

# **Emergency Public Information**

Coordination with the Emergency  
Management Team

Tom Rotella

Susan Shaw

# HQ EMT

## - Structure -

**EMERGENCY MANAGER**

**Program Office  
Team Leader**

**Emergency Management  
Primary Advisor**

*(& Support Staff)*  
**SPECIALIZED SUPPORT**

*(& Support Staff)*  
**SPECIALIZED SUPPORT**

***Public  
Affairs***

**Congressional  
Affairs**

**Safety &  
Health**

**Legal**

**Intelligence**

**Security**

**Emergency Response  
Officers**

# DOE O 151.1C, Chapter IX

## PUBLIC AFFAIRS POLICY AND PLANNING REQUIREMENTS

- Chapter IX, Section 4, Response Phase, (2)g. & h.
  - g. The DOE/NNSA (as appropriate) Director of Public Affairs AND the Headquarters Emergency Manager must be informed of all DOE/NNSA emergency public information actions. These notifications must be made as soon as practicable.
  - h. Initial news releases or public statements must be approved by the Cognizant Field Element official responsible for emergency public information review and dissemination. Following initial news releases and public statements, updates must be coordinated with the DOE/NNSA (as appropriate) Director of Public Affairs and the Headquarters Emergency Manager.

# SAMPLE: Annual Exercise(s)

## HQ EPI Points of Interest

### I. **Things that went well:**

- Press releases (PRs) were typically well written, delivered in a timely manner, and provided via electronic mail (an efficient method of communication).

### II. **Things that need improvement:**

- Public Affairs/Joint Information Center (JIC) did not send summaries of their activities to the Headquarters Emergency Management Team (HQ EMT).
- In one case, it's possible that the PRs went to PA, (PA played and reviewed PRs from their office,). If the site never sent PR #2 up for HQ review, then this is a site issue. If they went to HQ PA, who did not provide them to the HQ EMT EM, then this is a HQ EMT/PA Issue.

# Sample Joint Information Center

**THIS IS A DRILL**

## **News Release #2**

**For more information call: (568) 507-0086**

**Date: June 20, 10:00 a.m.**

***New Jackson, MI., --.*** This is an update to the emergency announcement made earlier this morning.

A news conference will be held at 10:45 Eastern Standard Time this morning at the Center for Hydrogen Research at Sample County's Research Park on Gateway Drive (off Highway 128 outside New Jackson).

**06/20/07 NR# 2**

**THIS IS A DRILL**

**This sample press release lacks event specific information.  
(who, what, when, where, PA, etc.)**

**The 2<sup>nd</sup> press release should also include event specifics.  
The public may not have seen the first press release.**

# FORD SITE JOINT INFORMATION CENTER

Grandland, Wisconsin

July 21, 2007, 10:45 a.m., RELEASE - # 002

**Update: FORD SITE EMERGENCY OPERATIONS CENTER ACTIVATED – General emergency Declared due to Range Fire**

The U.S. Department of Energy (DOE) has declared a **General Emergency. This is an upgrade in emergency declaration from the previously-declared Alert, due to a range fire** in the central area of the Ford Site. As of 10:30 a.m., the fire is impacting the Z-Plant, a nuclear and hazardous waste-handling facility, and its surrounding perimeter. As a result, the following actions have been directed for employees:

Z-Plant personnel have been ordered to **‘Take Cover’ – or shelter in place**

900 West and 900 East personnel have been order to remain in site facilities

800 Area employees will be asked to evacuate the site, using an approved, safe route of travel.

Site access has been restricted at the Grandma and Plaza Barricades

The **fire is impacting an area outside Z-Plant** where waste is stored – primarily in 55-gallon or 85-gallon drums. There has been a confirmed on-site airborne release of radioactivity, that is being monitored. No action is required by employees outside these areas at this time. Should it become necessary, employees will be notified by Ford Site emergency alerting systems.

DOE officials are working with local and state officials to release information about the event as it becomes available. The Ford **Joint Information Center is located** in the Grandland Federal Building, and is the central location for the release of all official event information.

If it becomes necessary, the affected Counties will release Emergency Alert System messages that will be broadcast in the **Tri-Cities on KONA Radio on 610 AM and 105.3 FM.**

**Media may contact the Joint Information Center at (509) 376-3322. Please announce or publish that the public inquiries phone number is (509) 376-8116.**

**EXERCISE ONLY \*\* EXERCISE ONLY \*\* EXERCISE ONLY**

■ **This is an example of a better press release**