

## Emergency Information and Education

### SITUATION

The County and Town of York have continuing programs that provide information about potential hazards, local government preparedness activities, and emergency services to the public. Activities include public service announcements on radio and television stations, brochures, pamphlets, publications, and interviews with the media.

### CONCEPT OF OPERATIONS

The Media Operations Center (MOC) is a single information center for the Town of York. It is established at EOC in a major incident. Information is distributed and media briefings are held as frequently as possible at predetermined times and locations.

Media releases are prepared in the Joint Information Center (JIC) and a Rumor Control section monitors radio and television news and answers telephone inquiries.

The County EMA activates the Emergency Broadcast System. If the County EMA Director can't be reached, contact the Maine State Police.

The **Public Information Officer (PIO)** is responsible for all contacts with the media. He oversees the operation of the JIC, the MOC and Rumor Control.

### ORGANIZATION AND ASSIGNMENT OF RESPONSIBILITIES

Assignments are shown on the Chart following this section.

### ADMINISTRATION AND LOGISTICS

#### A. Policies

The **Chief Executive** approves all public information. Emergency information is released to the local media through the MOC, if established, or the EOC.

Information is verified before release. Rumors are investigated and correct information issued if necessary.

Radio, television and newspaper announcements are monitored to ensure accuracy.

The **PIO** keeps lists of media contacts up-to-date.

#### B. Reporting

The **PIO** keeps logs of emergency information activities.

## Emergency Information and Education Task Assignment Chart

AGENCY	Hazard ID	Train Staff and Vols	Public Educ	Revised SOPs	Devlp Mutual Mutual Aid / Supply Agreement	Roster Resource Invent	Comm Warning Cap	Test Exercise	Coord Dster Rspns	Restor Essen Svcs Facil	Return Repair Borrow Equip	Conduct Conduct Critique Prepare Rpt.
Elected Officials / Manager			S						S	S		S
Emergency Management	P		P	P	S	P	P	P	P	P	P	P
Law Enforcement	S		S		P	S		P			S	S
Fire Department	S		S		P	S		P			S	S
Emergency Medical / Rescue	S		S		P	S		P			S	S
Health & Welfare	S					S						S
Public Works	S					S					S	S
School Department	S		S			S						S
Harbor Master	S		S			S						S

## Emergency Information and Education Checklist

Below are suggested actions for the Town of York's **Public Information Officer (PIO)** and Joint Information Center (JIC) **staff** during an emergency. Changes may be made depending on the situation.

- Ensure that all information is clear, confirmed, and approved by appropriate authority before release to the media or public. Do not release unconfirmed information or speculate on the extent of the emergency.
- Monitor news programs and review news articles for accuracy. Correct serious misinformation whenever possible.
- Provide sufficient staffing and telephones to handle incoming media and public inquiries (rumor control) and gather status information.
- Ensure that official spokespersons are thoroughly briefed about all aspects of the emergency.
- Keep the **Elected Officials/Manager** and **EMA Director** informed of all actions taken or planned.
- Maintain a log and a file.
- Keep County EMA informed of all information released.