



EMERGENCY PUBLIC INFORMATION ANNEX

I. PURPOSE

- A. Provide guidance and procedures for disseminating Emergency Public Information (EPI) in support of the state's response and recovery to an emergency/disaster.
- B. Provide for the effective collection, monitoring, management and dissemination of accurate, useful and timely information to media outlets during emergencies/disasters.
- C. Disseminate emergency instructions and protective actions to the public.
- D. Maintain procedures to disseminate public information and instructions for obtaining disaster assistance.
- E. Provide procedures to develop and disseminate public information regarding governmental response and recovery operations.
- F. Coordinate EPI to avoid panic, fear and confusion resulting from rumors and hearsay.
- G. Provide long-term public education efforts related to hazard awareness, family protection planning and emergency self-help.

II. SITUATION AND ASSUMPTIONS

- A. Effective measures can be taken to enhance survival and minimize hardship during a State of Emergency or Major Disaster by providing EPI to the public. During an emergency/disaster, the public requires survival instructions, information regarding disaster relief and government response and recovery operations.
- B. When an emergency/disaster strikes, the Emergency Public Information System (EPIS) cannot always react in time to inform the public about the hazard and appropriate safety precautions. Therefore, it is important to inform the public of hazards, protective actions and preparedness measures they can employ to reduce the impact of hazards on themselves and their community before an emergency/disaster occurs.
- C. A public affairs program combining both public education and community information will help to significantly reduce disaster related casualties, property damage and economic loss. People will want more emergency preparedness information during an emerging crisis. Accelerated printing and/or distribution of advisories or flyers will be made directly to the public and/or media.

- D. The principal means by which EPI will be disseminated will include Media Alert, Emergency Alert System (EAS), television, radio, cable-outlets, ADEM web-site, newspapers, press services and flyers. A back up means for public information will include vehicle public address systems and door-to-door contact during critical periods and in locations with life-safety incidents.
- E. Special needs groups will be considered based on the ability of people to receive, act on or understand EPI messages. These might include sight or hearing impairments, custodial institutions, i.e., schools, nursing homes, hospitals and prisons.
- F. Major events create significant media interest that will bring out-of-state reporters, photographers and camera crews to an incident. This will create a heavy demand on the state and local EPI structure requiring augmentation. External sources will be interested in major operations, devastation, high impact and human interest events.

III. CONCEPT OF OPERATIONS

A. Mission

1. Develop a media relations program for ADEM that will be utilized under routine and emergency conditions to effectively respond to media inquiries and public interests.
2. Disseminate information, emergency instructions and protective actions to the public through the media to enhance public health, safety and welfare and economic stability in Arizona.
3. Provide information and instructions to the public for obtaining disaster relief and assistance.
4. Disseminate information regarding state and local governmental response activities and operations in support of life safety activity.
5. Curtail erroneous or conflicting information presented to the public.
6. Maintain a roster of federal, state, local and private-sector emergency/disaster public information officers (PIO) and provide this roster to media outlets.

B. Concept

Establish and maintain contact with the media before, during and after termination of an event.

1. ADEM media relation efforts will provide information on such activities as the SEOC operations and related state response functions. It is important to keep the media informed of the general progress of associated events. Efforts will be made to report positive information regarding emergency response to reassure the public that the situation is being dealt with, utilizing appropriate resources.

- a. Education efforts will be directed toward increasing public awareness about hazards and how people can successfully deal with them.
 - b. Information and education efforts will rely on the cooperation of commercial media organizations, including both electronic news gathering and print sources.
 - c. Public awareness campaigns will be harder to achieve due to the large influx of population into the state.
2. State agencies involved in emergency response operations will coordinate news releases regarding their operations with ADEM's Lead State Public Information Officer (LSPIO). ADEM PIOs will ensure that the Governor's staff is aware of information releases that are being made by state agencies. Designated ADEM PIOs will coordinate this function for the Director, ADEM, with the Governor's Press Secretary.
 3. The Governor's Press Secretary will advise the Governor of pertinent policy issues regarding emergency information and establish press conferences for the Governor. ADEM PIOs will support and assist in these efforts in concert with the PIOs from other state agencies and the private sector.
 4. When a Presidential Declaration of an Emergency or Major Disaster has been issued, the State Coordinating Officer (SCO) will coordinate with the Federal Coordinating Officer (FCO) to establish policies concerning joint news releases. This information will be relayed to the Governor's Press Secretary. Coordination of these functions will be maintained and managed by ADEM.
 5. A Joint Information Center (JIC) may be established upon the recommendation of the Director, ADEM, to coordinate multi-agency news releases. The EAS and Media Alert System will be used to convey information releases to the media for immediate dissemination to the public. In certain instances, it may become necessary for the Governor or other designated public officials to request activation of the EAS to provide information directly to the public.

IV. ORGANIZATIONAL ROLES AND RESPONSIBILITIES

A. EPI

1. State Government
 - a. The **Governor's Press Secretary** will:
 - (1) Conduct the statewide EPI program in conjunction with ADEM, LSPIO and staff PIOs.
 - (2) Provide guidance to the Director, ADEM and LSPIO concerning policy issues and the EPI program.

- (3) Conduct, with ADEM PIOs, periodic news conferences on behalf of the Governor, providing emergency information about disaster conditions, state emergency operations and federal assistance programs.
 - (4) Continue EPI releases during the post disaster period to counteract rumors and public unrest.
- b. The **Director, ADEM** will:
- (1) Provide authority for the release of state-level information to the public.
 - (2) Direct the EPI program manager to disseminate emergency instructions, and information on government response operations and emergency/disaster public assistance programs.
 - (3) Provide SEOC and Disaster Field Office support for the EPI program.
 - (4) Conduct public information, media relations and community education programs. An LSPIO will be appointed by the Director to provide coordination of these services and serve as a member of the policy group.
 - (5) Maintain effective working relationships with the media.
 - (6) Designate locations and produce media briefings.
 - (7) Develop procedures for the coordination and release of information and news releases with the Department of Emergency and Military Affairs PIO, the American Red Cross and other government agencies and organizations.
 - (8) Maintain disaster related information on hazards the state faces and the Arizona Emergency Management System to utilize during emergencies/disasters.
 - (9) Assist the Governor's Press Secretary in coordinating and directing EPI activities during an emergency/disaster from the SEOC.
 - (10) Monitor and collect information from the media useful in supporting requests for emergency action.
 - (11) Maintain a system for information inquiries from the public and government officials.
- c. Other state agencies are responsible for coordinating and providing information to the ADEM-LSPIO, regarding emergency response activities of their agencies.

2. Federal Government

- a. The FCO is responsible for releasing official public information concerning federal assistance and disaster response activities in cooperation with the SCO, LSPIO and their JIC-PIO staff.
- b. The JIC and PIO staff will use the One Voice concept in releasing information to the media with other state/federal/local/volunteer agency officials.

B. Outreach Programs

ADEM is responsible for conducting public affairs programs. The Director will appoint an LSPIO and support PIOs to direct, coordinate and produce community education, information activities, and to train, exercise and prepare for SEOC operations.

1. Educational Programs: There are many types of activities associated with the educational outreach program, such as:
 - a. The media is provided with information on both routine and emergency developments affecting emergency management functions. This information reaches the public via television, cable, radio and newspapers.
 - b. Lectures and other group presentations are provided to organizations and community-based institutions.
 - c. Tours of the SEOC, briefings on emergency management and the responsibilities of the division are provided to groups, including schools, service organizations, scouting organizations, local military units and other interested organizations.
 - d. Informative educational brochures are distributed to county emergency services/management offices, the general public and organizations in support of emergency preparedness and outreach efforts.
 - e. Conducting the federal Community Family and Preparedness Program (CFPP). The focus of the CFPP is to develop public awareness of emergency self-help and an understanding of how emergencies/disasters can impact community. Developing this capability will assist potential victims during emergencies by enhancing their ability to assist themselves during the initial 72 hour period after a disaster strikes.
2. Public Information/Media Relations Programs: Many activities are ongoing educational efforts conducted by ADEM. Camera-ready copy and news releases will be maintained and distributed to the media.

V. ADMINISTRATION AND LOGISTICS

- A. Reports from the EPI program will include after action reports, press coverage summaries and/or audio/video clips and inputs into the SEOC Log.

- B. The facilities and equipment for the ADEM-PIO staff are located in the SEOC. An additional facility known as the Ramada is available to serve as a JIC. Keys to the JIC are available in SEOC.

VI. PLAN DEVELOPMENT AND MAINTENANCE

ADEM is responsible for the development and maintenance of these media relations, education and information programs. Other persons or organizations specified in this Annex will work with ADEM, in support of information and media related functions. The ADEM-PIO will be responsible for keeping this annex current and ensuring that standard operating procedures and other necessary implementing documents are developed and maintained.

APPENDIX

1. Public Access