

The information contained in this Executive Summary has been taken directly from the Nueces County Emergency Management which has been designated as a CONFIDENTIAL document. The below information should be handled accordingly.

NUECES COUNTY ANNEX I- PUBLIC INFORMATION Commissioners Court Executive Summary

The purpose of this annex is to outline the means, organization, and process by which we will provide appropriate information and instructions to the public during emergencies. This annex also provides for conducting disaster-related public education in advance of emergencies to reduce the likelihood that citizens will place themselves in hazardous situations that may require an emergency response.

Assumptions

- An effective program combining both education and emergency information can significantly reduce the loss of life and property. However, many people are unconcerned about hazards until the hazards affect them and will not participate in or retain pre-emergency education. Accordingly, authorities must place special emphasis on the delivery of emergency information during emergencies and disasters.
- Local media will cooperate in disseminating warning and emergency public information during emergencies and may participate in pre-disaster awareness programs and other disaster education activities.
- Some emergencies may generate substantial media interest and draw both local media and media from outside the local area and may overwhelm the available public information staff.

Activities by Phases of Emergency Management

Prevention

- Conduct hazard awareness programs.
- Develop systems to enhance information dissemination during emergencies.

Preparedness

- Develop and distribute educational materials; conduct public education programs.
- In coordination with the EMC, prepare pre-scripted warning and public instruction messages for known hazards.
- Brief local media on local warning systems and coordinate procedures for transmitting emergency information to media.

- Conduct public education on warning systems and the actions to take for various types of warnings.
- Train public information staff.
- Brief local officials and emergency responders on working with the media.
- Identify suitable facilities for a Joint Information Center.

Response

- Develop and release emergency public information.
- Conduct media monitoring to determine the need to clarify issues and distribute updated public instructions.
- Manage rumor control.
- Conduct news conferences and arrange interviews as needed.

Recovery

- Provide public information relating to recovery process and programs.
- Compile record of events.
- Assess effectiveness of public information and education program.

Organization & Assignment of Responsibilities

General

1. The overall responsibility for providing emergency information and instructions to the public rests with the County Judge.
2. The County Judge shall provide general guidance for Public Information (PI) programs and appoint a Public Information Officer.
3. The Public Information Officer will manage and coordinate all emergency public information related activities and direct any staff assigned or recruited to assist in those activities.
4. To the extent possible, trained public information specialists will staff PIO positions at the Incident Command Post and in the EOC.

Task Assignments:

1. County Judge
2. Public Information Officer/Government Affairs- OCCA
3. Nueces County Emergency Management Coordinator
4. Various Media Companies