

DRF-3

PUBLIC INFORMATION

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PUBLIC INFORMATION

PRIMARY AGENCIES: Office of Emergency Management

SUPPORT AGENCIES: City of Springfield Public Information Office
American Red Cross
Springfield Area Chamber of Commerce
Springfield Health Department

I. PURPOSE

This plan will provide for the timely release of accurate information to the residents and media of Springfield-Greene County during recovery from an emergency or disaster. This plan will address issues arising from both immediate circumstances and the resulting consequences of the recovery process for as long as the health and welfare of the community is imperiled.

II. SITUATIONS AND ASSUMPTIONS

A. Situations

1. Any area of Greene County could be affected by several types of disasters that would require dissemination of information and instruction to the general public during the recovery process.
2. Segments of the population following disaster may not be intimately familiar with the Springfield-Greene County area or its public/private infrastructure.
3. According to the 2010 U.S. Census, 4.8 percent of Springfield-Greene County residents either speak English poorly or not at all. The predominant languages of these residents are Vietnamese, Spanish, French and German. Assistance with translation of emergency information may be needed.
4. The following agencies have Telephone Device for the Deaf (TDD) capability:

Emergency Communications Center	-	-	-	911
Springfield-Greene County OEM	-	-	-	869-6040
City of Springfield-City Hall	-	-	-	864-1555
Greene County Court House	-	-	-	862-6725
Greene County Sheriff's Department, Records	-	-	-	863-6360
Mercy Paramedics	-	-	-	820-3636
Cox Health Systems	-	-	-	269-8116
Cox Health Systems, Walnut Lawn -	-	-	-	269-1779
Ozarks Community Hospital	-	-	-	837-4111
Lakeland Hospital	-	-	-	865-5223
Relay Missouri, Voice Line	-	-	-	711
			-	800-735-2466
TDD Line	-	-	-	711
			-	800-735-2966

5. Several government and public agencies utilize social media avenues, including Twitter and Facebook, for release of normal operational information. Such avenues may be used for disaster response and recovery information.
6. When more than one jurisdiction or non-local government department PIO is involved during recovery operations, coordination or public information through a Joint Information System may be required.

B. Assumptions

1. Due to built in redundancies, the existing public information and warning systems in Springfield-Greene County and its municipalities should survive and remain functional during and following a disaster or emergency event.
2. The media serving Greene County will cooperate with local officials in dissemination of information to the public.
3. Widespread or major emergencies or disasters may result in state and national media coverage extending into the recovery process.
4. Media personnel from state and national levels may not be familiar with Springfield-Greene County news release procedures.
5. Media personnel may attempt to obtain information from other than official sources.
6. Federal and state officials may be on-site and called upon for information. Federal and state agencies will provide PIO support to Springfield-Greene County. The lead local PIO will have jurisdictional control concerning local PIO activities.
7. Following an emergency or disaster, the public will expect local government to provide specific information relating to the overall recovery process, community rebuilding and economic stabilization.
8. An effective public information program will promote concepts of safety, reduce economic hardship, enhance community rebuilding efforts, minimize rumors and educate the public.
9. Members of the Community Organizations Active in Disaster (COAD) are familiar with this plan and their responsibilities herein contained.

III. CONCEPT OF OPERATIONS

A. Recovery

1. Continue to distribute information as necessary.
2. Continue rumor control and news briefings.
3. Supply information concerning status of disaster affected individuals or families through the American Red Cross.
4. Coordinate public information releases with higher levels of government.
5. Participate in after-action reports and critiques to assess effectiveness of information.

6. Establish and maintain a report listing a chronological record of events and news releases.
7. Maintain plan operations until situation returns to normal.

B. Dynamic Message Boards

During a EOC activation, the Missouri Department of Transportation (MoDOT) has authorized the use of Dynamic Message Boards, to provide preloaded mass communication messages as might be directed by the EOC during response and recovery phases. Preloaded messages available are:

Disaster	To Report	Disaster Info
Hotline	Storm Damage	On Twitter
829-6200	829-6200	@GCOEM

Custom messages can be created and could include staging area information, donation locations, and volunteer info. Signs in the metro area can accommodate 14 characters per line, up to 3 lines of information. Signs on I-44, US 60 and US-65 can accommodate 18 characters per line, up to 3 lines of information.

IV. ORGANIZATION AND ASSIGNMENT OF RESPONSIBILITIES

A. Primary Agency:

Springfield-Greene County Office of Emergency Management

1. The Greene County PIO and OEM Director, or designee, are responsible for the preparation and release of public information for the County. He or she may release all public information if review and approval is not feasible within a reasonable amount of time.
2. The lead PIO will assemble the Joint Information System (JIS) when appropriate.
3. The lead PIO is responsible for the overall coordination of public information to be released. The lead PIO will coordinate official clearance and release of information.
4. Maintain records of the cost of supplies, resources and man-hours spent on recovery planning and implementation.

B. Support Agencies

American Red Cross
City of Springfield Public Information Office
Springfield Area Chamber of Commerce
Springfield Health Department

1. Each support agency will designate a PIO as required or necessary. Agency PIOs will provide information to the lead PIO and coordinate the release of public information.

V. DIRECTION AND CONTROL

- A. Release of information will be under the control of the lead PIO with approval from the Long Term Recovery Committee.

VI. CONTINUATION OF OPERATIONS

A. General

The key purpose of Continuity of Operations planning is to provide a framework for the continued operation of critical functions. When implemented, these plans will determine response, recovery, resumption and restoration of Department/Agency services.

COOP Plans for Departments/Agencies present a manageable framework, establish operational procedures to sustain essential activities if normal operations are not feasible and guide the restoration of the critical functions of the Department/Agencies functions. The plan provides for attaining operational capability within 12 hours and sustaining operations for 30 days or longer in the event of a catastrophic event or an emergency affecting the department.

VII. ADMINISTRATION AND LOGISTICS

A. Administration

- 1. A chronological file of all news releases during a disaster will be maintained.
- 2. A chronological file of all recovery-related events will also be maintained for future reference.

B. Logistics

- 1. If active, the logistics section within the Greene County Emergency Operations Center will provide for the supply of materials necessary for the continuation of DRF 3 activities.
- 2. If the EOC is not active, the Springfield-Greene County Office of Emergency Management will provide for the supply of materials necessary for the continuation of DRF 3 activities.

VIII. DRF DEVELOPMENT AND MAINTENANCE

The Greene County Office of Emergency Management will maintain this DRF and its supporting documents. This DRF and the procedures contained therein will be reviewed, tested periodically and revised on an annual basis.