

Section 4: Public Information

General Information

I PURPOSE

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

II SPOKESPERSON (S) (*25)

Swift County Administrator is the Public Information Officer. If unavailable, the county auditor may serve as alternate. The Public Information Officer will decide who would be best suited to make statements to the media.

III RESPONSIBILITIES (*25, *27)

- A. Field personnel and key personnel, such as EOC chiefs, shall relay information to the PIO for dissemination.
- B. The PIO is in charge of disseminating this information to the public in a timely manner.
- C. The PIO is in charge of handling rumor control.
- D. The PIO is in charge of establishing a system for dealing with inquiries of families regarding the status of friends and relatives.
- E. Countryside Public Health is in charge of preparing information about the health risks associated with each hazard and the appropriate self-help, first aid, or other appropriate measures.
- F. The County Human Services Director is responsible for preparing materials for the visually challenged and non-English speaking public.
- G. Swift County Sheriff is responsible for preparing instructions for evacuees. Such information will include the location of reception centers, shelters, feeding facilities, and medical centers.
- H. State and Federal agencies responding to the emergency will coordinate statements with the county PIO.

IV FACILITIES

The Swift County Commissioners Room will be designated as the primary news briefing room. The PIO may pick a different location at his/her discretion.

Standard Operating Guide to Section 4 Public Information

I PURPOSE

This SOG is intended to provide direction to the tasks of the Public Information Officer and his/her staff.

II RESPONSIBILITIES

- A. Provide method for emergency operations agencies and services to provide the PIO information on the status of the disaster/emergency.
- B. Prepare public information for media, residents, and responders.
- C. Inform media, residents, and responders of the schedule of informational news releases..
- D. Accept media and public inquiries.
- E. Release prepared messages to the media.
- F. Confer with State, Federal and private sector agencies to obtain and coordinate the release of technical information to the media and public.

III ADDITIONAL INFORMATION IS OUTLINED IN THE FOLLOWING

Supporting Documents

Jurisdictional Information Centers
Listing of Available Media Resources

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Resource Manual

Section 4: Public Information

Jurisdictional Information Centers (*26)

The primary media and public jurisdictional information center shall be the Swift County Commissioners Room.