

**3 – 1 – 10 – C**

**EMERGENCY PUBLIC INFORMATION**

**1. Purpose:** To provide an overview of how emergency public information will be disseminated in the event of a disaster.

**2. Spokesperson:** The only official authorized to serve as the public information officer (PIO) for the city of Perham is Mayor Marlin Zitzow, or City Manager Bob Louiseau. If either of these individuals are unavailable The Emergency Management Director may designate a person to serve in this Capacity. The PIO will be given access to all information necessary to carry Out their role as PIO for the City.

**3. Responsibilities:** The PIO is responsible for disseminating information and instructions to the public on a timely basis, and for coordinating all releases during pre-emergency, emergency, and post-emergency conditions. In addition, the PIO is responsible for ensuring that the Emergency Broadcast System (EBS) is activated, should that be necessary, and for reviewing and approving all information releases before they are disseminated.

**4. POLICIES AND PROCEDURES:**

A. If it becomes necessary to establish a news briefing room, the Firehall training room will be used for that purpose. News media Personnel will be asked to report to this area of the building.

B. In the event of a protracted disaster/emergency, news releases will Be issued on a regular basis.

C. Public information will be disseminated through KPRW 99.5 in Perham, and the Perham Enterprise.

**5. STANDARD OPERATIONS GUIDELINES**

The purpose of this guideline is to disseminate information and Instructions to the public on a timely basis, and to coordinate all Releases during pre-emergency, emergency and post-emergency Conditions.

A. When the Emergency Broadcast System (EBS) is in effect, the Public Information Officer (PIO) will edit and consolidate all releases for radio and TV from the staff and local EOC.

B. All releases to the news media by various staff will be through the Public Information Officer. Messages are to be cleared by t he Public information officer and / or the emergency management director before it is released.

C. During a serious emergency: Contact key public information staff members. Establish liaison with operation agencies and services which have responsibility for preparedness information, review the prepositioned copy of the Emergency Public Information supplement. Inform the media of public information capabilities and plan. Open the public information service for the media and public inquiries. Release prepared messages to the media and to all civil defense / emergency service units. Alert the remainder of the public information staff to stand by.

D. Available local media sources:  
Perham Enterprise: Steve Schultz & Jim Arno 346-5900  
KPRW 99.5 : David Howe 346-7596

**6. SUPPORTING DOCUMENTS**

Prepared public information supplements for release to radio, television, and Newspapers, are on file in the City Emergency Management Directors Office, And included in the Notification and Warning section of this manual.

AUTHENTICATION

DATE: 4-5-02 MAYOR: Marlin R. Zitzow

