

PUEBLO COUNTY EMERGENCY OPERATIONS PLAN

ANNEX J - EMERGENCY PUBLIC INFORMATION

I. PURPOSE

To establish public awareness of all-hazards and to maintain active channels of communication that will inform and advise the public on appropriate actions before, during, and after an emergency. Provide for effective collection and dissemination of information and to correct any misinformation released to the public to minimize inappropriate public responses.

II. SITUATION AND ASSUMPTIONS

A. Situation

1. In the event of a local emergency or disaster that has impacted or has the potential to impact the citizens and guests of Pueblo County, the Pueblo County Department of Emergency Management (DEM) will facilitate and/or participate in the Joint Information System (JIS) as provided for in this annex.
2. Emergency public information utilizes the JIS concept and coordinates with all available media to provide the public with official news, information, instructions, and procedures should a local incident or severe international crisis occur. The JIS ensures public information officers collaborate on the release of emergency information.
3. Centralized coordination and dissemination of factual, official information is necessary to assure a well-informed public, to avoid or minimize the release of misinformation, and to dispell rumors.
4. Should the situation warrant, the Joint Information System may operate out of a Joint Information Center (JIC). Pueblo County and other responding agencies will activate a call center for public and media inquiries, write media releases, coordinate with field Public Information Officers (PIO's), monitor media for misinformation and gather information for public dissemination out of the activated JIC.

B. Assumptions

Sufficient warning time will not always be available prior to an emergency. Therefore, pre-scripted Emergency Alert System (EAS) messages may be utilized to pass initial information and instructions to the media and the general public. In addition an Emergency Preparedness Network (EPN), (aka Reverse 9-1-1) call may be activated to provide direct, immediate and concise information to a targeted group of citizens.

III. CONCEPT OF OPERATIONS

- A. Emergency Alert System messages will be disseminated to multiple media outlets.
- B. Any activation of an all hazards Joint Information Center (JIC) will be organized and coordinated by the Department of Emergency Management. The nature, scope and location of the incident will determine which other agencies will provide a representative to the JIC. The JIC will serve as a location representing various organizations and agencies providing the public with quick, accurate, and effective information, with less risk of conflicting statements. A media center may be established at the JIC to enable media representatives to receive up-to-date information in person regarding the incident, and may include live media briefings.
- C. News releases, instructions, or official information originated by the various participating organizations will be coordinated through the Joint Information Center. The Pueblo County CSEPP Public Information Officer (PIO) or an alternate may serve as spokesperson for the Executive Policy Group (EPG) during an emergency situation. Organizations not represented by the EPG may use their own Public Information Officer. The CSEPP PIO will issue news releases at the request of the county after coordinating current information with other agencies. Member(s) of the EPG will receive copies of all releases. EPG approval is required before issuing policy-related news releases.
- D. Upon activation and staffing of the JIC, a call center phone number will be made public. This call center will serve as a location where incident-related inquiries from citizens and media can be directed.

IV. ORGANIZATION AND RESPONSIBILITIES

- A. If the CSEPP PIO is not available, the DEM Director or EOC Coordinator will appoint a PIO. If possible, the PIO should be a county or city employee who either serves in the role of a PIO or possesses a working knowledge of the duties of a public information officer.
- B. A group of pre-identified JIC personnel will be organized upon the activation of the JIC. If needed, sufficient personnel will be assigned to permit extended hours of operation during an emergency or disaster.
- C. Emergency Preparedness information will improve public response during an actual emergency.
 - 1. A proactive public information program shall promote awareness of the need to prepare for all types of incidents facing the community.
 - 2. As a matter of routine and before an emergency develops, close contact shall be maintained with local, state, army and federal public information officers. Contact will also be maintained with the media to enhance public preparedness and awareness prior to an emergency, and to facilitate dissemination of actual incident information.
 - 3. Whenever possible, appropriate emergency information will be provided in Spanish. The special needs of disabled, youth, and elderly shall also be considered.
- D. Lead responsibility for the Joint Information System and associated Joint Information Center generally rests with DEM. As the names suggest, all agencies responding to a disaster in Pueblo County are individually and jointly responsible for developing and releasing emergency public information pertaining to their agency's actions. Through the JIC, the Emergency Operations Center will maintain contact with all mass media serving the county and municipalities.
- E. The CSEPP PIO has responsibility for the Department of Emergency Management's overall emergency public information program. Those responsibilities include:
 - 1. Advisor to the Executive Policy Group, Incident Commander, and other local authorities on public information matters.

2. Liaison to all media ensuring effective dissemination of emergency public information and materials
 3. Maintaining a strong working knowledge of emergency plans and procedures of agencies within this jurisdiction
 4. Preparation of news releases; review, edit, and clear material for public release under established policies; coordinating releases with other organizations or agencies concerned
 5. Preparation and dissemination of emergency preparedness public information material based on hazard analysis impacting county jurisdictions
 6. Maintaining a network of trained and available Public Information Officers
 7. Facilitating all activations of the Pueblo Community JIC
 8. Annually reviewing and updating publications associated with the activation and operation of the JIC
- F. The DEM Director or EOC Coordinator will make the decision to activate the JIC when the situation warrants. During a CSEPP incident, the Pueblo EOC and the Pueblo Chemical Depot will jointly make the decision to activate the JIC. Activations of the JIC will be in accordance with the Pueblo Community JIC Standard Operating Procedure (SOP)
- G. The JIC will be declared operational when the County CSEPP PIO, or alternate, is present, as well as sufficient personnel to perform incoming inquiries and administrative functions. The Pueblo JIC Initiating Checklist is found at Appendix 1.
- H. The CSEPP PIO, in coordination with the American Red Cross, will establish a single point of contact for the public to obtain information concerning missing relatives, available emergency services, and communicate that through the media.
- I. The initial CSEPP EAS message will be issued by the Pueblo County Sheriff's Office (PCSO) Communications Center, or DEM staff. Other EAS messages will be selected or developed by the appropriate PIO. EPN activation may also be necessary to ensure public safety. This

activation will require approval by DEM leadership, PCSO administration or the Pueblo County Board of County Commissioners. Once approval for the launch is received, Communications Center staff or DEM staff may initiate the process.

V. COMMUNICATIONS MEDIA

- A. All available media shall be used to communicate with the public.
- B. A working relationship between the CSEPP PIO and the local media shall be maintained. The DEM staff will work with the local broadcasters to ensure the EAS is operational and available to provide emergency public information in the event of natural and man-made emergencies or disasters.

VI. ANNEX DEVELOPMENT AND MAINTENANCE

The primary responsibility for development and maintenance of this annex is that of DEM with support from responsible parties. The annex will be reviewed annually unless significant change warrants an earlier revision.

JIC ACTIVATION CHECKLIST

Prior to Operational JIC

- _____ 1. Follow internal agency protocols for sending out emergency notification and information.
- _____ 2. Begin JIC staff call-out via EPN.
- _____ 3. Call CSU-Pueblo or Pueblo County Information & Computer Services to begin JIC activation procedures. (To be determined by location of JIC.)
- _____ 4. Staff travels to appropriate JIC location.
- _____ 5. Prepare facility and equipment for operations. Work areas should include maps, fax machines, basic office supplies, log sheets, smartbooks, etc.
- _____ 6. Verify that JIC equipment is operational.
- _____ 7. Contact Depot EOC, County EOC, and State EOC for most current information.
- _____ 8. Update status boards to include all actions taken on and off-post – keeping unrelated events separate.

Operational JIC

- _____ 1. Send out news release announcing operational JIC. (Lead PIO Team via Administrative Staff)
- _____ 2. Contact State Emergency Operations Center and request the operational JIC news release be sent to Denver media.
- _____ 3. All JIC staff is expected to follow the responsibility checklist of their assignment.

NEWS RELEASE DISTRIBUTION LIST	
<i>Radio</i>	
KCCY 96.9 FM (PRIMARY EAS)	
719/540-9200	
FAX: 719/579-0882	
KDZA 107.9 FM / KCSJ 590 AM / KGHF 1350 AM	
KRMX 690 AM (Spanish)	
KNKN 107.1 FM (Spanish)	
KRDO 95.1 FM / KSKX 105.5 FM (Colorado Springs)	
KVVU 99.9 FM / KKLI 106.3 FM (Colorado Springs)	
KKFM 98.1 FM (Colorado Springs)	
KKMG 98.9 / KSPZ 92.9 FM / KTWK 1300 AM (Colorado Springs)	
KVOR 740 AM (Colorado Springs)	
<i>Television</i>	
KXRM	Channel 21 FOX (News: 6AM, 9PM)
KOAA	Channels 5/30 NBC (News: 6AM, 5PM, 6PM, 10PM)
KKTV	Channel 11 CBS (News: 5AM, 4:30, 5:30, 10PM)
KRDO	Channel 13 ABC (News: 6AM, 5PM, 6PM, 10PM)
KTSC	Channel 8/53 PBS
KCNC	Channel 4 CBS (Denver)
KMGH	Channel 7 ABC (Denver)
KUSA	Channel 9 NBC (Denver)
<i>Print</i>	
Beulah Buzz	
Pueblo Chieftain	
Pueblo West Horizon	
Pueblo West View	
Pueblo Business Journal	
Greenhorn Valley View (Rye / Colorado City)	
Associated Press	
Gazette Telegraph (Colorado Springs)	
Rocky Mountain News (Colorado Springs)	
Denver Post (Colorado Springs)	
<i>Other Contacts</i>	
Pueblo County EOC	
Pueblo Chemical Depot OC	
Pueblo Board of County Commissioners	
Pueblo City Manager / City Council	
Colorado Division of Emergency Management (CDEM) EOC	
Governor of Colorado	

Time:
Date:
Issued By:

HAZARDOUS MATERIALS INCIDENT

EMERGENCY ALERT SYSTEM MESSAGE

The Pueblo County Emergency Operations Center and its Department of Emergency Management bring you the following message:

An accident involving a hazardous material has occurred at the following location: _____

Due to the nature of the chemical involved, it is important that those living or working in the following areas evacuate immediately. Those people between _____ (north/south) and _____ (east/west) should leave the area immediately.

Before leaving, evacuees are asked to lock their homes and businesses and go to a location outside of the affected area. Or you may go to the following temporary shelter _____. Those needing assistance can call the following number: _____.

– END OF MESSAGE –

Time:
Date:
Issued By:

HAZARDOUS MATERIALS INCIDENT

EMERGENCY ALERT SYSTEM MESSAGE (Spanish Version)

El Centro de Operaciones de Emergencia del Condado de Pueblo, y su Departamento de Control de Emergencias anuncian el mensaje siguiente:

Un derrame de un material peligroso ha ocurrido en el área siguiente:

_____ .

Porque de los químicos peligrosos, es importante que todas las personas que viven o trabajan en las áreas siguientes evacuan inmediatamente.

Estas personas entre _____

_____ (norte y sur)

y _____ (este y oeste)

deban evacuar inmediatamente.

Antes de salir, los evacuados deban cerrar con llave las casas y los negocios y vayan a un lugar fuera del área afectada. También pueden ir al refugio temporario _____ .

Si necesita asistencia, llame el número siguiente: _____ .

– END OF MESSAGE –

Time:
Date:
Issued By:

**STREET CLOSURES –
FLOODING**

EMERGENCY ALERT SYSTEM MESSAGE

The Pueblo County Emergency Operations Center announces the current storm has caused severe/moderate flooding in several areas of the city/county.

As of _____ today, the following roads/streets are closed:

_____ .

Please avoid these roads/streets. If you must travel, use alternate routes. Avoid low-lying roads near streams, creeks, and rivers. Do not drive over a flooded road or bridge. If your car stalls, abandon it immediately and get to higher ground. Do not attempt to walk through floodwaters that are more than knee deep. Roadblocks will be set up to prohibit access into the affected area.

Again, the following roads/streets are closed: _____

_____ .

– END OF MESSAGE –

Time:
Date:
Issued By:

**STREET CLOSURES -
FLOODING**

**EMERGENCY ALERT SYSTEM MESSAGE
(Spanish Version)**

El Centro de Operaciones de Emergencia del Condado de Pueblo anuncia que la tormenta presente ha causada una inundación severa/moderada en varias áreas de la ciudad/condado.

Desde _____ hoy, las calles siguientes están cerradas:

_____ .

Por favor, evite estas calles. Si tenga que viajar, use rutas alternas. Evite los caminos bajos, los arroyos y los ríos. No maneje a través de las zonas inundadas. Si su coche se detiene, abandónelo inmediatamente y trepe a tierras más altas. Nunca trate de cruzar a pie una corriente de agua que sobrepase las rodillas. Las barricadas estarán instaladas para prohibir acceso en el área afectada.

Otra vez, las siguientes calles están cerradas: _____

_____ .

– END OF MESSAGE –

Time:
Date:
Issued By:

EVACUATION - FLOODING

EMERGENCY ALERT SYSTEM MESSAGE

The Pueblo County Emergency Operations Center announces the following message:

The flooding situation may worsen in parts of the city/county. For your own safety, you are strongly urged to evacuate the following areas as soon as possible: _____

_____ .

If time permits, take essential items such as -- **medicine, special foods, personal items, baby supplies, money, and valuable papers** -- but do not overload your vehicle. Secure your home or business before you leave. Check on neighbors who might need assistance.

If you cannot stay with relatives or friends outside of the evacuation area, go to the following shelter: _____ .

If you have no form of transportation, or are physically unable to evacuate on your own, ask a neighbor to assist you, or call the following number: _____ .

– END OF MESSAGE –

Time:
Date:
Issued By:

EVACUATION - FLOODING

EMERGENCY ALERT SYSTEM MESSAGE (Spanish Version)

El Centro de Operaciones de Emergencia del Condado de Pueblo anuncia el mensaje siguiente:

La inundación puede empeorar en partes de la ciudad/condado. Para su seguridad, deba evacuar del área siguiente: _____

_____ .

Si tenga tiempo, lleve unas proviciones de emergencia – **medicina por receta, alimentos no perecederos, artículos de hygiene personal, artículos especiales para los bebés y ancianos, dinero, y papeles importantes**. Cierre con llave su casa o negocio antes de salir. Ayude a los vecinos que necesitan asistencia.

Si no puede ir a un lugar fuera del área de evacuación, vaya al refugio siguiente: _____ .

Si no tiene transportación, o si no puede evacuar en su propio, pida a un vecino para asistirse, o llame el número siguiente: _____ .

– END OF MESSAGE –

Time:
Date:
Issued By:

TORNADO WATCH

EMERGENCY ALERT SYSTEM MESSAGE

The Pueblo County Department of Emergency Management, in cooperation with the National Weather Service, announces the following message:

A tornado watch is in effect until _____ for those people in the following locations: _____

_____ .

A tornado watch means tornadoes are possible.

If you are in the path of a tornado:

- Go to the basement of the building, away from windows and doors.
- If there is no basement, go to an interior room on the ground floor, such as a closet or bathroom, without windows.
- Get under a workbench or piece of sturdy furniture.
- Stay away from windows and protect your body from flying debris with blankets, pillows, or cushions.
- If you are in a mobile home or vehicle, get out. Look for shelter in a nearby building, or lie in a ditch or other low-lying area.

– END OF MESSAGE –

Time:
Date:
Issued By:

TORNADO WATCH

EMERGENCY ALERT SYSTEM MESSAGE (Spanish Version)

El Departamento de Control de Emergencias del Condado de Pueblo, en cooperación con el Servicio Meteorológico Nacional, anuncia el mensaje siguiente:

Un aviso de tornado está en efecto hasta que _____ por las personas en las localidades siguientes: _____

_____ .

Un aviso de tornado significa que es posible para que ocurra un tornado.

Los lugares de refugio:

- Vaya al sótano del edificio y aléjese de las puertas y ventanas.
- Si no hay sótano, busque protección en la parte central del edificio, en el piso más bajo, o en un guardarropas o baño sin ventanas.
- Trate de refugiarse debajo de muebles pesados.
- Aléjese de las ventanas y le tape con una manta, un almohada, o unas almohadillas.
- Salga de las casas de remolques y los vehículos. Busque refugio en un edificio grande cercano, o acuéstese en una zanja o un barranco.

– END OF MESSAGE –

Time:
Date:
Issued By:

TORNADO WARNING

EMERGENCY ALERT SYSTEM MESSAGE

The Pueblo County Department of Emergency Management, in cooperation with the National Weather Service, announces the following message:

A tornado warning is in effect until _____ for people in the following locations: _____

_____ .

A tornado warning means a tornado was seen developing on doppler radar, or has been sighted.

If you are in the path of a tornado:

- Go to the basement of the building, away from windows and doors.
- If there is no basement, go to an interior room on the ground floor, such as a closet or bathroom, without windows.
- Get under a workbench or piece of sturdy furniture.
- Stay away from windows and protect your body from flying debris with blankets, pillows, or cushions.
- If you are in a mobile home or vehicle, get out. Look for shelter in a nearby building, or lie in a ditch or other low-lying area.

– END OF MESSAGE –

Time:
Date:
Issued By:

TORNADO WARNING

EMERGENCY ALERT SYSTEM MESSAGE (Spanish Version)

El Departamento de Control de Emergencias del Condado de Pueblo, en cooperación con el Servicio Meteorológico Nacional, anuncia el mensaje siguiente:

Una alarma de tornado está en efecto hasta que _____ por las personas en las áreas siguientes: _____

_____ .

Una alarma de tornado significa que un tornado ha sido visto.

Si está en el camino de un tornado:

- Vaya al sótano del edificio y aléjese de las puertas y ventanas.
- Si no hay sótano, busque protección en la parte central del edificio, en el piso más bajo, o en un guardarropas o baño sin ventanas.
- Trate de refugiarse debajo de muebles pesados.
- Aléjese de las ventanas y le tape con una manta, un almohada, o unas almohadillas.
- Salga de las casas de remolques y los vehículos. Busque refugio en un edificio grande cercano, o acuéstese en una zanja o un barranco.

– END OF MESSAGE –

Time:
Date:
Issued By:

SNOW EMERGENCY

EMERGENCY ALERT SYSTEM MESSAGE

The Pueblo County Department of Emergency Management, in cooperation with the National Weather Service, announces a snow emergency has been declared due to the current weather conditions.

A Winter Storm Warning effective until _____ for the following areas: _____

_____ .

At least _____ inches of snow are expected with the storm. All persons are advised to stay indoors and travel only if necessary. If you must travel, take an emergency supplies kit with you.

Again, a winter storm warning is in effect until _____ for the following areas: _____

_____ .

– END OF MESSAGE –

Time:
Date:
Issued By:

SNOW EMERGENCY

EMERGENCY ALERT SYSTEM MESSAGE (Spanish Version)

El Departamento de Control de Emergencias del Condado de Pueblo, en cooperación con el Servicio Meteorológico Nacional, anuncia que una emergencia de nieve está en efecto porque de las condiciones del tiempo.

Un alarma de tormenta de invierno hasta _____ por las áreas siguientes: _____

_____ .

Por lo menos _____ pulgadas de nieve pueden caer durante la tormenta. Es recomendado que quédese adentro y viaje sólo si necesario. Si tiene que viajar, lleve un equipo de proviciones de emergencia.

Otra vez, una alarma de tormenta de invierno está en efecto hasta _____ por las areas siguientes: _____

_____ .

– END OF MESSAGE –