

PEPIN COUNTY EOP

ANNEX J Public Information and Education

Developed: March 1993

Updated: June 1994
May 1995
May 1996
May 1997
June 1998
June 1999
June 2000

Complete plan revision:
January 2002

Updated: May 2006
February 2008
August 2010

ANNEX J (PUBLIC INFORMATION)

I. PURPOSE

The purpose of this annex is to provide an overview of public information procedures in the event of a disaster.

II. CONCEPT OF OPERATIONS

The county assists the municipal governments with the release of public information regarding their response to an event. A Joint Public Information Center (JPIC) is activated depending on the severity and/or duration of the incident. A JPIC is a central location for involved agencies to coordinate public information activities and a forum for news media representatives to receive disaster information. The state supports local efforts by coordinating the release of information with federal, county, volunteer and private entities.

During the recovery phase, all agencies are expected to support continuing operations with equipment and staff.

III. RESPONSIBILITIES AND TASKS

A. County Emergency Management

Response

1. Coordinate the release of information to the public with the Public Information Officer (PIO).
2. Assess the public affairs implications of the incident. Support the County Chairperson/ Executive's office with disseminating emergency public information.
3. Assist the affected municipality with the release of public information.
4. Request the assistance of Wisconsin Emergency Management or State Emergency Operations Center to activate the Joint Public Information Center as necessary.

ANNEX J (PUBLIC INFORMATION)

B. Public Information

Response

1. Establish and maintain contact with the Emergency Operations Center and/or command post.
2. Assist the affected municipality with obtaining information and when authorized, releasing information to the news media thru the proper channels (e.g., local media, Emergency Alert System, newspapers.)
3. Brief and consult with the County Chairperson/Executive, county Emergency Management Director and the Emergency Operations Center about information received and disseminated.
4. Coordinate and prepare official emergency information statements with other participating agencies as needed.
5. Disseminate instructions to the public regarding protective action recommendations.
6. Establish and maintain a joint public information center to ensure coordinated public information during emergency operations.
7. Provide maps, charts, status boards, schematics or other displays that clearly depict the disaster situation in support of news conferences and/or briefings.
8. Monitor media for rumors and address as necessary.
9. Participate in news conferences and briefings.
10. Provide consumer protection information to the public.

ANNEX J (PUBLIC INFORMATION)

C. Other Local Agencies

Response

1. Coordinate with the Public Information Officer, Emergency Operations Center and county Emergency Management Director regarding the release of information to public sources. Response agencies should not disseminate any information to the public without prior approval.
2. Send a representative to the Emergency Operations Center or Joint Public Information Center as requested.

D. Volunteer Organizations

1. Work with all volunteer organizations to coordinate release of damage assessment information with County Public Information Officer.
2. Seek all possible opportunities to create team-based releases when appropriate.
3. Explore opportunities to coordinate effective public outreach.

ANNEX J (PUBLIC INFORMATION)

The undersigned have hereby reviewed and approved Annex J of the County Emergency Operations Plan.

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The undersigned have hereby reviewed and approved Annex J of the County Emergency Operations Plan.



County Board Chairperson

7-28-2010
Date



Emergency Management Director

7-29-2010
Date



Public Information Officer

7-28-2010
Date

ANNEX J (PUBLIC INFORMATION)

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ATTACHMENT 1 Pepin County Alerting List

I. OFFICIAL SPOKESPERSON:

- | | |
|--|-------------------------------------|
| 1. County Board Chairperson | Peter Adler
715-283-5319 (H) |
| 2. First Vice-Chairperson | Joseph Komisar
715-495-9124 (H) |
| 4. Emergency Management Director
715-672-8897 (W) | John W. Egli
715-672-8060 (H) |
| 5. Public Information Officer
715-672-8704 (W) | Darlene Brunner
715-672-5811 (H) |

II. EOC STAFF AND ALERTING LIST:

FIRST SHIFT	SECOND SHIFT
PIO: Darlene Brunner	PIO: Kathy Brunner
BUS: 715-672-8704	BUS: 715-672-8897
RES: 715-672-5811	RES: 715-672-8060

III. EOC Standard Operating Procedures:

1. When alerted by the EM Office, the county PIO or deputy PIO shall:
 - a. Report to the EOC.
 - b. Activate PIO staff as applicable.
 - c. Review and update emergency plans and SOP's.
 - d. Coordinate and prepare program materials for local EBS airing.
 - e. Issue emergency information to the public as applicable.
 - f. Brief the EM Director on actions taken to provide public information.
 - g. Arrange for news conference and prepare official statements for the local chief official.

ANNEX J (PUBLIC INFORMATION)

ATTACHMENT 2 News Media

A. RADIO

- | | |
|---|--|
| 1. WMEQ (FM 92/AM 880)
Menomonie, WI
715-235-2112 | Mike Phillips, Manager
P.O. Box 880
Menomonie, WI 54751 |
| 2. WAXX (FM 104.5)
944 Harlem
Altoona, WI
715-832-1530 | George Roberts, Manager
P.O. Box 6000
Eau Claire, WI 54702 |
| 3. WBIZ (FM 100)
619 Cameron
Eau Claire, WI
715-835-1007 | Al Leitl
P.O. Box 24
Eau Claire, WI 54701 |

B. NEWSPAPER

- | | |
|---|--|
| 1. Durand Courier Wedge
103 W. Main
Durand, WI
715-672-4252 | Mike Stumpf, Editor |
| 2. Eau Claire Leader Telegram
701 S. Farwell
Eau Claire, WI
715-833-9200 | Charles Graaskamp, Owner
P.O. Box 570
Eau Claire, WI 54701
715-830-5821 |

C. CABLE TELEVISION

- | | |
|--|-------------------------------------|
| 1. Chippewa Valley Cable Inc.
318 3rd Ave. W.
Durand, WI | Christy Berger, Mgr
715-672-5966 |
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D. TELEVISION STATIONS

- | | |
|---|---|
| 1. WEAU TV-13
1907 S. Hastings Way
Eau Claire, WI
715-839-9328 | 1907 South Hastings Way
Box 47
Eau Claire, WI 54702 |
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