

## I. PURPOSE

To provide an overview of how public information will be disseminated in the event of an emergency or major disaster.

### MNWALK 34

## II. PIO / SPOKESPERSON

- A. The Incident Commander has initial responsibility for public information until the duty is delegated to another.
- B. The Incident Commander can request the assistance of a Public Information Officer (PIO) at any time.
- C. Activation of the EOC includes the activation of the PIO.
- D. The primary PIO for each jurisdiction is listed.

County - Chair of Board  
Emergency Management Director

Municipalities - Mayor  
Mayor Pro-Tem  
City Administrator / Clerk

- E. The PIO will decide who would be best suited to act as spokesperson and make statements to the media.

## III. RESPONSIBILITIES

- A. The PIO will establish a location for a Joint Public Information Center (JPIC), requesting representation from each pertinent organization, for the purpose of developing coordinated releases.
- B. Field personnel will not release information to the media. Important information must be relayed to the PIO for dissemination.

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- C. The PIO will be in charge of disseminating information to the public in a timely manner.

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- D. The PIO will be in charge of handling public inquiries and rumor control.

- E. The PIO will be responsible for ensuring that a system exists for responding to the inquiries of families regarding the status of relatives.
- F. The Public Health Department and Environmental Health Department will be responsible for preparing pertinent information about the health risks associated with each hazard and the appropriate self-help or first aid actions, and other appropriate measures. The PIO will be responsible for coordinating the dissemination of this information.
- G. The Social Services Department will be responsible for preparing materials for the visually impaired and non-English speaking citizens. The PIO will be responsible for coordinating the dissemination of this information.
- H. The local Red Cross will be responsible for preparing instructions for evacuees. The information should include the location of reception centers, shelters, feeding facilities, and medical centers as required for the incident. The PIO will be responsible for coordinating the dissemination of this information.
- I. PIOs representing State and Federal agencies responding to the emergency will be directed to the JPIC to coordinate the release of public statements with the PIO.

#### **IV. FACILITIES**

##### **MNWALK 35**

- A. Initially briefings will be held at the LEC Training Room. News media representative should be directed to the Mower County Board Room.
- B. The location of subsequent briefings will be at the discretion of the PIO, based on the circumstances of the incident.
- C. In the event of a protracted disaster or emergency, news releases will be issued on a regular basis.
- D. Public information will be disseminated to the following Radio/TV stations:

#### **V. SUPPORTING DOCUMENTS**

- A. Prepared emergency public information (EPI) supplements for release to radio, TV, and newspapers, are on file in the emergency management office.

**MNWALK 37**

LIST OF ALL AVAILABLE MEDIA SOURCES

<u>NEWSPAPERS</u>	<u>CITY</u>	<u>TELEPHONE NUMBERS</u>
Austin Daily Herald	Austin	507 437-8851
Blooming Prairie Times	Blooming Prairie	507 583-4431
LeRoy Independent	LeRoy	507 324-5325
The Monitor Review	Adams	507 582-3542
Mower County Shopper	Austin	507 437-7731
G.M. Shopper's Guide	Grand Meadow	507 754-5486
The Bargain Counter	Brownsdale	507 567-2259

<u>RADIO STATIONS</u>	<u>CITY</u>	<u>TELEPHONE NUMBERS</u>
Fox Country AM & FM	Albert Lea	507 373-9600
KATE	Albert Lea	507 373-2338
KAUS AM & FM	Austin	507 437-7666
KCPI FM	Albert Lea	507 373-2338
KNFX AM & FM	Austin	507 437-9213
KOWZ FM	Blooming Prairie	507 583-2191
KQPR FM	Albert Lea	507 373-9600
KROC AM/FM	Rochester	507 286-1010
KY 102 FM	Austin	515-324-1116

Southeastern Minnesota Emergency Management Broadcasting System

<u>TELEVISION STATIONS</u>	<u>CITY</u>	<u>TELEPHONE NUMBERS</u>
KAAL TV	Austin	507 437-6666
KIMT TV 3	Mason City	515-423-2540
KSMQ-TV	Austin	507 433-0678
KTTC News 10	Austin	507 433-5742