

## **ANNEX E: EMERGENCY PUBLIC INFORMATION**

- 1.0 MISSION** –To warn the public well in advance concerning emergency situations and appropriate protective actions, to keep the public informed during a threatened or actual emergency, to serve as the County’s only point of contact with the print and public news media during and emergency, and to handle inquiries from the public concerning the condition or whereabouts of individuals affected by the emergency.
- 2.0 ORGANIZATION** –The County Administrator will serve as the **Madison County Communications Director**/Public Information Officer. He will disseminate emergency public information as requested by the Director of Emergency Management. The PIO will work jointly with, and have official access to, local radio stations and newspapers. **The PIO role may shift to the Emergency Services Coordinator, Communications Director, members of the Board of Supervisors, the Fire Chief, or other department heads, depending on the type of incident and the circumstances involved.**

The following officials and organizations are responsible:

County Administrator **Communications Director**/Public Information Officer  
Director of Emergency Management

### **3.0 CONCEPT OF OPERATIONS**

- 3.1 Normal Operations** – During normal operations, area newspapers will be requested to publish articles periodically in order to increase public awareness about the primary local hazards and to suggest the best protective actions for individuals in time of emergency. See Functional Annex U: Hazard Mitigation.
- 3.2 News Releases** – Once an emergency has been declared, separate emergency response organizations will coordinate with the County Administrator/PIO and clear news releases with the EOC before release to the news media for public consumption.
- 3.3 Emergency Public Information** – State-level emergency public information will be broadcast by the Emergency Broadcast System (EBS). The State EOC has the primary responsibility of keeping the public informed when the emergency affects a widespread area. This will supplement information provided by the National Weather Service. Participating radio stations serving the Madison County area are listed at Tab 1. Whenever there is a public “need to know”, the County Administrator/PIO, in coordination with the County EOC, will also access these local stations to advise the public concerning locally unique emergency public information.
- 3.4 News Media** – The news media must ensure confusing or conflicting information is not disseminated to the public. Sources of information will be verified for accuracy and all statements from local and State government personnel will be from, or authenticated by,

the proper authorities. The news media will, in effect, assume a support role to local government during emergency operations.

- 3.5 Public Inquiries** – A separate operation will be set up to handle public inquiries. A bank of phones and trained operators will be needed and procedures will be developed in advance. When families of dead, seriously injured, or missing persons need to be notified, notification should be accomplished in person, preferably by a law enforcement official.

#### **4.0 EMERGENCY MANAGEMENT ACTIONS - EMERGENCY PUBLIC INFORMATION**

##### **4.1 Normal Operations**

- 4.1.1** Establish a working arrangement between the County PIO, the local EOC and local radio stations and newspapers.
- 4.1.2** Encourage local newspapers to periodically publish general information about those specific hazards which are most likely to occur, such as flooding and industrial accidents. Emphasize citizen response and protective action.
- 4.1.3** Prepare and provide general information as appropriate to special needs groups such as the visually impaired, deaf, the elderly, non-english speaking etc.

##### **4.2 Increased Readiness** – A natural or man-made disaster is threatening the local area.

- 4.2.1** Monitor national and state level news coverage of the situation (if applicable).
- 4.2.2** Prepare locally unique, supplementary public information news releases and keep them updated to reflect the current emergency situation.
- 4.2.3** Evaluate the situation. Consider putting out news releases when there is a public "need to know." The content should be coordinated with adjacent jurisdictions and the State EOC.

##### **4.3 Emergency Operations**

- 4.3.1 Mobilization Phase** – Conditions continue to worsen requiring full-scale mitigation and preparedness activities.
- a.** After coordination with the State EOC, time permitting, the PIO will begin to disseminate emergency public information via news releases to the local news media.
  - b.** If necessary, designate a phone number and personnel to handle citizen inquiries.
  - c.** Assure the availability of back-up generators at local EBS radio stations.

d. Maintain a record of all expenses throughout the emergency.

**4.3.2 Response Phase** – Disaster strikes. An emergency response is required to protect lives and property.

a. Develop accurate and complete information regarding incident cause, size, current situation, and resources committed.

b. Continue to keep the public informed of the situation and of recommended protective actions.

**4.4 Recovery**

**4.4.1** Continue to keep the public informed concerning local recovery operations.

**4.4.2** Assist the Health Department in disseminating public health notices, if necessary.

**4.4.3** Assist State and Federal officials in disseminating information concerning relief assistance.

**TAB 1 TO ANNEX E**

**EMERGENCY PUBLIC INFORMATION RESOURCES**

**Figure E-1**  
**Emergency Public Information Sources**

<b>Newspaper</b>	<b>Address</b>	<b>Phone Number</b>
The Central Virginian	P.O. Box 464, 101 Elm Ave. Louisa, VA 23093	1-800-969-0368
Charlottesville Observer	1304 Market St. E. Charlottesville, VA 22903	295-0124
The Daily Progress	P.O. Box 9030, Charlottesville, VA 22906	978-7200
The Madison Eagle	Main Street, Madison, VA 22727	948-5121
Richmond Times-Dispatch	P.O. Box 85333, Richmond, VA 23293-0001	1-800-468-3382
The Rural Virginian	P.O. Box 9030, Charlottesville, VA 22906	978-7200
<b>Radio Station</b>	<b>Address</b>	<b>Phone Number</b>
WINA-AM	Rose Hill Dr. Charlottesville, VA 22901	220-2300/220-2391
WQMZ-FM	1140 Rose Hill Dr. Charlottesville, VA 22903	220-2300/977-6397
WTJU-FM	B7 Peabody Hall, Charlottesville, VA 22901	924-0885
WUVA-FM	1 Morton Dr. Charlottesville, VA 22903	817-6880
WWV-FM	Rose Hill Dr. Charlottesville, VA 22901	971-4057/295-3460
WLSA-FM	P.O. Box 277, Louisa, VA 23093	540-967-1142
WNRN	2250 Old Ivy Road, Charlottesville, VA 22903	971-4096/979-0919
WVTF-NPR	4235 Electric Rd. Suite 105 SW, Roanoke, VA 24014	800-856-8900
Orange 99.9	P.O. Box 271 Orange, VA	672-1000
<b>TV Station</b>	<b>Address</b>	<b>Phone Number</b>
WTVR-TV 6	Richmond	804-254-3600
WRIC-TV 8	301 Arboretum Place, Richmond, VA	804-320-3201
WWBT-TV 12	5710 Midlothian Turnpike, Richmond, VA	804-230-1212
WCVE-TV 23	23 Sesame Street, Richmond, VA	560-8121
WVIR-TV 29	Charlottesville	434-977-7082
WRLH-TV 35	1925 Westmoreland Dr. Richmond, VA	804-358-3535
WHTJ-TV 41	1001 Market Street East, Charlottesville, VA	295-7671

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**TAB 2 TO ANNEX E**

**PIO PREARRANGED MESSAGES**

RELEASE OR SPILL  
(NO EXPLOSION OR FIRE)

1. Local - Public Information Notification of an Incident (Fire and/or Explosion Imminent)

At \_\_\_\_ (a.m./p.m.) today, an incident/accident occurred on \_\_\_\_\_  
(hwy/street). Certain dangerous materials have been spilled/leaked/released from a tank  
car/truck. Due to the toxicity of material released to the atmosphere, all traffic on  
\_\_\_\_\_ (hwy/street) is being rerouted via \_\_\_\_\_  
(hwy/intersection) until further notice.

Due to the possibility of an explosion and major fire, all residents living within \_\_\_\_ feet of the  
site are urged to leave immediately and report to (school, church, etc.).

Follow directions given by emergency workers, State Police, or Police Department.

You will be notified when it is safe to return to your homes. Stay tuned to this station for  
additional information/instructions.

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**TAB 3 TO ANNEX E**

**PIO PREARRANGED MESSAGES**

(FIRE AND/OR EXPLOSION IMMINENT)

2. Local - Public Information Notification of an Incident (Fire and/or Explosion Imminent)

At \_\_\_\_ (a.m./p.m.) today, an accident occurred on \_\_\_\_\_ (hwy/railroad) at \_\_\_\_\_ (location). All traffic on \_\_\_\_\_ (hwy) is being rerouted via \_\_\_\_\_ (hwy/intersection) until further notice.

Due to the possibility of an explosion and major fire, all residents living within \_\_\_\_ feet of the site are urged to leave immediately and report to \_\_\_\_\_ (school, church, etc.).

Follow directions given by emergency workers, State Police, or Police Department.

You will be notified when it is safe to return to your homes. Stay tuned to this station for additional information/instructions.

**TAB 4 TO ANNEX E**

**SAMPLE HEALTH ADVISORY FOR SHELTER CENTERS**

DATE: \_\_\_\_\_

TO: \_\_\_\_\_

FROM: Madison County Health Department

SUBJECT: Health Risks Resulting from \_\_\_\_\_  
(event, site, & date)

The \_\_\_\_\_(event) at \_\_\_\_\_(site) in Madison County on \_\_\_\_\_(date) released chemical particles into the environment in concentrations sufficient to cause health problems in some persons. Individuals suffering from chronic respiratory conditions, the elderly, infants and young children, and other individuals highly sensitive to air pollutants are at increased risk. Although residents were evacuated, it is possible that some evacuees may experience symptoms which are characteristic of over exposure to these chemicals.

Shelter residents should be monitored for symptoms which are characteristic of exposure to the chemicals which necessitated the evacuation. These symptoms are \_\_\_\_\_.  
\_\_\_\_\_. (enter symptoms from MSDS or other sources)

In addition to specific information on patient's medical condition and treatment, record specific information related to the incident such as patient's location when exposed to contaminants, estimated distance of that location from \_\_\_\_\_ (site of incident), and estimated time of onset of symptoms. Report incidents to the Department of Health.

For additional information, contact the Madison County Health Department at 948-5521.

**TAB 5 TO ANNEX E**

**SAMPLE PUBLIC ANNOUNCEMENT HEALTH ADVISORY**

The Madison County Public Health Department has issued a Public Health Advisory concerning possible chemical/biological contamination by \_\_\_\_\_(event)

at the \_\_\_\_\_(location) in Madison County.

The chemical release occurred at \_\_\_\_\_(date & time). Substances released into the environment during this incident can present health risks to susceptible persons. Persons who have been exposed to these chemicals may experience one or more of the following symptoms: \_\_\_\_\_. (list symptoms on the MSDS)

Any person who was in the vicinity of \_\_\_\_\_(site of event) between \_\_\_\_\_(hours) on \_\_\_\_\_(day) should be alert to symptoms indicating exposure to the chemicals released. Persons experiencing symptoms of contamination are advised to consult their physician or go to the nearest hospital emergency department for evaluation.

For further information, contact Madison County Health Department at 948-5521.

**TAB 6 TO ANNEX E**

**SAMPLE HEALTH ADVISORY FOR PHYSICIANS**

DATE: \_\_\_\_\_  
TO: All Primary Care Physicians in \_\_\_\_\_  
(area, city, county)  
FROM: Madison County Health Department  
SUBJECT: Health Risks Resulting from \_\_\_\_\_  
(event, site & date)

The \_\_\_\_\_(event) at \_\_\_\_\_(site) in Madison County released chemical particles into the environment in concentrations sufficient to cause health problems in some persons. Individuals suffering from chronic respiratory conditions, the elderly, infants and young children, and other individuals highly sensitive to air pollutants are at increased risk. Although precautions were taken, it is possible that some residents in the area may experience symptoms which are characteristic of over exposure to these chemicals.

Exposure to \_\_\_\_ (list name(s) of chemicals involved) should be considered with patients experiencing \_\_\_\_\_.

In addition to specific information on patient's medical condition and treatment, record specific information related to the incident such as patient's location when exposed to contaminants, estimated distance of that location from \_\_\_\_\_, (site of incident) and estimated time of onset of symptoms. Report incidents to the Madison County Health Department.

For additional information, contact the Madison County Health Department at 948-5521.

**TAB 7 TO ANNEX E**

**SAMPLE HEALTH ADVISORY FOR PRIMARY HEALTH CARE FACILITIES**

DATE: \_\_\_\_\_  
TO: All Primary Care Facilities in \_\_\_\_\_  
(area, city, county)  
FROM: Madison County Health Department  
SUBJECT: Health Risks Resulting from \_\_\_\_\_  
(event, site & date)

The \_\_\_\_\_(event) at \_\_\_\_\_ (site) in Madison County released chemical particles into the environment in concentrations sufficient to cause health problems in some persons. Individuals suffering from chronic respiratory conditions, the elderly, infants and young children, and other individuals highly sensitive to air pollutants are at increased risk. Although precautions were taken, it is possible that some residents in the area may experience symptoms which are characteristic of overexposure to these chemicals.

Exposure to \_\_\_\_\_ (list name(s) of chemicals involved) should be considered with patients experiencing \_\_\_\_\_.

In addition to specific information on patient's medical condition and treatment, record specific information related to the incident such as patient's location when exposed to contaminants, estimated distance of that location from \_\_\_\_\_(site of incident), and estimated time of onset of symptoms. Report incidents to the Department of Health.

For additional information, contact the Madison County Health Department at 948-5521.