

# PORTAGE COUNTY EMERGENCY MANAGEMENT

## ANNEX J (PUBLIC INFORMATION)

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## **PURPOSE**

The purpose of this annex is to provide a broad and general overview of public information procedures in the event of a disaster that will insure reliable, timely and effective information from the onset of an incident through recovery.

## **CONCEPT OF OPERATIONS**

The county provides public information, outreach efforts on a countywide basis, and assists the municipal governments and response agencies as requested with the release of public information regarding their response to an event.

A Joint Information Center (JIC) is activated depending on the severity and/or duration of the incident. A JIC is a central location for all involved agencies and levels of local government to coordinate public information activities and functions in concert with a partially or fully activated Emergency Operations Center (EOC) or the Incident Command Post (ICP). If a JIC is activated in support of an Incident Command Post, the location should be in an area or facility that is remote from the ICP but affords direct communications and coordination with the ICP. The JIC will also provide a forum for news media representatives to receive disaster information through regularly scheduled press briefings. The state supports county and local efforts by coordinating the release of information with federal, county, volunteer and private entities.

The PIO will use FAX, email, the County website, newsletters, public service announcements, media briefings, press releases through radio, social media, and television to provide continuous and accessible public information regarding the disaster and response and recovery efforts.

During the recovery phase, all agencies are expected to support continuing operations with equipment and staff.

## **RESPONSIBILITIES AND TASKS**

### **I. County Emergency Management**

#### **Response**

1. Coordinate the release of information to the news media and the public with the Public Information Officer (PIO).
2. Assess the public affairs implications of the incident. Support the County Chairperson/Executive's office as well as local elected

- officials and response agencies with disseminating emergency public information.
3. Assist the affected municipality with the release of public information.
  4. Request the assistance of other county mutual aid partners, WEM or State EOC to activate the JIC as necessary.

## II. Public Information Officer (PIO)

### Response

1. Establish and maintain contact with the EOC and/or Incident Command Post.
2. Assist the affected municipality with obtaining information and when authorized by the Incident Commander or the EOC management structure, releasing information to the news media thru the proper channels (e.g., press briefings for national, regional and local media, Emergency Alert System (EAS), newspapers and available social media outlets such as Facebook and Twitter.)
3. Utilize all available communication resources with the capability of providing information to individuals with sensory, intellectual, or cognitive disabilities; individuals with limited English proficiency; and others with access or functional needs. These resources may include the following.
  - a. Broadcast Media
  - b. Social Media
  - c. EAS
  - d. Portage County Community Alert system
4. Brief and consult with the County Chairperson/Executive, local elected officials, County EM Director and the EOC about information received and disseminated.
5. Coordinate and prepare official emergency information statements with other participating agencies as needed. Prepare statements that are sensitive to the needs of people with sensory, intellectual or cognitive disabilities and individuals with limited English proficiency and others with access and functional needs in the workplace, public venues and in homes.
6. Disseminate instructions to the public regarding evacuation, shelter operations, protective action recommendations, status of household pet relocation and other pertinent information.
7. Establish and maintain a joint public information center to ensure coordinated public information during an emergency as well as recovery operations.

8. Provide maps, charts, status boards, schematics or other displays that clearly depict the disaster situation in support of news conferences and/or briefings.
9. Monitor all forms of media, both traditional and social, for rumors and address any rumors as quickly as possible preferably at the next press briefing and within the defined operational period.
10. With the approval of ICP and/or EOC command structure, schedule press briefings and participate in news conferences and briefings.
11. Provide consumer protection information to the public.

### **III. Other County and Local Agencies**

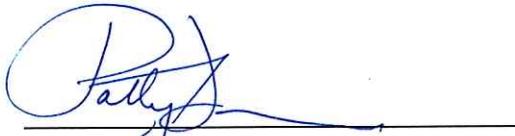
#### **Response**

1. Coordinate with the PIO, EOC and County Emergency Management Director regarding the release of information to public sources. Response agencies should not disseminate any information to the public without prior approval of the ICP or EOC management structure.
2. Appoint and send a representative to the EOC or JIC as requested.
3. Maintain status of shelter capacity and availability for both people and animals. Provide updated information to the PIO for public statements and briefings.

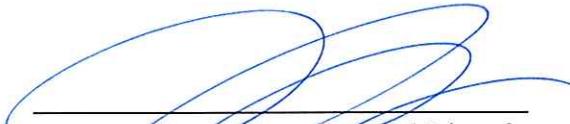
### **IV. Volunteer Organizations**

1. Work with all volunteer organizations to coordinate release of the organizations efforts to support response and recovery operations, including damage assessment information, with County Public Information Officer.
2. Seek all possible opportunities to create team-based releases when appropriate.
3. Explore opportunities to coordinate effective public outreach.

The undersigned have hereby reviewed and approved Annex J of the Portage County Emergency Operations Plan.

  
\_\_\_\_\_  
**County Executive**

3/20/17  
**Date**

  
\_\_\_\_\_  
**Emergency Management Director**

3/20/17  
**Date**

  
\_\_\_\_\_  
**Public Information Officer**

3/20/17  
**Date**

  
\_\_\_\_\_  
**County Board Chairperson**

3/20/17  
**Date**

## PIO Chain of Command and EOC Staffing List

### Portage County:

- |   |  |
|---|--|
| 1. County Executive                                   | Patty Dreier<br>715-346-1999 Office<br>715-340-8048 Primary Cell<br>715-321-0227 Personal Cell<br>715-342-4213 Home                                    |
| 2. County Board Chair                                 | O. Philip Idsvoog<br>715-346-1351 Office<br>715-341-3433 Home  |
| 3. First Vice Chair                                   | Allan Haga Jr.<br>715-344-3075 Home  |
| 4. Emergency Management<br>Director                   | Joe Brandt<br>715-346-1437 Office<br>715-340-0708 Cell<br>715-343-6232 FAX   |
| Deputy Director                                       | Paul Riegel<br>715-346-1397 Office<br>715-340-0708 Cell  |
| 5. Public Information Officer (1 <sup>st</sup> Shift) | Lacey Coonen<br>715-346 1305 Office<br>920-562-8030 Cell<br>715-343-6258 FAX<br><a href="mailto:coonenl@co.portage.wi.us">coonenl@co.portage.wi.us</a> |

**City of Stevens Point:**

- |                                       |  |
|---------------------------------------|--|
| 1. Mayor (1 <sup>st</sup> Shift)      | Mike Wiza<br>715-346 1570 Office<br><a href="mailto:mwiza@stevenspoint.com">mwiza@stevenspoint.com</a>   |
| 2. City Clerk (3 <sup>rd</sup> Shift) | John Moe<br>715-346-1572 Office<br>715-340-6473 Personal Cell<br>715-342-0526 Home<br><a href="mailto:jmoe@stevenspoint.com">jmoe@stevenspoint.com</a> |

**Villages and Towns:**

See Portage County Directory for Names and Telephone numbers:

1. Village President/Town Chair
2. Village Clerk/Town Clerk
3. Village Treasurer/Town Treasurer

**EOC Standard Operating Guidelines:**

When alerted by the Emergency Management Office, the County PIO, or the Deputy PIO shall:

1. Report to the EOC.
2. Activate PIO staff as applicable.
3. Review and update emergency plans and SOPs/SOGs.
4. Coordinate and prepare program materials for local EAS airing.
5. Issue emergency information to the public as applicable.
6. Brief the Emergency Management Director on actions taken to provide public information.
7. Arrange for news conference and prepare official statements for the local chief official.

## MEDIA RESOURCES

### RADIO STATIONS:

### TELEPHONE:

### CONTACT PERSON:

**WPCN Newstalk 1010 AM/  
WSPT 97.9 FM/B104.9 FM**  
500 Division St  
Stevens Point, WI 54481  
[www.1010wspt.com](http://www.1010wspt.com)  
[www.979wspt.com](http://www.979wspt.com)

715-341-9800  
715-341-9778 (Studio)  
715-341-0000 (Fax)

Rick Muzzy  
General Manager  
[rick@muzzybroadcasting.net](mailto:rick@muzzybroadcasting.net)

**Y106.5/HOT 96.7  
103.3 WGLX/Big Cheese  
107.9**  
2301 Plover Rd  
Plover, WI 54467  
[www.y1065.com](http://www.y1065.com)  
[www.hot967fm.com](http://www.hot967fm.com)

715-341-8838  
715-341-9744

Kurt Luchs  
General Manager  
[kluchs@nrgmedia.com](mailto:kluchs@nrgmedia.com)

[www.wglx.com](http://www.wglx.com)  
[www.bigcheese1079.net](http://www.bigcheese1079.net)

**Wisconsin Public Radio  
90.9 FM/930 AM/WHAA FM**  
625 Stewart Ave  
Wausau, WI 54401  
[www.wpr.org](http://www.wpr.org)

715-261-6298  
800-749-3906 (News)  
715-848-2890 (Fax)

Rick Reyer  
Regional Manager  
[reyer@wpr.org](mailto:reyer@wpr.org)

**WWSP Radio 90 FM  
UWSP Campus**  
1101 Reserve St  
CAC Room 105  
Stevens Point, WI 54481  
[www.uwsp.edu/stuorg/wwsp](http://www.uwsp.edu/stuorg/wwsp)

715-346-3755 (Office)  
715-346-2696 (Studio)  
715-346-4012 (Fax)

John Gosz  
Station Advisor/General Mgr.  
[jgosz@uwsp.edu](mailto:jgosz@uwsp.edu)  
[wwsp90fm@gmail.com](mailto:wwsp90fm@gmail.com)

**WFHR 1320 AM/WRCW 105.5 FM**  
645 25<sup>th</sup> Ave North  
Wisconsin Rapids, WI 54495  
[www.wfhr.com](http://www.wfhr.com)  
[www.wrcwfm.com](http://www.wrcwfm.com)

715-424-1300  
715-424-1347 (Fax)

Bob Look  
Program Director  
[blook@wfhr.com](mailto:blook@wfhr.com)

**WOSQ 92.3 FM/WDLB 1450 AM**  
1714 N. Central Ave  
Marshfield, WI 54449  
[www.wosqfm.com](http://www.wosqfm.com)  
[www.wdlbam.com](http://www.wdlbam.com)

715-384-2191  
715-387-3588 (Fax)

Mike Warren  
News Reporter  
[mike@wdlbwosq.com](mailto:mike@wdlbwosq.com)

<b>Midwest Communications</b> 557 Scott St Wausau, WI 54403 <a href="http://www.wsau.com">www.wsau.com</a>	715-842-1672 715-848-3158 (Fax)	Larry Lee News Reporter <a href="mailto:larry.lee@mwcradio.com">larry.lee@mwcradio.com</a> <a href="mailto:wasaunews@mwcradio.com">wasaunews@mwcradio.com</a>
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**NEWSPAPERS:****TELEPHONE:****CONTACT PERSON:**

<b>Stevens Point Journal</b> 1200 Third Court PO Box 7 Stevens Point, WI 54481	715-344-6100 715-345-2052 (editor #) 715-344-7229 (FAX)	Pete Wasson Managing Editor <a href="mailto:pewasson@stevenspointjournal.com">pewasson@stevenspointjournal.com</a> <a href="mailto:news@stevenspointjournal.com">news@stevenspointjournal.com</a>
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<b>Stevens Point Buyers Guide</b> 23 Park Ridge Dr. 1B Stevens Point, WI 54481 <a href="http://www.wibuyersguide.com/stevenspoint">www.wibuyersguide.com/stevenspoint</a>	715-344-4700 715-344-5117 (FAX)	Kathy Banks General Manager <a href="mailto:kbanks@jcpgroup.com">kbanks@jcpgroup.com</a>
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<b>Wisconsin Rapids Daily Tribune</b> 101 W. Riverview Express Way Ste 131 Wisconsin Rapids, WI 54495 <a href="http://www.wisconsinrapidstribune.com">www.wisconsinrapidstribune.com</a>	715-423-7200 715-421-1545 (FAX)	Jon Gneiser Managing Editor <a href="mailto:jgneiser@marshfieldgannette.com">jgneiser@marshfieldgannette.com</a> <a href="mailto:editor@wisconsinrapidstribune.com">editor@wisconsinrapidstribune.com</a> <a href="mailto:news@wisconsinrapidstribune.com">news@wisconsinrapidstribune.com</a>
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<b>Wausau Daily Herald</b> 800 Scott St PO Box 1286 Wausau, WI 54402 <a href="http://www.wausaudailyherald.com">www.wausaudailyherald.com</a>	715-842-2101 715-845-0655 (editor #) 715-848-9360 (Fax)	Mark Treinen Managing Editor <a href="mailto:mtreinen@wdhprint.com">mtreinen@wdhprint.com</a>
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<b>Portage County Gazette</b> 1024 Main St PO Box 146 Stevens Point, WI 54481 <a href="http://www.pcgazette.com">www.pcgazette.com</a>	715-343-8045 715-343-8048 (Fax)	Nate Ewald News Editor <a href="mailto:pcgazette@g2a.net">pcgazette@g2a.net</a>
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<b>Our Community Spirit</b> 487 North Main St Amherst, WI 54406	715-824-5202 715-824-5250 (Fax)	Randy Clausen Managing Editor <a href="mailto:ocspirit@mac.com">ocspirit@mac.com</a>
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<b>Rosholt Record</b> 10281 Hwy 66 PO Box 332 Rosholt, WI 54473	715-630-9576 715-677-3444 (Fax)	Kate Zdroik Editor <a href="mailto:rosholtrecord@hotmail.com">rosholtrecord@hotmail.com</a>
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**The Stevens Point City Times** 715-340-3319  
[www.spcitytimes.com](http://www.spcitytimes.com)

Brandi Makuski  
Managing Editor  
[spcitytimes@charter.net](mailto:spcitytimes@charter.net)

**TELEVISION STATIONS:**

**TELEPHONE:**

**CONTACT PERSON:**

**WAOW Tv Channel 9**  
1908 Grand Ave  
Wausau, WI 54403  
[www.waow.com](http://www.waow.com)

715-842-2251  
715-842-9293 (News)  
715-849-2999 (News Fax)

John Laughrin  
News Director  
[jlaughrin@waow.com](mailto:jlaughrin@waow.com)  
[news@waow.com](http://news@waow.com)

**WSAW Tv Channel 7**  
1114 Grand Ave  
PO Box 8088  
Wausau, WI 54402  
[www.wsaw.com](http://www.wsaw.com)

715-845-4211  
715-845-0077 (News)  
715-842-0879 (News Fax)

Dennis Dalsky  
Assignment Editor  
[news@wsaw.com](mailto:news@wsaw.com)

**WJFW Tv Channel 12**  
3217 Cty Hwy G  
Rhineland, WI 54501  
[www.wjfw.com](http://www.wjfw.com)

715-365-8812  
715-365-8810 (Fax)

John Quaderer  
News Director  
[email@wjfw.com](mailto:email@wjfw.com)

**Community Television  
Channel 95 & 984**  
2442 Sims Ave (Rec Center)  
Stevens Point, WI 54481  
[www.stevenspoint.com/index.aspx?nid=300](http://www.stevenspoint.com/index.aspx?nid=300)

715-346-1535  
715-346-1582 (Fax)

John Quirk  
715-340-6461 (Cell)  
[jquirk@stevenspoint.com](mailto:jquirk@stevenspoint.com)

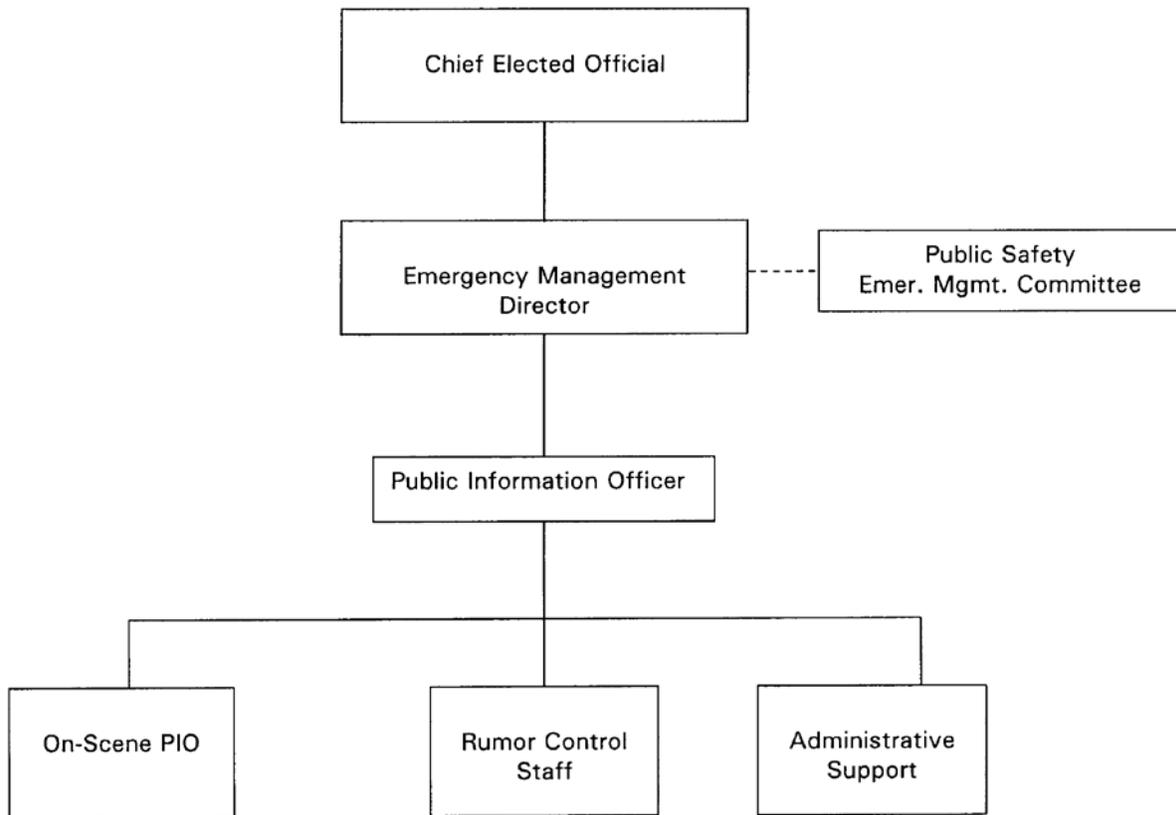
## Media Resources

MEDIA	PHONE	E-MAIL/FAX	MEDIUM	EXTRA INFO.
Midwest Communications	(715) 842-1672	<a href="mailto:wsaunews@mwcradio.com">wsaunews@mwcradio.com</a> (715) 848-3158 - FAX	Radio Stations	<a href="http://www.mci.fm">www.mci.fm</a>
NRG Media	(715) 341-8838	(715) 341-9744 - FAX	Radio Stations	<a href="http://www.nrgmedia.com">www.nrgmedia.com</a>
Portage County Gazette	(715) 343-8045	<a href="mailto:pcgazette@g2a.net">pcgazette@g2a.net</a> 715) 343-8048 - FAX	Weekly Newspaper	Deadline: Tuesday 5 p.m. <a href="http://www.pcgazette.com">www.pcgazette.com</a>
T.P. Printing	(715) 223-2342	<a href="mailto:admanager@centralwinews.com">admanager@centralwinews.com</a>	Weekly Newspapers	Deadline: Monday 4 p.m. <a href="http://www.centralwinews.com">www.centralwinews.com</a>
Stevens Point Journal	(715) 344-6100	<a href="mailto:news@stevenspointjournal.com">news@stevenspointjournal.com</a> (715) 344-7229 - FAX	Daily Newspaper	Deadline: Two days in advance <a href="http://www.stevenspointjournal.com">www.stevenspointjournal.com</a>
WAOW TV Channel 9	(715) 842-2251 (715) 842-9293 - News	<a href="mailto:news@waow.com">news@waow.com</a> (715) 849-2999 - FAX Newsroom	TV Station	<a href="http://www.waow.com">www.waow.com</a>
WDUX-FM 92.7 WDUX-AM 800	(715) 258-5528	<a href="mailto:mail@wdux.net">mail@wdux.net</a>	Radio Stations	<a href="http://www.wduxradio.com">www.wduxradio.com</a>
WFHR-AM 1320	(715) 424-1300	(715) 424-1347 - FAX	Radio Stations	<a href="http://www.wfhr.com">www.wfhr.com</a>
WGLX-FM 103.3	(715) 341-8838	(715) 341-9744 - FAX	Radio Stations	<a href="http://www.wglx.com">www.wglx.com</a> (WYTE, WLJY, WBCV)

## Media Resources

MEDIA	PHONE	E-MAIL/FAX	MEDIUM	EXTRA INFO.
WGNV-FM 88.5	715-457-2988	<a href="mailto:wgnv@christianfamilyradio.net">wgnv@christianfamilyradio.net</a> (715) 457-2987 - FAX	Radio Station	<a href="http://885.thefamily.net/home-885.php">http://885.thefamily.net/home-885.php</a>
WISS-AM 1100	(920) 361-3551 (920) 361-4599 - Studio (888) 879-8574 - Studio	866 594-4698 - FAX	Radio Station	<a href="http://www.wissradio.com">www.wissradio.com</a>
WSAW TV Channel 7	(715) 845-4211 (715) 845-0077 - News	<a href="mailto:news@wsaw.com">news@wsaw.com</a> (715) 842-0879 - FAX Newsroom	TV Station	<a href="http://www.wsaw.com">www.wsaw.com</a>
WPCN-AM 1010 WSPT-FM 97.9 WKQH-FM 104.9	(715) 341-9800	<a href="mailto:rick@muzzybroadcasting.net">rick@muzzybroadcasting.net</a> (715) 341-0000 - FAX	Radio Stations	<a href="http://www.1010wspt.com">www.1010wspt.com</a>
WWSP-FM 90.0	(715) 346-3755	<a href="mailto:jgosz@uwsp.edu">jgosz@uwsp.edu</a>	Radio Station	<a href="http://www.uwsp.edu/stuorg/wwsp">www.uwsp.edu/stuorg/wwsp</a>

**Organizational Chart**



## Pre-scripted News Releases and Emergency Messages

Portage County maintains an inventory of pre-scripted press releases as developed by Emergency Management Products LLC a Division of EPTEC, Inc.

The messages cover the following topics:

### ***Public Health/Alerts:***

- **Contaminants**-mold, lead, asbestos, agricultural products, food safety, outdoor living, etc.
- **Quarantine**
- **Water**-well testing, boil water, sewer back-up, septic problems,

### ***Technical Disasters/Alerts:***

- **Chemical**-hazardous chemicals
- **Nuclear**-radiation facts, nuclear power plant emergency
- **Utility**-Service interruption

### ***Natural Disaster/Alerts:***

- **Flooding**-EOC opening, status report, Special needs information, curfew, event cancellation, disaster hotline, TTY number for deaf, being helpful, evacuation order, Special Needs Evacuation, How to Shelter-in-place, emergency shelters, boating restriction/park closures, fraud warning, JIC opening, damage recovery tips, volunteering at the disaster, donation management, How to help, disaster recovery centers, How to file claims, re-entry instructions, access to flood areas, flood clean-up, flood proofing, and community meetings
- **Tornado/Wind**-Event notice, EOC opening, status report, Special needs information, curfew, event cancellation, disaster hotline, TTY number for deaf, being helpful, evacuation order, Special Needs Evacuation, How to Shelter-in-place, emergency shelters, boating restriction/park closures, fraud warning, JIC opening, damage recovery tips, volunteering at the disaster, donation management, How to help, disaster recovery centers, How to file claims, re-entry instructions, Access to damage area, and community meetings
- **Winter/Ice**-Awareness information, safety tips, protecting property, driving, and after the storm
- **Drought/Heat**-Heat emergency preparedness

**Recovery:**

- **Clean-up**-Debris removal
- **Report Damage**
- **Volunteering**-Volunteering at the site, assistance needed, pre-register request,
- **Donations**-Donations accepted, How to help,

All pre-scripted releases are available in the County EOC, Public Information Officer "go kit" in hard copy, CD, and flash drive. The messages will be reproduced, and modified, as needed on Portage County letterhead for official use.

Additionally the manual contains general information about the roles and responsibilities of the PIO, ICS checklists, PIO Action Log, sample disaster declaration statements, volunteer log, donations log, UDSR form, quick reference for damage assessment and other relevant forms and information.

The pre-scripted messages include special instructions for in-place sheltering, with specific messages for special needs facilities, public venues, schools and day care centers.