outdoor warning sirens within the city limits of Springfield and unincorporated Greene County is the responsibility of the Springfield Public Works Department.
  - Outdoor warning sirens located within incorporated municipalities in Greene County will be maintained by that municipality.
- g. The National Weather Service Office in Springfield conducts a Required Weekly Test (RWT) of NOAA All Hazards Weather Radio every Wednesday between 11 AM and Noon, when weather permits.
  - The RWT consists of the RWT SAME code, the 1050 MHz tone, and a short message explaining the test and the counties that the particular transmitter covers.
  - If adverse weather prevents the test from being conducted on Wednesday, it is postponed until the next good weather day. If the test is not conducted by Friday, it is postponed until the following Wednesday.

**C. Alternate (redundant) Warning System – Emergency Alert System (EAS)**

1. General

- a. In response to a failure of the Outdoor Warning Siren System or during situations where the sirens or NOAA all-hazard radios may not provide the most effective warning, EAS will be utilized as a secondary redundant means of warning the public potentially impacted by an actual or impending emergency.
- b. The EAS system will often be utilized simultaneously with the Outdoor Warning Siren system as well as the established Public Information System within Greene County to ensure that a complete warning message is relayed to

the population

- c. The EAS is a national public warning system that requires broadcasters, cable television systems, wireless cable systems, satellite digital audio radio service (SDARS) providers, and direct broadcast satellite (DBS) providers to provide communication to the American public during an emergency.
- d. The local EAS System may be activated on a day-to-day basis in response to emergencies such as: power outages, tornadoes, floods, civil disorders, terrorist attack, nuclear power plant accidents, toxic leaks or any occurrence that poses a danger to life or property.
- e. Within Greene County, KTTS-FM 94.7 MHz is designated as the lead Local Primary site for EAS activation (LP-1). KTTS is also the relay between Jefferson City and Joplin. KWTO 560 AM in Springfield is the secondary.
- f. The Springfield-Greene County Office of Emergency Management has been designated as a Local Alternate site for EAS activation (LP-2) and can submit emergency alerts directly to KTTS-FM 94.7 Mhz.
- g. Requests for local activation of the Emergency Alert System should be limited to an emergency event or situation which:
  - Pose an immediate or imminent threat to life or property,
  - Has the potential to adversely impact a significant population or geographic area,
  - Requires or recommends the public to seek shelter or take protective action.

## 2. EAS Activation

### a. Procedures for Designated Officials

- Request activation of the EAS system through the LP-1 (or LP-2 if the LP-1 cannot be contacted) via phone or other available communications facilities. **Note: When “severe weather” warnings are issued by the NWS, the NWS will notify the LP-1 directly.**
- Designated officials use the following format when contacting the key EAS sources:

*“This is (Name/Title) of (Organization). I request that the Emergency Alert System be activated for the (give Location) Local Area because of (Description of emergency).”*

- Upon authentication, designated officials and EAS source personnel determine transmission details (i.e., live or recorded, immediate or delayed). Officials should provide emergency program material including a description of the emergency, actions being taken by local government, and instructions to the public. EAS message originators shall limit their messages to two minutes, the maximum recording time of EAS equipment.

### b. Procedures for Broadcast and Cable System Personnel

- Upon receipt of a request to activate the local EAS from appropriate authority (verify authenticity), the LP-1 (or LP-2) may proceed as follows:
  - Transmit the following announcement:

*“WE INTERRUPT THIS PROGRAM BECAUSE OF A LOCAL EMERGENCY. IMPORTANT INFORMATION WILL FOLLOW.”*

Transmit the EAS header codes and Attention Signal.

- Transmit the following announcement and material:

*“WE INTERRUPT THIS PROGRAM TO ACTIVATE THE EMERGENCY ALERT SYSTEM FOR THE (give Location) LOCAL AREA BECAUSE OF A LOCAL EMERGENCY. IMPORTANT INSTRUCTIONS WILL FOLLOW.”*

*\*\*\* Follow with emergency program \*\*\**

- To terminate the EAS message (immediately or later), make the following:

*“THIS CONCLUDES EAS PROGRAMMING. ALL BROADCAST STATIONS AND CABLE SYSTEMS MAY NOW RESUME NORMAL OPERATIONS.”*

- Transmit the EAS End of Message (EOM) code.
- Upon completion of the above transmission procedures, resume normal programming. Appropriate notations should be made in the station and cable system records. A very brief summary may be sent to the FCC for information purposes only.
- For State and local emergencies, broadcasters and cable operators have the option of transmitting only the EAS header and EOM codes without the Attention Signal and emergency message. This is acceptable so that EAS coded messages can be quickly relayed through areas unaffected by the emergency.
- All other broadcast stations and cable systems are monitoring key sources via EAS equipment and will be alerted by the header codes and attention signal. Each station and cable system upon receipt of the signal will, at the discretion of management, perform the same procedures as in step 1 above by transmitting the emergency message from the LP-1 or LP-2. Broadcast stations and cable systems using automatic interrupt of programming should receive the EOM codes before retransmitting State or local level EAS messages. This will prevent downstream locations from missing parts of the EAS message.
- To avoid unnecessary escalation of public confusion, all stations and cable systems must be cautious in providing news and information pertaining to the emergency. All messages must be based on definite and confirmed facts. The public must not be left to decide what is or is not fact.

### 3. Testing/Maintenance

- a. The EAS system is regularly tested by the Springfield-Greene County Office of Emergency Management on a monthly basis in order to maintain a state of readiness.
- b. The results of tests performed on the EAS system are documented within the Springfield-Greene County Office of Emergency Management and any discovered problems are addressed.

- c. The Springfield-Greene County Office of Emergency Management will initiate a test of the EAS on the second Wednesday of each month.
  - Springfield-Greene County Office of Emergency Management will initiate a “test” alert message to the primary LP-1, KTTS-FM 94.7 Mhz.
  - Upon completion of the transmission, a Springfield-Greene County Emergency Management representative will contact the LP-1 to confirm that the transmission was successful.
  - Errors or problems identified during or immediately following the monthly test will be documented by the Springfield-Greene County office of Emergency Management.
- d. The Springfield-Greene County Office of Emergency Management will retain responsibility for ensuring that any deficiencies identified in the testing process are addressed.

**D. Additional Tools for Warning**

1. The City of Battlefield may utilize additional tools as deemed necessary to supplement the established warning systems in disseminating warnings to the population. These tools may include but are not limited to:
  - a. Social media outlets
  - b. Community bulletin boards
  - c. Internet/websites
2. Additional tools utilized for warning will be closely coordinated with the Springfield-Greene County Public Information System.

**E. Vulnerable Populations**

1. During emergency situations it is imperative for warnings and alerts to be made available to the citizens of the City of Battlefield. This includes non-English speaking populations as well as functional needs and vulnerable populations.
  - a. Lead PIO will determine need for language translation of outgoing messages.
  - b. The lead PIO will coordinate with possible interpreters as identified in **Appendix 8**.
  - c. For language interpreters not identified in **Appendix 8**, the lead PIO will submit a request form through the Springfield-Greene County Office of Emergency Management.
2. For all other public communications with vulnerable or Functional needs populations, the PIO or EMD will coordinate with the liaison from the Southwest Missouri Center for Independent Living.
  - a. The center will serve as a central repository of information to provide to their populations served.
  - b. They pro-actively push the information to identified vulnerable populations.
  - c. Methods of information dissemination include but are not limited to:
    - Phone
    - E-mail
    - Personal visits

- c. The center will also coordinate with other local agencies serving development disability populations.

#### IV. PUBLIC INFORMATION SYSTEM

##### A. General

1. The Springfield-Greene County Public Information Systems will work closely in conjunction with the established Warning systems to provide the population with timely information in order to make good disaster-related decisions.
2. A Lead Public Information Officer (PIO) should be designated for each operational period of the disaster or will be the responsibility of the EMD and will be located in the Battlefield EOC or at a location to be designated when this plan is implemented. The Lead PIO will be the primary point of contact with the media.
3. The EOC will be the central contact facility for the media during disaster events. The designated PIO for the City of Battlefield may work with the PIO from the Springfield-Greene County OEM to disseminate necessary information to the public via the media, social media, and other outlets if requested by the city.
4. The designated spokespersons for emergency management related public information are the Emergency Management Director or designee.
  - a. Only information approved by the EOC Director, designee, or lead PIO will be considered official. The media will be so informed.
  - b. Any person, department, or agency releasing information to the public of their own volition will bear the responsibility for any legal or moral ramifications and repercussions resulting from that release.
5. In addition to EAS responsibilities, KTTS Radio, through a memorandum of understanding with the OEM, will broadcast at least hourly specified disaster/emergency information as determined by the Springfield-Greene County OEM (**A copy of this MOU is kept on file at the OEM**).
6. Space for briefing the media will be made available in the EOC.

##### B. Joint Information System (JIS)

The size or complexity of an incident could potentially overwhelm the City of Battlefield. During this kind of emergency situation or as deemed necessary by the EMD and in cooperation with the Springfield-Greene County OEM's PIO, a Joint Information System (JIS) may be established at the OEM.

- a. When a JIS is established to coordinate multiple PIOs and/or multiple sources of public information, the Springfield-Greene County JIC can be utilized as the official source of public information for the City of Springfield and Greene County jurisdictions.
- b. The lead PIO is the official local government representative for any community JIS established for the incident. He/she is responsible for coordinating with PIOs not working in the Springfield-Greene County JIC and/or other established JICs activated for the same incident.

**C. Public Information Coordination Center (PICC)**

1. The size or complexity of an incident could potentially overwhelm the City of Battlefield. During this kind of emergency situation or as deemed necessary by the EMD and in cooperation with the OEM's PIO, a Public Information Coordination Center (PICC) may be established at the OEM.
2. The purpose of the Public Information Call Center (PICC) is to provide the public with timely and effective information and referrals during times of crisis or disaster by using live telephone operators.
3. Conditions that necessitate the establishment of a PICC may include but are not limited to:
  - a. A local emergency or disaster results in a surge in phone calls to the EOC.
  - b. A state or national emergency or disaster results in a surge in phone calls to the EOC.
  - c. A crisis or disaster crosses disciplines and requires a multi-discipline or multi-jurisdictional response.

**D. Interpreters / Functional Needs / Vulnerable Populations**

1. During emergency situations it is imperative for public information to be made available to the citizens of the Battlefield. This includes non-English speaking populations as well as functional needs and vulnerable populations.
  - a. Lead PIO will determine need for language translation of outgoing messages.
  - b. The lead PIO will coordinate with possible interpreters as identified in **Appendix 8**.
  - c. For language interpreters not identified in **Appendix 8**, the lead PIO will submit a request through the Springfield-Greene County OEM.
2. For all other public communications with vulnerable or Functional needs populations, the lead PIO will coordinate with the liaison from the Southwest Missouri Center for Independent Living.
  - a. The center will serve as a central repository of information to provide to their populations served.
  - b. They pro-actively push the information to identified vulnerable populations.
  - c. Methods of information dissemination include but are not limited to:
    - Phone
    - E-mail
    - Personal visits
  - d. The center will also coordinate with other local agencies serving development disability populations.

**V. CONCEPT OF OPERATIONS**

**A. Actions to be Taken by Operating Time Frames**

**1. Mitigation**

- a. Conduct preventative maintenance on outdoor warning siren system

## 2. Preparedness

- a. Analyze potential disaster to ensure pertinent information is prepared for release.
- b. Conduct public information programs stressing hazard awareness and personal protection measures.
- c. Maintain liaison with all local media and brief them regularly on emergency public information procedures.
- d. Maintain procedures for:
  - Press Conferences
  - Rumor control
  - Writing and dissemination of news releases
  - Coordination with other PIOs
  - Record keeping
  - Print and broadcasting
  - Readiness instructions for the general public on what to do in the current crisis situation.
- e. Participate in local tests and exercises.
- f. Coordinate all activities with other PIOs.

## 3. Response

- a. Warning
  - Be aware of warning siren activation.
  - Be aware of EAS activation.
  - If timing allows, issue warnings through normal press release channels, utilize all applicable systems such as television, radio and social messaging avenues
- b. Joint Information Center (JIC)

If the JIC is activated by the Springfield-Greene County OEM at the request of the City of Battlefield, the following guidelines have been established and will be carried out with close coordination between the City of Battlefield and the OEM:

  - Lead PIO will oversee all JIC Operations (**see Appendix 10**).
  - Lead PIO will ensure responsibilities of the following positions are fulfilled. Details of each of these positions are outlined in the JIC Operations Manual located at the OEM.
    - Lead PIO
    - Agency PIO
    - Audio/Visual Production and Support
    - Briefing Room Manager
    - Media Monitor
    - Social Media Posting Monitor
    - Web Manager
    - VIP coordinator
    - Field PIO liaison
  - Partner with outside agencies to coordinate the release of information.

- Primary methods for crisis communications, outside of immediate warnings, will be press releases, media briefings, social media, Internet, and community bulletin boards.
- Release public information in coordination with EOC Director.
- Establish a schedule and operating procedures for the timely, accurate release of information to citizens and the news media.
- Monitor all news media reports for accuracy.
- Monitor citizen inquiries and conduct rumor control activities in coordination with Public Information Coordination Center (PICC).
- Public information should include specific instructions for citizens, the status of the emergency recovery operations, points of contact for missing persons, and the status of the injured and casualties.
- No identifying information on casualties will be released until identification is confirmed by official sources and next of kin are notified.
- Maintain a chronological record of disaster-related activities and news releases.
- Coordinate regularly with all PIOs, who will update the EOC staff and/or Chief Elected Official(s) and City Administrator.

c. Public Information Coordination Center (PICC)

If the PICC is activated by the Springfield-Greene County OEM at the request of the City of Battlefield, the following guidelines for the PICC have been established and will be carried out with close coordination between the City of Battlefield and the OEM:

- Will be supervised by personnel appointed by Planning Section Chief.
- Will be staffed by volunteers coordinated by the Volunteer Coordinator.
- Report to Planning Section Chief.
- Receive informational messages provided by the JIC.
- Relay common questions, rumors, or situational information to the Situation Unit Leader.
- Coordinate with 2-1-1 liaison, maintaining situational information for all phone operators with 2-1-1.

d. Social Media/Internet

- Outgoing social media messages and Webpage information will be coordinated through the PIOs.
- Each jurisdiction will update WebPages and send jurisdiction specific messages at their discretion to their registered users, coordinating through the JIC to ensure common messaging among everyone.
- Official EOC messaging will be distributed by the PIO.

**4. Recovery**

- a. Continue to distribute information as necessary.
- b. Continue rumor control and news briefings.
- c. Coordinate visitor control to the EOC and to the disaster site(s).
- d. Supply information concerning status of disaster affected individuals or families through the American Red Cross.
- e. Coordinate public information releases with higher levels of government.
- f. Participate in after-action reports and critiques to assess effectiveness of information.

- g. Establish a report listing a chronological record of events and news releases.
- h. Maintain operational level until situation returns to normal.
- i. Issue a final news release when the Emergency Operations Center (EOC) closes.

## **VI. ORGANIZATION AND ASSIGNMENT OF RESPONSIBILITIES**

### **A. Primary Agencies:**

#### **City of Battlefield**

1. Battlefield's designated PIO and EMD or designee is responsible for the preparation and release of public information for the city.
2. The City of Battlefield may request activation of the OEM's JIC or PICC if deemed necessary by the EMD.
3. The City of Battlefield may request assistance from the Springfield-Greene County OEM's PIO if needed.
3. The Lead PIO is responsible for the overall coordination of public information to be released. The Lead PIO will coordinate with the EMD on the official clearing and release of disaster information.
4. Maintain records of the cost of supplies, resources and man-hours needed to respond to the disaster event.

### **B. Support Agencies:**

#### **Springfield-Greene County Office of Emergency Management (OEM)**

1. The OEM will participate as a support agency if the City of Battlefield becomes overwhelmed by the size or complexity of the event and at the request of the City.
2. OEM can activate the JIC if necessary and at the request of the City.
3. OEM can activate the PICC if necessary and at the request of the City.
4. OEM can offer PIO assistance if necessary and at the request of the City.

#### **Individual Department PIOs**

Each City/County department will designate a PIO as required and/or necessary. Department PIOs will provide information to the Lead PIO and coordinate the release of public information.

#### **Southwest Center for Independent Living**

The designated EOC liaison will support communications needs to Functional needs populations throughout the community via their established networks and specialized communications equipment, as requested and coordinated by the lead PIO.

### **C. State Support Agency**

#### **State Emergency Management Agency (SEMA)**

The SEMA PIO will coordinate with local government agency PIOs during and after major disasters and emergencies.

### **D. Federal Support Agency**

#### **Federal Emergency Management Agency (FEMA)**

Responsible for implementing Federal public affairs activities after a major disaster or emergency.

## **VII. DIRECTION AND CONTROL**

- A. Release of public information will be under the control of the Lead PIO with approval from the chief elected official or their designee.
- B. The County PIO is a member of the OEM staff.

## **VIII. CONTINUITY OF OPERATIONS**

### **A. General**

The key purpose of Continuity of Operations planning is to provide a framework for the continued operation of critical functions. When implemented, these plans will determine response, recovery, resumption, and restoration of Department/Agency services.

COOP Plans for the Departments/Agencies present a manageable framework, establish operational procedures to sustain essential activities if normal operations are not feasible, and guide the restoration of the critical functions of the Department/Agencies functions. The plan provides for attaining operational capability within 12 hours and sustaining operations for 30 days or longer in the event of a catastrophic event or an emergency affecting the department.

### **B. Alternate Site for the EOC**

- 1. In the event the primary EOC cannot be used, PIO operations will be conducted at a site to be designated at that time. The PIO will arrange for needed equipment to be provided in the alternate EOC.
- 2. In the event of a limited emergency, PIO operations may be directed from a site designated at that time.
- 3. Space will be provided in the EOC for all EOC personnel. Space for briefing the media will be available within City Hall in the City of Battlefield.

## **IX. ADMINISTRATION AND LOGISTICS**

### **A. Administration**

- 1. A chronological file of all news releases during a disaster will be maintained in the EOC with a log of these releases.
- 2. A chronological file of all disaster-related events will also be maintained for future reference.
- 3. All administrative functions will be the responsibility of the City of Battlefield

### **B. Logistics**

- 1. Communications support (i.e., internet, phone, 800 radio, etc.) will be furnished by each department as possible and/or required.
- 2. All other logistical support will be the responsibility of the acting Logistics Section Chief.

**X. ESF DEVELOPMENT AND MAINTENANCE**

The City of Battlefield in coordination with the Springfield-Greene County Office of Emergency Management will maintain this ESF and its supporting documents. This ESF and the procedures contained therein will be reviewed, tested periodically and revised as necessary.

**XI. REFERENCES**

- A. Springfield-Greene County Health Department: Public Information and Emergency Risk Communication Plan

## ESF-15

### PUBLIC INFORMATION AND WARNING

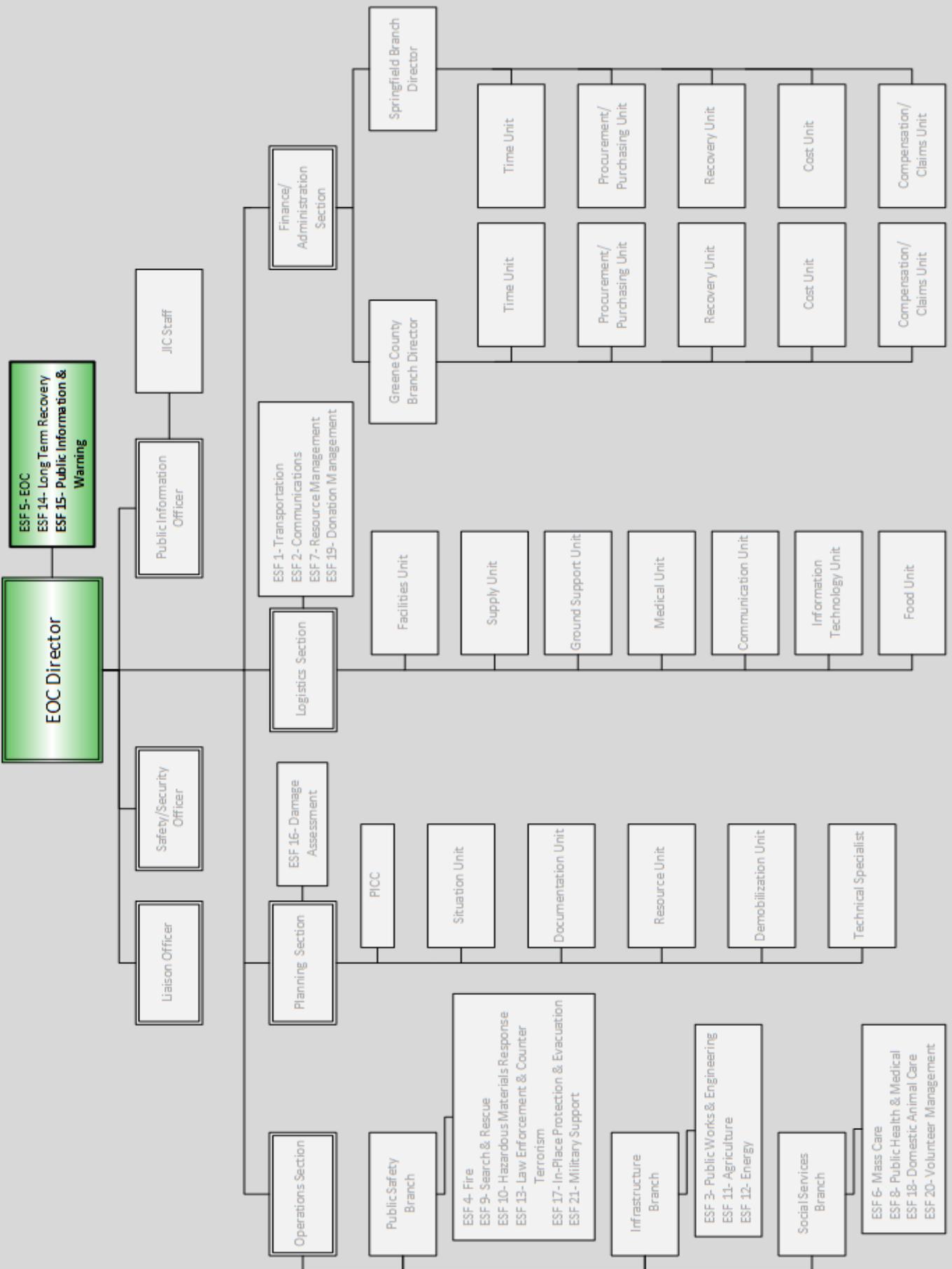
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## **APPENDIX 1**

**This is a restricted document**

# APPENDIX 2 ORGANIZATIONAL CHART



## APPENDIX 3

### MEDIA POINTS OF CONTACT

<b>TELEVISION</b>	
<b>KOLR 10 – CBS (Cable 9)</b>	<b>KOZK 21 – PBS (Cable 13)</b>
Address: 2650 E. Division St.	Address: 901 S. National
Mailing Address: PO Box 1716 SSS, Springfield, MO 65801	Business Phone: 836-3500
Business Phone: 862-1010	Business Fax: 836-3569
Business Fax: 862-8914 or 862-6439	Email: <a href="mailto:mail@opty.org">mail@opty.org</a>
Newsroom Fax: 866-6397	
Newsroom Phone: 862-6397	<b>TV 23 - Cityview</b>
Email: <a href="mailto:news@kolr10.com">news@kolr10.com</a> or <a href="mailto:weather@kolr10.com">weather@kolr10.com</a>	Address: 840 Boonville
	Mailing Address: PO Box 8368 Springfield, MO 65801
<b>KYTV 3 – NBC (Cable 12)</b>	Business Phone: 864-1010
999 W. Sunshine St.	Business Fax: 864-1028
Springfield, MO 65807	Email: <a href="mailto:city@springfieldmo.org">city@springfieldmo.org</a>
Business Phone: 268-3000	
News hotline 268-3200	<b>KSFX - FOX 27 (Cable 2)</b>
Email: <a href="mailto:ky3@ky3.com">ky3@ky3.com</a> or <a href="mailto:ky3news@ky3.com">ky3news@ky3.com</a>	2650 E. Division St.
	Springfield, MO 65804
<b>KSPR 33 – ABC (Cable 8)</b>	Business Phone: 862-1010
999 W. Sunshine St.	Newsroom: 862-6397/862-2727
Springfield, MO 65807	Fax: 866-6397
Business Phone: 268-3000	Email: <a href="mailto:news@ozarksfox.com">news@ozarksfox.com</a>
Producer desk: 268-3367	
Assignment desk: 268-3333	
Emergency cell number: 849-9164	
Email: <a href="mailto:news@kspr.com">news@kspr.com</a>	

**APPENDIX 3 (cont)**

**MEDIA POINTS OF CONTACT**

<b>RADIO STATIONS</b>	
<b>KTTS -94.7 FM and other Journal Broadcast stations</b>	<b>KSMU – 91.1 College Station</b>
2330 W. Grand	901 S. National
Springfield, MO 65802	Springfield, MO 65897
Mailing address: PO box 2180, Springfield, MO 65801	Business Office: 836-5878
Business Office: 865-6614	Business Fax: 836-5889
Business Office fax: 865-9643	Newsroom: 836-4412
Newsroom: 869-2153	Email: <a href="mailto:ksmu@missouristate.edu">ksmu@missouristate.edu</a>
Newsroom fax: 866-8537	
Email: <a href="mailto:newsroom@ktts.com">newsroom@ktts.com</a>	
<b>KGBX – 105.9 and other clear channel groups</b>	<b>KOSP and other Midwest Family Broadcasting groups</b>
1856 S. Glenstone	319-B E. Battlefield Rd
Springfield, MO 65804	Springfield, MO 65807
Business Office: 890-5555	Business Office: 886-5677
Business Fax: 869-7675	Business Fax: 886-2155
Email: news@clearchannel.com	Email: <a href="mailto:mfleenor@mwfmarketing.fm">mfleenor@mwfmarketing.fm</a>
<b>KTXR – 101.5 Easy Listening</b>	<b>KWFC – 89.1 – Baptist Bible College</b>
3000 E. Chestnut Expy	PO Box 8900
Springfield, MO 65802	Springfield, MO 65801
Mailing: PO Box 3925	Business Phone: 869-0891
	Fax: 866-7525
Springfield, MO 65808	News Line: 866-3113
Business Office: 862-3751	Email: <a href="mailto:news@kwfc.org">news@kwfc.org</a>
Business fax: 869-7275	
Email: manager@radiospringfield.com	
<b>KWTO – 560 AM –News/talk/sports</b>	
Same as KTXR	

**APPENDIX 3 (cont)**

**MEDIA POINTS OF CONTACT**

<b>NEWSPAPERS &amp; OTHER PUBLICATIONS</b>	
<b>417 Magazine</b>	<b>The Standard - MSU</b>
2111 S. Eastgate Ave	Business Address: 901 S. National
Springfield, MO 65809	Springfield, MO 65897
Business phone: 883-7417 Fax: 889-7417	Business Phone: 836-5272 Fax: 836-6738( has to be marked "Standard")
Email: <a href="mailto:editor@417mag.com">editor@417mag.com</a>	Email: <a href="mailto:Standard@MissouriState.edu">Standard@MissouriState.edu</a>
<b>Associated Press</b>	<b>Evangel University</b>
Email: <a href="mailto:apkansascity@ap.org">apkansascity@ap.org</a>	Business Address: 1111 N. Glenstone Springfield, MO 65802
<b>The News Leader</b>	Business Phone: 865-2811 Fax: 865-9599
Business Address: 651 Boonville Springfield, MO 65806	Email: <a href="mailto:logsdonp@evangel.edu">logsdonp@evangel.edu</a>
Business Phone: 836-1100 - Newsroom 836- 1199 Fax: 837-1381	
Email: <a href="mailto:webeditor@news-leader.com">webeditor@news-leader.com</a>	<b>Ozark Technical Community College</b>
<b>Community Free Press</b>	Business Address: 1001 E. Chestnut Expy. Mailing Address: PO Box 5958 Springfield, MO 65801
Email: <a href="mailto:editor@cfpmidweek.com">editor@cfpmidweek.com</a>	Business Phone: 447-7500 Fax: 447-7509
<b>Springfield Business Journal</b>	
Business Address: 313 Park Central West	<b>Mike Brothers – Springfield PIO</b>
Mailing Address: PO Box 1365-01	840 Boonville
Springfield, MO 65806	Springfield, MO 65802
Business Phone: 831-3238 Fax: 831-5478	Business Phone: 864-1119
Email: <a href="mailto:eolson@sbj.net">eolson@sbj.net</a>	Email: <a href="mailto:mbrothers@springfieldmo.gov">mbrothers@springfieldmo.gov</a>
<b>The Mirror - Drury University</b>	<b>Jennifer Fillmer Edwards – Greene County PIO</b>
Business Address: 900 N. Benton	Business Phone: 829-6019
Springfield, MO 65802	Email: <a href="mailto:jedwards@greencountymo.org">jedwards@greencountymo.org</a>
Business Phone: 873-7879 Fax: 873-7897	
Email: <a href="mailto:mirror@drurymirror.com">mirror@drurymirror.com</a>	

**APPENDIX 3 (cont)**

**MEDIA POINTS OF CONTACT**

<b>OTHER CONTACTS</b>	
<b>Barb Baker</b>	<b>Cox Medical Center</b>
Urban Districts Alliance	Business Address: 1423 N. Jefferson /3800 S. National
Email: <a href="mailto:barb@itsalldowntown.com">barb@itsalldowntown.com</a>	Springfield, MO 65802
	Business Phone: 269-3000 Fax:269-3055
<b>City Utilities of Springfield</b>	Email: <a href="mailto:laurie.dufs@coxhealth.com">laurie.dufs@coxhealth.com</a>
Business Address: 301 E. Central St	
Mailing Address: PO Box 551	<b>St. John's Regional Health Center</b>
Springfield, MO 65801	Business Address: 1235 E Cherokee
Business Phone: 831-8311 Fax: 831-8324	Springfield, MO 65804
Email: <a href="mailto:Joel.alexander@cityutilities.net">Joel.alexander@cityutilities.net</a>	Business Phone: 820-2804 Fax: 820-7780
	Email: <a href="mailto:cscott@mercy.net">cscott@mercy.net</a>
<b>Springfield Public Schools – Public Relations</b>	
Business Address: 1359 E. St. Louis St.	<b>Springfield-Branson National Airport</b>
Springfield, MO 65802	Business Address: 2300 N. Airport Blvd.
Business Phone: 523-0019	Springfield, MO 65803
Email: <a href="mailto:mmaness@spsmail.org">mmaness@spsmail.org</a>	Business Phone: 868-0508 Fax: 869-1031
	Email: <a href="mailto:kboyd@flyspringfield.com">kboyd@flyspringfield.com</a>
<b>American Red Cross – Chris Harmon</b>	
Business Address: 1545 N. West Bypass	<b>Missouri State Highway Patrol</b>
Springfield, MO 65803	3131 E. Kearney St.
Business Phone: 832-9500 ext 103 Fax: 866-3649	Springfield, MO 65803
Email: <a href="mailto:harmonc@redcross-ozarks.org">harmonc@redcross-ozarks.org</a>	Business Phone: 895-6868 Fax: 895-6877
	Email: <a href="mailto:daniel.bracker@mshp.dps.mo.gov">daniel.bracker@mshp.dps.mo.gov</a>
<b>The Salvation Army</b>	
Business Address: 1707 W. Chestnut Expy	
Springfield, MO 65802	
Business Phone: 862-5509 Fax: 862-1135	
Email: <a href="mailto:Richard.Myers@usc.salvationarmy.org">Richard.Myers@usc.salvationarmy.org</a>	

## APPENDIX 4

### FORMAT AND PROCEDURES FOR NEWS RELEASE

#### I. Format

- A. Title: NEWS RELEASE
- B. Date and time of news release
- C. Text of the news release
  - 1. Summary of information
  - 2. Details supported by credible sources
  - 3. Possible quotes from local officials
  - 4. Actions that should or should not be taken by the public
- D. Name, address, and phone number of the news release initiator

#### II. Release Procedures

- A. Verify the authenticity (via department heads, subject matter experts, etc.) of the information contained in the release.
- B. Verify that a duplicate release has not already been made.
- C. Prepare the release in the format listed above.
- D. Determine if the information contained in the release is in the public interest and will not create unwarranted or unnecessary fear, anguish, or other adverse reactions among the public. However, news releases will not be withheld simply to avoid political or public official embarrassment should the situation so warrant.
- E. Obtain proper approvals from Elected Officials, City Management, Department Heads, etc. if the information relates to their specific areas. All press releases from the EOC should be reviewed by the EOC Director. However, the lead PIO may release information if timely approval is not feasible.
- F. Share information with stakeholders and/or partners as appropriate.
- G. News releases will be distributed fairly and impartially to the news media.
- H. Copies of all news releases will be filed chronologically by date, number and/or time.
- I. Copies of all news releases will be furnished to the rumor control center.

## APPENDIX 5

### INITIAL MEDIA ADVISORY ON EMERGENCY

*(To be issued while JIC is being activated; can be read as an outgoing voice mail message)*

#### NEWS MEDIA ADVISORY

At about **(time)** today, the Springfield-Greene County Office of Emergency Management received reports of **(nature of the incident)**.

We have activated all appropriate Emergency Support Functions of our local Emergency Operations Plan. We are being assisted by **(other health officials, police, FBI, EOC)** as part of that plan.

The situation is **(under)** **(not yet under)** control and we are working with **(local, state, federal)** authorities to **(contain this situation, determine how this happened, determine what actions may be needed by individuals and the community to prevent this from happening again)**.

Local officials are asking local residents to **(outline protective measures and other action-oriented, specific expectations for those impacted and not impacted by the event)**.

Additional information will be provided as soon as possible.

**(Your contact information)**

## APPENDIX 6

### COMMUNITY BULLETIN BOARD CONTACTS

Business	Address	Business Ph	Contact		E-mail
Food 4 Less	313 E. Battlefield	417-624-2727 Springfield Store	Dick Casey 417-434-3434 Gary Fursman 417-343-1012		<a href="mailto:dickcasey@joplin.com">dickcasey@joplin.com</a>
Harter House	1500 E. Republic Rd	417-886-4410	Dale Dothage	417-886- 8608	If they have no power, they will be closed.
Kum & Go HQ in Iowa			Barb Haisch	515-223- 9370	<a href="mailto:bjh@kumandgo.com">bjh@kumandgo.com</a>
Price Cutter	336 S. Barnes	417-829-9200	David Carlton x228 Cell: 417-224- 0886	417-829- 9211	<a href="mailto:dcarlton@rameypricecutter.com">dcarlton@rameypricecutter.com</a>
Fastrip (Grace Energy Co)	PO Box 514 Carthage 64836	417-358-7300 Carthage	Kathy Felker	417-358- 7954	<a href="mailto:kfelker@graceenergy.com">kfelker@graceenergy.com</a>
Dillons	Hutchison KS		Kim Svoboda Sheila Lowry	620-669- 3398 877-878- 0977	
Quiktrip	Tulsa OK		Dawna Haworth	918-615- 7900	<a href="mailto:dhaworth@quiktrip.com">dhaworth@quiktrip.com</a>
Wal-Mart	N. Kansas Expy	417-862-9035	Skip Tinne Cell: 417-569- 5930		<a href="mailto:wetinne@wal-mart.com">wetinne@wal-mart.com</a>
Fast and Friendly				417-887- 8857	
Rapid Roberts	1840 S. Campbell	417-890-1111	Jennifer Ackerman	417-890- 1115	<a href="mailto:jackerman@rapidrobertsinc.com">jackerman@rapidrobertsinc.com</a>
MFA	620 N. Prince Ln.	417-866-2553			

## APPENDIX 7

### INTERPRETERS CONTACT LIST

Language	Contact	Phone	Fee	E-Mail
Spanish	Efrain Espinoza Office of Hispanic Relations Assemblies of God	417-862-2781 ext4014 417-848-5586 cell	None	EMEspinoza@ag.org
Korean	Unhui Roedder	417-496-6491	None	uroedder@globaluniversity.edu
Spanish	Bob Lafon	417-862-2781 ext 3154 417-827-6141 cell	None	Blafon@ag.org
Spanish	Luke Bolz American Red Cross	417-832-9500	None	
<i>Possible upon request</i>	Schweitzer United Methodist Church	417-300-4056	None	ehewlett@schweitzerumc.org
Russian and Armenian	Rimik Tarapetyan	417-886-4463 Cell 417-631- 6560	None	Schweitzer United Methodist Church

## APPENDIX 8

### PUBLIC INFORMATION CALL CENTER (PICC) PLAN

#### I. Purpose

The purpose of the Public Information Call Center (PICC) is to provide the public with timely and effective information and referrals during times of crisis or disaster by using live telephone operators.

#### II. Scope

The PICC will operate on a single phone number with roll-over capability. It will have the ability to use a recorded message after hours.

Callers will be immediately connected to a live operator and will not have to listen to a recording first or make menu selections to reach an operator.

PICC staff will field any question from any caller, regardless of where the call originated. It will seek to provide information in a language most familiar to the caller. When answers to questions are unknown, PICC staff will either refer the caller to another source of information or will take a message and seek to find an answer to provide the caller by return call.

The PICC will have at least 4 telephones and telephone lines with long distance service available. Wireless capability is present, but no computer hardware is available at the PICC. If available, laptops will be provided for staff to input disaster-related data and information into a common database.

#### III. General

During times of crisis or emergency, the demand for information is great. In fact, it has been said that during a crisis, information is as important to people as food and water.

The mission of the Springfield-Greene County Office of Emergency Management (OEM) is to provide the public with accurate, concise, credible information in a timely fashion – information the public will use to make decisions about their health and safety.

While the Internet and the traditional media are excellent outlets for information, the telephone remains key for the following reasons:

- A. People may not have access to the Internet.
- B. Traditional media may not be readily accessible or offer the information people need at the time they need it.
- C. Information may not be in the language or format some people need.
- D. Some people will prefer personal contact for information.
- E. Answers to some questions may not be readily available through other outlets.

Calls will come, so the OEM must be prepared to provide callers with accurate, credible, concise information in order to help them make the best decision they can about their health and safety.

#### IV. Function

The primary function of the PICC is to respond to specific questions from the public and provide approved information that will help the public make the best decision possible about their own health and safety.

**V. Location**

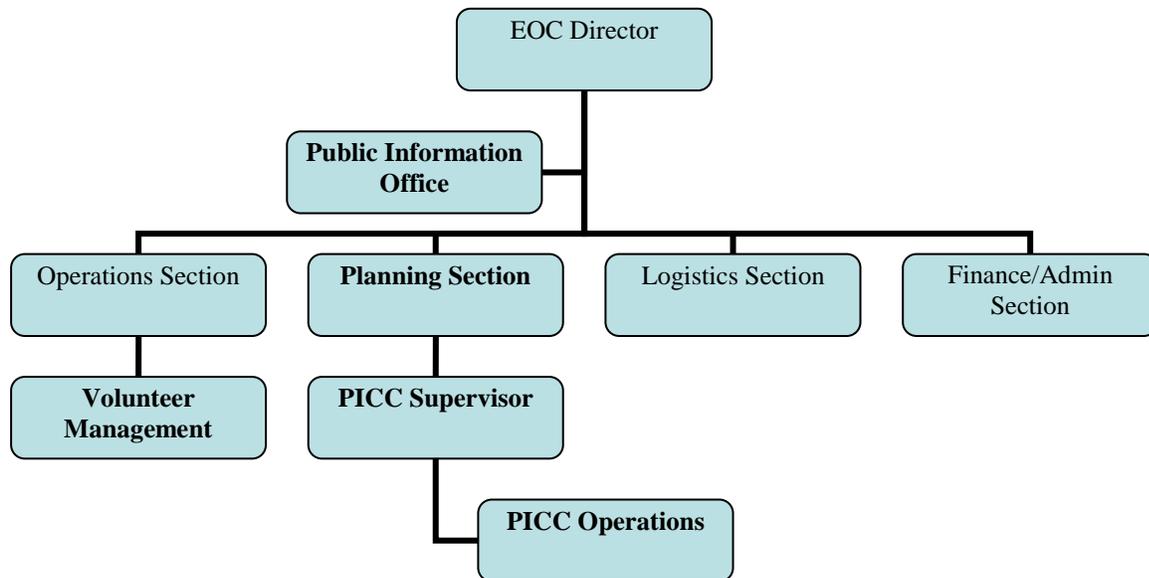
The PICC will be located in the basement of the Springfield-Greene County Office of Emergency Management, located at 330 W. Scott St. in Springfield.

**VI. Activation**

1. Request: All requests for PICC activation will be approved by the OEM Director.
2. Justification: Potential reasons for PICC activation may include:
  - a. A local emergency or disaster results in a surge in phone calls to the OEM or other city/county departments.
  - b. A state or national emergency or disaster results in a surge in phone calls to the OEM or other city/county departments.
  - c. A crisis or disaster crosses disciplines and requires a multi-discipline or multi-jurisdictional response.
3. Process: Upon activation, the following assignments will be coordinated by OEM:
  - a. Planning Section to oversee management, coordinating with PICC supervisor
  - b. Greene County and City of Springfield Public Information Office will coordinate messages.
  - c. Volunteer management to recruit and training PICC staff.
4. Notification: When the PICC has been adequately staffed, staff has been trained and oriented and initial messages have been created and approved, the PICC phone number will be provided to the public via media, the Internet and other communication methods.

**VII. Organization**

The PICC will follow National Incident Management System (NIMS) guidelines.



The phone bank operations will be the responsibility of the Planning Section Chief in coordination with the EOC Manager.

The Planning Section Chief will support coordination between Volunteer Management and PICC Supervisor to ensure adequate staffing.

The JIC will work directly with the PICC Supervisor to organize all appropriate release of information, data collection, etc.

The PICC Supervisor will primarily work in the PICC, managing activities of all volunteers and relaying all messages to the appropriate sections.

The PICC Supervisor is responsible for relaying appropriate information to EOC personnel, keeping the Planning Section Chief apprised of valuable intelligence.

### **VIII. Operational Periods**

The PICC will typically operate on one of the two following shift schedules:

1. Two 6-hour operational periods running from 8:00 am to 2:00 pm and 2:00 pm to 8:00 pm.
2. Two or three 4-hour operations periods beginning at 8:00 a.m, 12:00 p.m. and 4:00 p.m. if needed.

Staff will be expected to report 15 minutes before their shift to allow for briefing.

### **IX. Staff**

Personnel pre-identified and pre-trained by the Volunteer Coordinator will initially staff the PICC. Additional volunteers will be recruited and trained to provide assistance as the PICC remains open for an extended period of time.

Staffing needs will vary throughout the day and throughout the incident as call volume increases and decreases in waves. Certain times of each day will be busier. Also the phones are likely to be busier whenever the situation changes or when media report significant news.

### **X. Roles and Responsibilities**

#### **A. Director of Emergency Management**

1. Make determination to activate PICC
2. Request Planning Section Chief to initiate PICC process

#### **B. Planning Section Chief**

1. Activate PICC by recruiting PICC supervisor
2. Coordinate staffing between Volunteer Management and PICC Supervisor
3. Support PICC Supervisor with any operational needs
4. Ensure most current information available in PICC

#### **C. Public Information Officer**

1. Work with other local PIOs through JIC to provide verified, credible, accurate, concise information
2. Coordinate flow of information to PICC Supervisor
3. Work with PICC Supervisor to provide training in advance for PICC staff
4. Work with PICC Supervisor to provide just in time training for PICC spontaneous volunteers
5. Keep Planning Section Chief informed on changing messages (see Message Update Form)

#### **D. Volunteer Coordinator**

1. Provide staffing for the PICC
2. Work with PIOs and PICC Supervisor to provide training in advance for PICC staff
3. Work with PIOs and PICC Supervisor to provide just in time training for PICC spontaneous volunteers
4. Maintain time records of all personnel and hours worked in the PICC

**E. PICC Supervisor**

1. Physically set up the PICC room (see Equipment and Setup Appendix)
2. Work with PIOs and Volunteer Coordinator to orient trained staff (see Orientation Script)
3. Work with PIOs and Volunteer Coordinator to ensure spontaneous volunteers are provided just in time training
4. Report directly to Planning Section Chief
5. Deliver incoming messages to appropriate response personnel in coordination with NIMS
6. Ensure that PICC staff and volunteers take adequate breaks and meals (see Staff Monitoring Form)
7. Step in when PICC staff and volunteers need assistance handling a difficult caller
8. Ensure staff and volunteers follow PICC operating procedures at all times (see PICC Operating Procedures)
9. Be aware of developing mental health needs for staff and volunteers
10. Maintain necessary documentation
11. Work with Logistics at the request of the PICC Supervisor to acquire necessary supplies and equipment to keep the PICC functioning
12. Provide updates via EOC briefings

**XI. Training**

Whenever possible, staff should be trained in advance. The OEM and the Volunteer Coordinator and other partners will work together to create an advance training for pre-identified staff.

Just in time training will also be available for spontaneous volunteers.

**XII. Exercises**

The PICC plan should be exercised at least annually. The exercise should include activating the PICC for at least 30 minutes.

Volunteers should call in with pre-scripted scenarios. Enough calls should be generated to truly test the system.

All participants should be asked to fill out a written evaluation after the exercise.

Corrections or alterations to the PICC plan should be made based on issues identified in the exercise.

**XIII. Evaluation**

The PICC plan should be reviewed at least annually by the OEM Assistant Director. If updates or changes are made, copies of the revised document should be sent to partners as identified on the distribution list.

## APPENDIX 9

### NEWS BRIEFING PREPARATION CHECKLIST

Action
1. Select the appropriate time for the news briefing. <b>NOTE: If possible, should be no less than two hours before the majority of news deadlines or as soon as possible after a major development;</b>
2. Set up Media Room at EOC (audiovisual, chairs, public address system, etc.).
3. Notify media of place and time for the news briefing and what credentials will be required;
4. Produce briefing packets for distribution to the media;
5. Identify spokespeople, schedule and conduct speaker preparation for as much time as possible before the news briefing starts;
6. Appoint a news briefing moderator who will: <ul style="list-style-type: none"><li>• Set the agenda – discuss format;</li><li>• Greet the assembly;</li><li>• Explain the purpose of the news briefing;</li><li>• Introduce the speakers;</li><li>• Provide sources for additional information;</li><li>• Control the amount of time spent on any given subject;</li><li>• End the conference on time.</li></ul>
7. Assist reporters with any additional needs immediately following the news briefing;
8. Videotape news briefings.

## APPENDIX 10

### MEDIA ADVISORY ON UPCOMING NEWS BRIEFING

#### MEDIA ADVISORY: NOT FOR PUBLICATION OR BROADCAST

CONTACT: (name of contact)                      PHONE: (number of contact)

Date:

#### AREA OFFICIALS TO HOLD NEWS BRIEFING ON (EVENT)

**WHAT:** Officials from Greene County and the city of Springfield, along with **(other agencies and partners)** will hold a news briefing to discuss the response to the **(event)** and answer questions about the recovery effort.

**WHEN:** **(Time), (Day and date)**

**WHERE:** The **Springfield-Greene county** Joint Information Center (JIC)  
**Emergency Operations Center**  
**Media Briefing Room, First Floor**  
**833 Boonville**  
**Springfield, MO**  
**417-869-6040 (not for public release)**

**PARTICIPANTS:** **(List all)**

**BACKGROUND:** **Provide one or two sentences explaining the situation.**  
*Example:* The president's designation of (NUMBER) counties in (STATE) opens the way for a wide range of disaster assistance for (DISASTER) victims affected by the disaster as well as emergency protective measures and assistance to repair and replace public facilities.  
Federal coordinating officer (NAME) will provide information on the response and recover process now under way and specifics regarding the kinds of assistance available to the residents of (STATE).

Media representatives should enter the front entrance of 833 Boonville to sign-in. A JIC representative will be present to meet with media representatives. All news briefings will be held in the media briefing room.

#### NOTE TO EDITORS, ASSIGNMENT DESKS:

For information updates by telephone, the following telephone number is **FOR MEDIA USE ONLY: (417) 869-6040**.

**Please do not release this number to the public. This is for media use only. The public will be given a different number for information.**

## APPENDIX 11

### NEWS BRIEFING INTRODUCTION GUIDELINES

#### General Guidelines:

1. As the moderator it is your responsibility to set the tone for the news briefing.
2. Have a predetermined message for each news briefing. If you do not have a message, you do not need a news briefing.
3. Provide correct spelling, title and agency for each speaker.
4. Set a time limit with your speakers prior to starting the news briefing. Stick to that time. Do not let any one person dominate the time during the news briefing. Take charge and use time as your authority.
5. Make yourself available to media at the end of the news briefing. This will build relationships and your trust and credibility with the members of the media who attended.

#### Checklist

- Introduce yourself;
- Explain the format of the news briefing;
- Provide the time frame (usually 30 to 45 minutes);
- Read the incident statement;
- Introduce the speakers;
- Moderate the question and answer period;
- End the news briefing and announce the time for the next news briefing.

## APPENDIX 12

### National Weather Service Non-weather Related Event Codes

Avalanche Watch	AVA
Avalanche Warning	AVW
Child Abduction Emergency	CAE
Civil Danger Warning	CDW
Civil Emergency Message	CEM
Earthquake Warning	EQW
Evacuation Immediate	EVI
Fire Warning	FRW
Hazardous Materials Warning	HMW
Law Enforcement Warning	LEW
Local Area Emergency	LAE
911 Telephone Outage Emergency	TOE
Nuclear Power Plant Warning	NUW
Radiological Hazard Warning	RHW
Shelter in Place Warning	SPW
Volcano Warning	VOW

**APPENDIX 13**

**National Weather Service Civil Emergency Radio Activation Request**

**CIVIL EMERGENCY MESSAGE REQUEST WORKSHEET**

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Contact number:** \_\_\_\_\_

**Time notified:** \_\_\_\_\_

**NWS Event Code:** \_\_\_\_\_

**Brief description of emergency:** \_\_\_\_\_

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**EXACT MESSAGE TO BE BROADCAST:**

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