



## Emergency Support Function 15 Public Information

- ESF Coordinator:** Mills County Emergency Management Agency
- Primary Agencies:** Mills County Emergency Management Agency  
Public Information Officers from County and Municipal Agencies and Departments  
Larry Hurst – Mills County EMA  
Sheri Bowen – Mills County Public Health  
Sherry Ford – Iowa State Extension  
Ann Pavco – Mills County Public Health
- Support Agencies:** E-911 Communications Center  
Chief Elected Officials  
All Departments and Organizations in Response, as applicable.

### I. INTRODUCTION

- A. Purpose  
Emergency Support Function 15 (ESF-15), Public Information, provides for sufficient mobilization of assets and qualified personnel during emergencies or disasters to provide accurate, coordinated, and timely information to impacted communities, emergency responders, governments, media, and the private sector.
- B. Scope  
ESF-15, Public Information, details the establishment of a command staff position to coordinate consistent communications to various audiences. ESF-15 applies to all county departments and municipal governments that may require public information support or whose public information support and assets may be employed during an incident of countywide significance.

### II. POLICIES

- A. The Mills County Joint Information Center (JIC) ensures the information provided is consistent, accurate, complete, and promptly delivered using communication methods to disseminate information as widely as possible to affected populations.
- B. Mills County departments, municipalities and community organizations should provide updates regarding response and recovery activities to Incident Command and the Emergency Operations Center (EOC).
- C. ESF-15, Public Information, follows the National Incident Management System (NIMS)/Incident Command System (ICS).
- D. Primary and support agencies should ensure that a Continuity of Operations Plan (COOP) is in place to maintain essential services.
- E. Primary and support agencies should participate in drills and exercises to test existing plans and procedures.
- F. All Mills County departments and municipalities should maintain up-to-date contact lists for their Public Information Officers (PIO) with Mills County EMA and as ESF Reference Doc.
- G. Primary and support agencies should participate in post-disaster briefings and develop an After Action Report.

**III. CONCEPT OF OPERATIONS****A. General**

1. The Emergency Management Coordinator is responsible for activating the Mills County Joint Information Center and operations during incidents of county-wide significance.
2. The assigned PIO coordinates activities between the EOC, assistant Public Information Officers, the Iowa Homeland Security and Emergency Management Division, and the JIC. The JIC is a facility where the PIO and staff can coordinate and provide information on the incident to the public, the media, and other agencies.
3. The EOC supports the JIC. But the JIC is located at another location or facility. It may be determined to locate the JIC closer to the incident in more isolated events. Examples of locations include Glenwood Resource Center – Visitor’s Center, the Alternate EOC, or the County Engineer’s Conference Room.
4. Primary and support agencies should provide communications resources to the JIC when requested and as resources allow.

**B. Organization**

1. The county and each municipality may designate an assistant PIO to operate within the JIC.
2. The JIC may operate from the disaster area to support local public information efforts, and during recovery operations, may relocate solely to the EOC as needed.

**C. Procedures**

1. Upon activation, the PIO reports to the EOC Director and Executive Policy Group to coordinate and disseminate accurate and timely disaster related information.
2. The PIO determines methods for disseminating local emergency information depending on available means as appropriate to the emergency. This may include radio, newspaper, television, electronic communications, mobile public address systems, available mass notification systems and door-to-door.
3. The PIO determines staffing needs of the JIC.

**D. Phases of Emergency Management**

1. Mitigation and Preparedness Activities
  - a. Identify areas where public education programs (i.e., personal preparedness) are needed.
  - b. Develop staffing procedures and checklists for the JIC.
  - c. Designate and train personnel to the appropriate NIMS/ICS requirements in order to function effectively with Incident Command, the EOC, and/or the JIC.
  - d. Identify potential locations for press conferences.
  - e. Develop and maintain a list of equipment needed to activate the JIC.
  - f. Develop and maintain an updated media contact list. See ESF Attachment 15.c.
  - g. Train staff in proper public inquiry procedures to address and correct misinformation and eliminate confusion.
  - h. Prepare pre-scripted messages for quick delivery. See Mills County CodeRED Activation Procedures – ESF Attachment 2.6.

2. Response and Recovery Activities
  - a. Establish and operate a JIC when appropriate. If activated, affected primary agencies will send a trained representative to the JIC.
  - b. Establish and maintain contact with the pertinent elected officials.
  - c. Obtain status reports on all local and county activities, as needed.
  - d. Collect information concerning response and recovery activities.
  - e. Coordinate with all agencies to develop public information press releases.
  - f. Conduct media briefings on a regular basis.
  - g. Keep elected officials informed of response and recovery activities.
  - h. Monitor media and implement rumor control process when appropriate.
  - i. Disseminate information when disaster assistance programs are available.
  - j. Coordinate with the appropriate agencies to deactivate the JIC.

#### IV. RESPONSIBILITIES

##### A. Primary Agencies

1. Activate and manage the JIC, as necessary, to support emergency operations in accordance with EOC procedures and ICS.
2. Each jurisdiction should designate a PIO and alternates, as necessary, to coordinate information.
3. Coordinate public information activities with other response agencies (local, state and federal).
4. Collect and coordinate information from all response agencies and monitor overall response.
5. JIC staffing for extended operations should be coordinated by the PIO and maintained as long as required. (This may be accomplished with staggered shifts staffed by JIC members.)
6. Obtain approval for release of information from the EOC/Executive Policy Group.
7. Conduct and/or coordinate regular press conferences at the JIC or identified location.
8. Enlist agency staff to respond to media questions on technical or agency issues if necessary.
9. Provide maps, charts, status reports, photos, schematics, or other displays that clarify the emergency or disaster situation in support of press conferences and/or briefings, as appropriate.
10. Monitor media broadcasting articles to check for accuracy. Monitor and log incoming calls for information and rumor control.
11. Notify all affected jurisdictions and stakeholders of the operational and situational conditions and provide frequent and regular status updates.
12. Provide updates for the Mills County Emergency Management Agency website regarding the scope of the emergency or disaster, updated by the JIC.

13. Coordinate communication resource requests outside of mutual aid agreements through the EOC.
  14. Designate a spokesperson following an emergency or disaster. Coordinate public information with the chief elected official and with the state PIO.
- B. EOC Director
1. Maintain maps and status boards.
  2. Serves as the collection point for information/situation reports regarding the status of the emergency.
  3. Establish a citizen call center with the assistance of assisting agencies and organizations.
  4. Coordinate points of contact for agency representatives requesting expedient information from the JIC.
- C. PIO (Public Information Officer)
1. Develop media releases and other materials.
  2. Manage rumor control and obtain verification of all information prior to release.
  3. Respond to media inquiries as appropriate.
  4. Coordinate press conferences and facilitate press conference flow with overview statements and presenting jurisdictional or discipline specific officials to deliver appropriate information as appropriate.
  5. Set up a media hotline with the assistance of the EOC.
  6. Disseminate information approved by the EOC/Executive Policy Group.
  7. Coordinate interviews and provide escorts as needed into disaster areas.
  8. Along with the JIC, monitor other media to prevent redundancy and rumors.
  9. Monitor web and/or internet updates.
  10. Maintain current incident information on the appropriate website(s).
- D. JIC (Joint Information Center)
1. Collect and analyze information.
  2. Determine information needs of local communities.
  3. Provide approved information to the public concerning the status of the disaster and how to obtain relief services.
  4. Along with the PIO, monitor other media to prevent redundancy and rumors.
- E. Support Agencies
1. Provide pertinent public information to the PIO and JIC for dissemination to media sources and, as appropriate, fact sheets for distribution to the public. Participate in press conferences and briefings upon request.

2. Along with the PIO, monitor and log incoming calls for information and rumor control. Monitor media broadcasts and articles for accuracy. Refer media requests to the PIO/JIC.

**V. ATTACHMENTS**

ESF Attachment 15.1      Emergency Response Checklist

ESF Attachment 15.2      Public Information / Media Resources

**VI. ESF REFERENCE DOCUMENTS**

ESF Reference Doc 15.a      Mills County Joint Information Center (JIC) Operations Plan

**ESF Attachment 15.1  
Emergency Response Checklist – Public Information**

| <b>Emergency Response Checklist – Public Information</b>  |   |
|---|---|
| <b>Emergency Management Phase</b>   | <b>Actions</b>  |
| <p style="text-align: center;"><b>Mitigation</b><br/>Activities designed to prevent or lessen the effects of a hazard.</p>                                    | <ul style="list-style-type: none"> <li>___ Publicize mitigation activities.</li> <li>___ Implement awareness campaigns regarding emergency/disaster preparedness.</li> </ul>  |
| <p style="text-align: center;"><b>Preparedness</b><br/>Activities designed to improve Readiness capabilities.</p>   | <ul style="list-style-type: none"> <li>___ Assist in education of public regarding disaster preparedness training (such as CERT, etc).</li> <li>___ Publicize pertinent portions of plans to the public if deemed beneficial to community preparedness.</li> <li>___ Potential JIC staff participate in NIMS compliant public information courses and trainings.</li> </ul>           |
| <p style="text-align: center;"><b>Response</b><br/>Activities designed to save lives, protect property and contain the effects of an event.</p>               | <ul style="list-style-type: none"> <li>___ Manage public information efforts and JIC.</li> <li>___ Notify media and public of approved and authorized information important to disaster response and recovery.</li> <li>___ Ensure information flow is coordinated and dissemination of information is timely and accurate.</li> </ul>  |
| <p style="text-align: center;"><b>Recovery</b><br/>Activities designed to ensure continued public safety and return the community to pre-disaster levels.</p> | <ul style="list-style-type: none"> <li>___ Continue public information to assist the recovery and restoration efforts.</li> <li>___ Work close with ESF 14, Disaster Recovery, and Disaster Coalition to provide service information to those with unmet needs.</li> <li>___ Collect data from jurisdictions to produce public information portion of After Action Report.</li> </ul> |

**ESF Attachment 15.2****Public Information / Media Resources****PUBLIC INFORMATION / MEDIA RESOURCES****Mills County/Metro Area:****Radio Stations:**

|                                      |                      |
|--------------------------------------|----------------------|
| KMA AM (960* KHZ) KKBZ FM (99.1 MHZ) | (712) 246-5272       |
| 208 Elm Street ..                    | (712) 246-5275 (Fax) |
| Shenandoah, IA 51601 ..              | 1-800-234-5622       |
| news@kmland.com                      |                      |

*\*A favorite station of rural residents in Mills County.*

|                                       |                      |
|---------------------------------------|----------------------|
| KCSI FM (95.3 MHZ) KOAK AM (1080 KHZ) | (712) 623-2584       |
| 1991 Ironwood Avenue ..               | (712) 623-2585 (Fax) |
| Red Oak, IA 51566                     |                      |
| kcsi@kcsifm.com                       |                      |

|                        |                          |
|------------------------|--------------------------|
| Cox Cable of Omaha ..  | (402) 933-3000           |
| 5011 Capital Avenue .. | Call for specific fax #. |

|                                 |                      |
|---------------------------------|----------------------|
| KCRO AM (660 KHZ) “Salem Radio” | (402) 422-1600       |
| 11717 Burt St. Ste 202 ..       | (402) 422-1602 (Fax) |
| Omaha, NE 68154                 |                      |

|                                      |                      |
|--------------------------------------|----------------------|
| KQBW The Brew FM (96 MHZ) ..         | (402) 558-9696       |
| 105 South 70 <sup>th</sup> Street .. | (402) 558-3158 (Fax) |
| Omaha, NE 68132                      |                      |

**Journal Broadcast Group / Omaha Operations:**

|   |                        |
|---|------------------------|
| KQCH FM (94.1 MHZ)/KXSP AM (590 KHZ)    | News Hotline: 573-6397 |
| KSRZ FM (104.5 MHZ)/KKCD FM (105.9 MHZ) | (402) 573-0139 (Fax)   |
| KEZO FM (92.3 MHZ)/KQCH FM (97.7 MHZ)   |                        |
| 5030 North 72th Street ..               |                        |
| Omaha, NE 68134                         |                        |

**Clear Channel / Omaha:**

|  |                      |
|--|----------------------|
| KFAB AM (1110 KHZ)/KGOR FM (99.9 MHZ)  | (402) 556-9000       |
| KXKT FM (103.7 MHZ)/KQBW FM (96.1 MHZ) | (402) 556-5791 (Fax) |
| KTWI FM (93.3 MHZ) ..                  | 24-Hour: 556-5060    |
| 5010 Underwood Avenue ..               |                      |
| Omaha, NE 68132 ..                     |                      |
| EBS Primary Station*                   |                      |

|                           |  |
|---------------------------|--|
| KGBI FM (100.7 MHZ) ..    |  |
| 11717 Burt St. Ste 202 .. |  |
| Omaha, NE 68154           |  |

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## “NRG Media”

|  |    |                           |
|--|----|---------------------------|
| KKAR AM (1290 KHZ)/KQKQ FM (98.5 MHZ)  | .. | (402) 342-2000            |
| KOIL AM (1180 KHZ)/KZFX FM (101.9 MHZ) | .. | (402) 827-5293 (Fax)      |
| KAZP AM (1620 KHZ)                     | .. |                           |
| 1001 Farnam on the Mall                | .. |                           |
| Omaha, NE 68102                        | .. |                           |
| <br>                                   |    |                           |
| KVNO FM (90.7 MHZ)                     | .. |                           |
| 6625 Dodge Street                      | .. |                           |
| Omaha, NE 68132-0234                   | .. |                           |
| <br>                                   |    |                           |
| KDCV FM (91.1 MHZ)                     | .. |                           |
| Dana College                           | .. |                           |
| <br>                                   |    |                           |
| KIWR The River FM (89.7 MHZ)           | .. | (712) 325-3254            |
| 1700 College Road                      | .. | (712) 325-3391 (Fax)      |
| Council Bluffs, IA 51503               | .. | 24-Hour/Request: 328-8970 |
| <br>                                   |    |                           |
| KIOS FM (91.5 MHZ)                     | .. | (402) 557-2777            |
| 3230 Burt Street                       | .. | (402) 557-2559 (Fax)      |
| Omaha, NE 68131                        |    |                           |
| <br>                                   |    |                           |
| “Spirit Catholic Radio Network”        |    |                           |
| KVSS FM (88.9 MHZ)                     | .. | (402) 571-0200            |
| 5829 North 60 <sup>th</sup> Street     | .. | (402) 571-0833 (Fax)      |
| Omaha, NE 68104                        |    |                           |
| <br>                                   |    |                           |
| KLING AM (1560 KHZ)                    | .. | (712) 323-0100            |
| 3851 So. Omaha bridge Rd.              | .. |                           |
| Council Bluffs, IA 51501               |    |                           |

**TV Stations:**

|                         |  |                             |
|-------------------------|--|-----------------------------|
| KETV (ABC) Channel 7    |  | News: (402) 978-8954 / 8919 |
| 2665 Douglas Street     |  | (402) 978-8931 (Fax)        |
| Omaha, NE 68131         |  |                             |
| news@ketv.com           |  |                             |
| <br>                    |  |                             |
| KMTV (CBS) Channel 3    |  | (402) 592-2700              |
| 10714 Mockingbird Drive |  | News: 592-3333              |
| Omaha, NE 68127         |  | (402) 592-4714 (Fax)        |
| news@action3news.com    |  |                             |



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WOWT (NBC) Channel 6  
3501 Farnam Street  
Omaha, NE 68131  
sixonline@wowt.com

News: (402) 346-6666  
(402) 233-7888 (Fax)

KPTM Fox 42  
4625 Farnam Street  
Omaha, NE 68131  
news42@kptm.com

(402) 554-4200  
News Fax: (402) 554-4279

AND

KXVO (IND) Channel 15  
(Sister Channel of KPTM Fox 42)  
4625 Farnam Street  
Omaha, NE 68131  
contact15@kxvo.com

KYNE Channel 26 ETV  
University of Nebraska Omaha  
60<sup>th</sup> and Dodge Street  
Omaha, NE 68132

(402) 554-2516  
(402) 554-2440

**Iowa Print Media:**

The Opinion-Tribune  
116 South Walnut Street  
Glenwood, IA 51534  
news@opinion-tribune.com

(712) 527-3191  
(712) 527-3193 (Fax)

Malvern Leader  
301 Main Street  
Malvern, IA 51551  
(Fremont Mills Beacon Enterprises)  
leaderbeacon@qwestoffice.net

(712) 624-8512  
(712) 624-9250 (Fax)

The Daily Nonpareil and SW Iowa Shopper  
117 Pearl Street  
Council Bluffs, IA 51501  
web@nonpareilonline.com

(712) 328-1811 #3  
(712) 325-5776 (Fax)

The Omaha World Herald  
(Council Bluffs Bureau)  
500 Willow Avenue  
Council Bluffs, IA 51503  
news@owh.com

**ESF Attachment 15.2  
Public Information / Media Resources**

**PUBLIC INFORMATION / MEDIA RESOURCES con't**

**Nebraska Print Media:**

The Omaha World Herald (Daily)  
World-Herald Square  
14<sup>th</sup> and Dodge  
Omaha, NE 68102  
news@owh.com

(402) 444-1000  
(402) 345-1231 (Fax)  
News Desk: 444-1304

Omaha Daily Record (Daily)  
3323 Leavenworth Street  
Omaha, NE 68105

(402) 345-1303  
(402) 345-2351 (Fax)

Associated Press (Wire Service)  
926 P Street  
Lincoln, NE 68505

Omaha: (402) 391-0031  
Lincoln: (402) 476-2525  
Fax: (402) 476-1178

Plattsmouth Journal (Weekly)  
410 Main Street  
P.O. Box 250  
Plattsmouth, NE 68048

(402) 296-2141  
(402) 296-3401 (Fax)

Bellevue Leader  
604 Fort Crook Road North  
P.O. Box 1219  
Bellevue, NE 68005

(402) 733-7300 #7 for news  
(402) 733-9116 (Fax)