

## ANNEX D: EMERGENCY PUBLIC INFORMATION

### I. SITUATION

#### A. Purpose

1. To prepare and disseminate disaster/emergency public information actions taken or to be taken by the government and its people to preserve life and property in Sheridan County. This includes information about:
  - a. To prevent disaster/emergency situations (mitigation measures).
  - b. How to prepare for disaster/emergency situations
  - c. How to act during a disaster/emergency (response measures).
  - d. How to act and what to do after a disaster/emergency (recovery measures).

#### B. Assumptions

1. Some people will continue to watch/listen to non-local TV and radio stations.
2. Local print and broadcast media will cooperate in broadcasting and publishing disaster-related instructions to the public.
3. Some emergencies may cause power outages and broadcast media failure, electronic pulse effects or both.

#### C. Vulnerability of Emergency Public Information Services:

1. Emergency Broadcast System (EBS) Services:
  - a. Dependence on phone system to reach DWYO EBS station to broadcast emergency information.
  - b. Lack of EBS activation plan for EBS station and Sheridan County including verification procedures for calls made to the stations.
  - c. EBS statewide system does not work properly, difficulty in monitoring assigned stations, especially nighttime.
  - d. EBS primary station (KWYO) does not reach all of Sheridan County.
  - e. Marti Unit (RPU) is operational in the Valley for KWYO.
  - f. KWYO is not 24 hours 5:30-11:00 (7 days a week).
  - g. Radio and TV station personnel need training on how to handle emergencies.
2. EBS Stations Vulnerability (KWYO Sheridan):
  - a. Lack of Electro Magnetic Pulse (EMP) full protection at this time at shelter site.
  - b. Transmitter and studio are at the same location.
  - c. Emergency power generator is not large enough to cover outside of the valley
3. Integration of all media:
  - a. Inability to interrupt cable signal to broadcast emergency information

- b. Inability of TV station to provide public information/warning for visually impaired or hearing impaired.
- c. Power outages, no emergency power. KSGW-TV is on three phase line
- d. Telephone outages.
- e. Location of radio station.
- 4. Printing and distribution capability.
  - a. Difficulty with printing and distribution of information in a hurry.
    - 1) Time it takes to set up and print and distribute
    - 2) Geographic layout of the county.

D. Resources:

- 1. Personnel – See Key Personnel, Basic Plan, Appendix 4.
- 2. University Extension Agent’s Office.
- 3. Radio Stations
 

	<u>Hours of Operation</u>
a. KWYO 1410 am (EBS Station for Sheridan County located in Sheridan	5:30 a.m.-11:00 p.m.
b. KLWD 96.5 fm	6:00 a.m.-12:00 a.m. OR 2:00 a.m.
c. KROE 930 am	5:30 a.m.-11:00 p.m.
d. KROE 94.9 fm	24 hours
- 4. Other radio stations
- 5. KSGW Channel 12
- 6. Cable TV stations
  - Cablevision Sheridan
  - Tongue River
- 7. Newspapers
 

	<u>Publish Date</u>
a. Sheridan Press	Monday thru Saturday
b. The Country Journal	Wednesday
- 8. Wyoming Highway Department for Road and Travel information.
- 9. Communications equipment-Refer to Warning Communication Annexes.
- 10. Handouts/pamphlets/publication/video and slide presentations/radio programs.
- 11. Any other means available for providing public information.

II. EXECUTION

A. Concept of Operations:

- 1. The Public Information Officer (PIO) is appointed by the Emergency Management Coordinator. If the PIO is not designated prior to the disaster/emergency occurrence, one should be designated as PIO as soon as possible afterwards. The person designated as PIO may vary with the emergency/disaster.
- 2. An emergency will require dissemination of information to the public of what actions have been taken and what actions are to be taken for the preservation of life and property.

3. In the event of a major disaster/emergency, information to be released for the public needs to be authorized by the Emergency Management Coordinator prior to its release.
  4. All information to be released to the public should be coordinated through the Public Information Officer (PIO).
  5. The local news media should be utilized to both expand the amount of information that can be disseminated and to enhance the immediacy of the dissemination.
  6. If the disaster/emergency involves more than one community, each community should designate a Public Information Officer. The County Public Information Officer (PIO) may act as PIO for Sheridan. All information to be released to the public by the community should be coordinated with the County PIO.
  7. Requests for approval to release information on an “extremely advanced state of readiness in connection with a national emergency” will be sent to the Wyoming State EOC for clearance with the Federal Emergency Management Agency (FEMA) Region Office upon authorization of the Emergency Council.
  8. The University Extension Agent’s Office will assist the Public Information Officer in disseminating emergency information to the rural residents of the county.
- B. Task Assignment & Implementation:
1. The County Public Information Officer (PIO):
    - a. Responsible for the issuance of official information, advice and instruction from the local government to the public, utilizing the appropriate media.
    - b. Services as the advisor to the Emergency Council and department/agency heads within the EOC concerning the necessity or feasibility of issuing specific items of information to the public during an emergency.
    - c. Assists the Emergency Management Coordinator in providing information to the public in non-emergency situations also.
  2. Community PIO
    - a. Performs the same duties as the County PIO, only for the community.
    - b. Coordinates activities with the County PIO.
  3. University Extension Agent’s Office:
    - a. Coordinates with Public Information Officer to provide emergency information to the residents of the county.
    - b. Coordinates/provides information to the public in non-emergency situations also.
  4. All department/agency heads are responsible for the preparation of public information/advisories as it concerns their department and for coordinating them with the PIO prior to their release.

III. CONTROL & ORGANIZATION

A. Organization Chart:

PUBLIC INFORMATION OFFICER

UNIVERSITY EXTENSION  
AGENT

COMMUNITY PUBLIC  
INFORMATION OFFICERS

AGENCY/DEPARTMENT  
HEADS

NEWSPAPERS

RADIO STATIONS

CABLE TV/TV STATION

- B. The Public Information Officers (PIO) will coordinate public information activities from the EOC during emergencies.
- C. The local emergencies, the Public Information Officer will coordinate information activities either from the scene or from the EOC as determined by the Emergency Council or local government.
- D. The Line of Succession is:
  - 1. Public Information Officers
  - 2. Assistant Public Information Officer
- E. A Public Inquiry Center may be established and operated under the direction of the PIO. The Center should operate 24 hours a day during periods of increased readiness, emergency and recovery, if possible. It operates as a rumor control center.