

Wellington Regional Civil Defence Emergency Management Group

"Together Wellington Regional Communities are Resilient"

Public Information and Media Management Plan

Note: This Plan should be read in conjunction with the Wellington Region Civil Defence Emergency Management (CDEM) Group Plan 2005

This report has been developed with the agreement of TVNZ, Radio New Zealand (NZ), the NZ Police, NZ Fire Service, NZ Press Association and St John Ambulance, the Independent Radio Network, TV 3, Wellington City Council, Greater Wellington Regional Council, Porirua City Council, Upper Hutt City Council, Hutt City Council, Masterton District Council, Kapiti Coast District Council, Carterton District Council and South Wairarapa District Council.

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1. Key Objective

The Wellington Region Civil Defence Emergency Management (CDEM) Group will co-ordinate resources and procedures to establish an effective and timely public information function to ensure that in an emergency - **Wellington Regional communities are resilient.**

1.1 Objectives

Establish a Public Information Centre with resources to provide an integrated response to:

- 1.1.1 Media liaison
 - actively assist accredited news media in the gathering and dissemination of news during an emergency
 - manage a database of media (radio, tv and print) spokespeople and backups for each utility organisation
 - identify processes between Public Information Managers (PIMs) at all levels, and other government agencies, to ensure consistency of all information released to the media.

1.1.2 Public information

- Ensure information provided to the information and enquiry centre is accurate and timely
- Use the website, fax, radio, TV and print to provide public information.

1.1.3 Public enquiries

- Timely response to enquiries
- Provide information to the public via local authorities, the call centre, website etc on the emergency and its effects
- Direct public to the most appropriate agency or authority
- Maintain a central record of all calls.

1.1.4 Visitor reception

- To receive official visitors to the disaster area and the Group EOC
- Arrange co-ordinated accommodation, transport and movement programmes for all official visitors, including VIPs
- Provide information to official visitors
- Set protocols for specialists conducting research in the area.

2. Introduction

2.1 Background

Recent events in the region have reminded us all that we need to be better prepared to deal with, and recover from, a disaster. Individuals, families and organisations all have a role to play in emergency management. As a community Wellington must be ready - and have the knowledge, skills and resources to respond.

Top six risks facing our region:

- 1. Earthquake
- 2. Public health hazard
- 3. Storm
- 4. Flooding
- 5. Coastal storm
- 6. Tsunami.

Note: The PIM is likely to operate at response levels 3 and above. The PIM's primary responsibilities will be to direct public enquiries to the most appropriate local authority or agency, and to collect and distribute information to relevant local authorities, agencies and to the news media.

2.2 Public Information Centre (PIC) priorities

The PIM via the PIC would be expected to provide the following information:

Welfare

- Summary of what has happened, what people are to do and why, and communication links
- Status of the emergency declaration
- How people in other areas can obtain information about relatives/friends in the affected area (co-ordinate with Police and the welfare section on release of this information) and how disaster victims can locate family members
- "Emergency" telephone number (or request people not to use telephones). Stress to outof-area media that people should not telephone into the area. Lines must be kept open for emergency calls
- How to signal that emergency assistance is needed
- Evacuation:

-Routes

-Instructions (including what to do if vehicle breaks down); and

-Arrangements for people without transport

- Information (for parents) on status and actions of schools (during school hours)
- Weather hazards (if appropriate)

- Curfews
- Media hotline number. Public enquiry hotline number.
- Description of Government and private response efforts (welfare, medical, search and rescue, emergency repair, debris clearance, fire/flood fighting etc)
- Channel for donations to relief funds.

Treatment and movement of injured

• Description of the situation, including number of deaths and injuries, property damage people evacuated

Sanitation & Health

- Hazardous/contaminated/congested areas to avoid
- What not to do (and why)
- Location of welfare/medical/coroner facilities, food, safe water, status of hospitals

Restoration of lifelines (power, gas, communications, water, sewage, transport (airports))

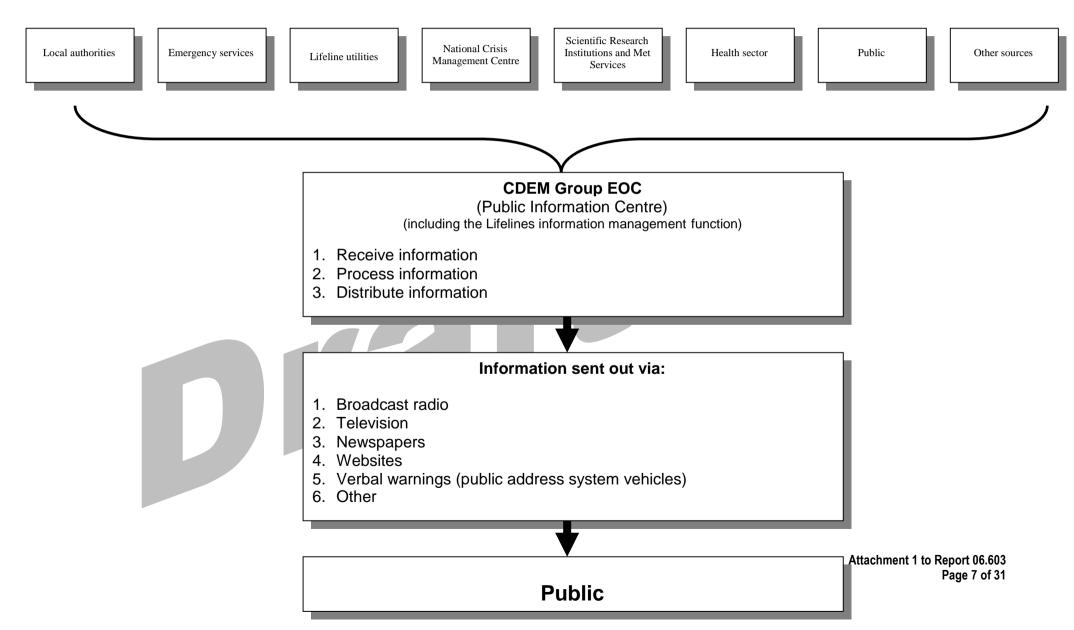
- Instructions/precautions on the use of electricity, gas and water supply, and how to turn them off
- Essential services available hospitals, grocery stores, banks, pharmacies, etc
- Road, bridge and dam conditions, and alternative routes to take
- Any limitations on travel

Urban Search and Rescue

• Where people should report/call to volunteer

Public Information Management Network

For Wellington CDEM Group



3. Group Emergency Operations Centre personnel requirements

3.1 Group EOC Public Information Manager (PIM) and Alternates

Note: All news releases are to be approved by the Group Controller (unless determined otherwise)

Responsibilities:

- Establish Public Information Centre (PIC) priorities (refer 2.2). This to include liaison with the EOC Logistics Manager on setting up and running of the PIC and any additional facilities required, prior to, during and after the emergency
- Public Information Centre (PIC) operations, prior to, during and after the emergency
- Activate team leaders of the Media, Enquiry and Information Centres
- Establish contact with Public Information Managers at other EOCs/PICs
- Obtain briefing on current situation from Controller and Planning/Intelligence. Provide operation details to all groups within the Public Information area
- Be prepared to respond to public information and news requirements as determined by the Controller/EOC Manager
- Website management
- Briefing of the Official Spokesperson
- Plan for the recovery.

3.2 Information Co-ordinator

Responsibilities:

- Gathering information from all available sources, checking authenticity, writing news releases and gaining authority from the PIM to publish and distribute to all news outlets
- Official comment to the media will be provided through media releases, news conferences and briefings
- Disseminating information to the Public Information Centre (PIC)
- Ensure regular analysis of media coverage (refer Appendix 8)
- Organising news conferences
- Assisting the media with requests for facilities and equipment such as power, phones, maps, diagrams, etc.
- Briefing all accredited media on arrival
- Disseminating incoming information.

3.3 Webmaster

Responsibilities:

- Receiving news releases from the Information Co-ordinator and entering all relevant information onto the website
- Assisting and providing back-up to the Information Co-ordinator as required.

3.4 Receptionist/Administration (via EOC)

Responsibilities:

- Checking media accreditation
- Issuing access passes to media
- Keeping a record of all media present
- Administering the copying and supply of press information disseminated by the Public Information Centre.

4. Facilities

4.1 Public Information Centre (PIC)

- The CDEM Group PIC will be located (TBA), Greater Wellington Regional Council Offices, Wakefield Street, Wellington
- The Centre will be established with urgency and staffed by communications staff from GW Regional Council and if necessary, other territorial authorities
- Refer to Appendix 2 for a suggested list of immediate PIC equipment and resource requirements.

4.2 Enquiry Call Centre

- The primary means of dealing with inward media and public inquiry will be the Enquiry Call Centre with support from media releases and radio announcements.
- The website will be the secondary means of dealing with inward media and public inquiry.
- The website capacity must be large enough to ensure it will not be overwhelmed by a very high number of hits.
- The web address will be immediately publicised and must be easy to find.
- The purpose of the Group EOC Call Centre is to receive, respond to and record all calls from the public and media. The Call Centre number will be broadcast to the public at the earliest opportunity to assist in the reduction of calls to other locations encouraging a one-answer facility.

- Only information provided by the Group EOC PIM is to be given out to the public. In the case of inquiries relating to the welfare of any person in the affected areas, these should be directed to the NZ Red Cross National Inquiry Centre.
- Where an answer is not available to any caller, enquiry details are to be recorded and forwarded to the Group EOC PIM for answer.
- In the case of a prolonged emergency, staff may be pooled from Local Authorities to assist in the response and recovery phases of an emergency.

4.3 New Zealand Red Cross National Inquiry Centre (RCNIC)

- The Red Cross National Inquiry Centre (RCNIC) is a public inquiry organisation sourcing the welfare of persons who may have been affected by the emergency.
- Their 0800 telephone number will be broadcast to the public outlining their role
- The RCNIC will maintain a close relationship with the Group EOC PIM for accurate information bulletins.
- Where possible, the Group EOC is to provide a liaison officer for information release purposes.
- Note: the RCNIC is not a call centre for general public information. It is a mechanism to trace the whereabouts of people who have been displaced by the emergency. It relies on the completion of registration forms by the NZ Police, ambulance services, hospitals, local authorities and welfare organisations.

4.4 Local Authority Media/Public Information Cells

- Each Wellington Region Local Authority has SOPs for passing information to the Group EOC for distribution to the media and the public.
- It is the immediate responsibility of the Local Authority Media/Public Information Cells to liaise with the Group EOC PIM for co-ordination purposes.
- Local Authority Public/Media Information staff may be requested to support the Group EOC PIM Cell and the PIC.

4.5 CDEM Group Spokesperson

- The initial official spokesperson is the Group Controller. Once the PIC is established, the Group Controller will appoint an Official Spokesperson. This person needs to be TV/radio interview trained and have a suitable 'TV presence'. They must be confident and have some basic civil defence and emergency management knowledge and experience.
- The Spokesperson will deliver information to the media as it becomes available. This information must be accurate, up to date and approved by the Group Controller, (unless determined otherwise) before release (signature, date, time on briefing notes etc.).

4.6 Media Co-ordination

- 4.6.1 Media releases
 - Copies of all media releases or bulletins should be available to the media at the PIC, on the website, and where possible, faxed or emailed to appropriate media offices.
 - Media releases or bulletins should be composed immediately on receipt of significant, verified information.
 - All should be issued on official letterhead to provide identification and authenticity.

4.6.2 Accreditation of the media

- Accreditation of all media personnel is essential to ensure they are who they say they are, and numbers are controlled in all areas. This will assist with personal and equipment security, and for record purposes
- Photo ID (drivers licence, passport, photo credit card etc) and proof of media employment (employers ID card, business card, professional body membership card etc) will be required prior to the issue of a media security pass
- Access to various areas will be on a needs basis.

(Refer Appendix 3 Sample CDEM Group Media Pass)

4.7 Co-ordination of international media

- In a major disaster there will be considerable interest from overseas media
- International media are likely to arrive in New Zealand within hours of the emergency. International media will be afforded the same courtesies as local media in terms of media releases and access to media conferences.

4.8 Media Access to affected areas

- Following an event, every effort is to be made to facilitate media access to the emergency area
- Where entry to the emergency area is unavoidably restricted, one representative each from the print, voice and visual media, will be allowed access on the basis that all material gathered will be made available to a general pool for access by all accredited media
- When a no fly zone has been imposed the media must be made aware. However, every effort will be made to negotiate at least a temporary exception for media access.

Appendix 1: Group EOC personnel criteria

GROUP EOC Public Information Manager (PIM) criteria:

- Experience in media liaison, preferably during significant public events
- A sound understanding of working in a political environment
- Ability to work under pressure
- Good knowledge of electronic information applications e.g. websites

Information Co-ordinator criteria:

- Experience in media liaison, especially in news handling
- Good knowledge of electronic information applications e.g. websites, text messaging etc

- Excellent computer skills
- Good organisational ability
- A sound understanding of working in a political environment
- Ability to work under pressure

Webmaster criteria:

- Computer and web skills
- Good news sense
- Good organisational ability
- Ability to work under pressure

Reception/Administration criteria:

- Organisational ability
- Ability to work under pressure

Appendix 2: Public Information and Media Centre requirements

A suggested list of Media Information Centre immediate equipment and resource requirements follows:

- Incoming and outgoing phones for the Public Information Manager's office
- Phone lines for media use (for laptop computers)
- Incoming and outgoing facsimile machines
- Photocopier
- Maps, state-boards, display boards and whiteboards
- At least two televisions (TV) with video recorders and website access
- Small public address speaker system
- Overhead projector
- Data show projector for media conferences
- High current power outlets
- Uninterrupted Power Supply (UPS) for computers
- Background information and statistics for the Wellington Region
- Clear and easy access for TV and radio equipment and cabling
- Tables and chairs for all media personnel
- Kitchen facilities sufficient to a make tea and coffee 24/7
- Ablutions
- 24 hr security
- NZ Media Directory
- Interagency Contact Details.

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Appendix 4: Daily, Weekly and Community Newspapers

Note: For a full listing of newspapers please refer to a copy of the NZ Media Directory. Media People contact manuals are held by the Strategic Communications Manager. These manuals contain extensive contact details for newspapers, radio/tv, Australian newspapers, MPs and Regional Councils.

Paper Contact of	details
Dominion Post <u>news@do</u>	mpost.co.nz
Tel 04 474	0196
The Press reporters@	press.co.nz
Tel 03 379	0940
Otago Daily Times Odt.editor	@alliedpress.co.nz
Tel 03 477	4760
	@nzherald.co.nz
Tel 09 379	
	<u>Dstar-times.co.nc</u>
Tel 09 302	
	<u>nday-news.co.nz</u>
Tel 09 302	
Associated Press rlilley@ap.	-
Tel 04 471 NZPA <u>newsed@</u>	nzpa.co.nz
Tel 04 472	
Scoop (Wgtn) <u>editor@sc</u>	
Tel o4 934	
Central Community editor@hu	ttnews.co.nz
Newspapers HQ Tel 04 570) 2030
Upper Hutt Leader <u>editor@uh</u>	leader.co.nz
Tel 04 528	3 9654

Kapiti Observer	editor@kapiti-observer.co.nz
	Tel 04 298 5019
Kapiti-Mana News	editor@kmananews.co.nz
	Tel 04 237 8118
Porirua City News	Ccn.editorial@capitalnews.co.nz
	Tel 04 587 1660
Wairarapa Times Age	Kerr_bowling@age.co.nz
	Tel 06 370 0927
Wairarapa News	editor@wainews.co.nz
Horowhonua Kaniti	Tel 06 370 5690
Horowhenua-Kapiti Chronicle	news@chronicle.co.nz Tel 06 366 0256

Appendix 5: Communication Contacts

Greater Wellington and other Local Authorities

Name	Business Contact Numbers	Email Address	Home Contact Numbers
Andrew Cutler	04 381 7782	Andrew.cutler@gwgovt.nz	
Annie Wright	04 381 7720	Annie.wright@gw.govt.nz	
Rupert Watson	04 801 6610 or	Rupert.watson@gw.govtnz	384 9069
Terri Shaw	04 802 0310	Terri.shaw@gw.govt.nz	
Amanda Cox	04 381 7726	Amand.cox@gw.govt.nz	04 382 8881
Andrew Samuel	04 381 7737	Andrew.samuel@gw.govt.nz	04 934 3684
Catriona Robertson	06 370 5642	Catriona.robertson@gw.govt.nz	
Karen Richardson	04 381 7773	Karen.richardson@gw.govt.nz	04 801 6505
Natalie Quirke	04 803 0370	Natalie.quirke@gw.govt.nz	04 239 8384
Simon Beattie		Simon.beattie@wcc.govt.nz	
Tony Cronin	04 904 5699	Tony.cronin@kapiticoast.govt.nz	
	021 444869		
Roger Foley		rfoley@pcc.govt.nz	
Paul Lambert		Paul.lambert@uhcc.govt.nz	

Other Organisations

Please refer to Wellington Region Emergency Management Inter-Agency Liaison Contact Details.

Copies are held by:

- Manager, Emergency Management
- Emergency Management Officer
- Group Controller and Alternates
- And stored in the Communications Room, Level 4 and also in the Emergency Management cupboards in the Hoyts Room, Level 4.



Appendix 6: Information needs

When working with the media:

- Identify an appropriate spokesperson
- Designate and publicise a media contact number
- Ensure that the person answering the phone knows who to direct media calls to

The following detailed information should be provided as soon as possible: (most of this information should be available from the Sitrep)

What happened?

- Nature of incident or emergency
- Location
- Time
- What is likely to happen
- Areas and facilities evacuated
- Approximate number of evacuees
- Reason for evacuation e.g. flooding, gas cloud etc

Casualties

- How many killed or injured?
- Of those injured, how serious is their condition?
- How many escaped?
- How was escape hindered?
- Were any of the victims prominent persons?
- Where were they taken?
- General identification of casualties age, sex, situation etc (release of names and personal details is a police responsibility)

Property damage

- What is the estimated value of property loss?
- What structures have been damaged?
- Did the damage include any particularly important property (e.g. historical buildings, art treasures, homes or prominent figures)?

- Is other property threatened?
- What measures have been undertaken or are being undertaken to protect property?

- Is the damage covered by insurance?
- Has this area been damaged by disasters before?

Response and relief activities

- Who discovered the emergency?
- Who summoned the alarm?
- How quickly were response units on the scene?
- What agencies responded?
- How many are engaged in the response?
- What acts of heroism occurred?
- How was the emergency kept from spreading?
- How are the displaced and homeless being cared for?
- What is expected of the public what to do
- What action's been taken to protect public health and safety?

Other characteristics of the emergency

- Were there any blasts or explosions?
- Collapse of structures?
- Crimes or violence?
- Attempts at escape or self-rescue?
- What was the extent of the disaster?
- The duration?
- Number of spectators?
- Crowd problems?
- Were there other unusual happenings?
- What accompanying accidents have occurred?
- What were the resulting effects (e.g. anxiety, stress) on families and survivors?

Causes

- Were there any previous indications of danger?
- Could the disaster have been prevented? How?
- Will there be: lawsuits, coroner's inquest, insurance company actions or criminal investigation?

When talking to the media

- Tell reporters the truth -never mislead
- Be courteous
- Don't play favourites
- Never say anything you would not want to see printed or broadcast
- Stay on top of the interview by listening to the reporter's questions
- Treat a reporter's version of what has happened objectively and with caution
- Pause, think, ask for more time if you need it
- Respond only to questions you've been asked
- Stick to the core message as defined by the PIM
- Speak in your natural manner and tone
- Avoid jargon and slang

Appendix 7: Duty Roster Templates

Date:

Names / contact numbers

	Shift 1	Shift 2
Public Information Manager		
Alternate		
Information Co-ordinator		
Webmaster		
Reception/Administration (EOC)		
Reception/Administration (EOC)		

Daily broadcast times:

Coverage synopses:	
Issues:	
Inaccuracies:	
Viewpoints:	
Fixes:	

Who replied to?

Appendix 9: Media conference

General guidelines

As the PIM it is your responsibility to set the tone for the news conference.

Have a predetermined message for each news conference. If you do not have a message, you do not need a news conference.

Provide correct spellings for any names with peculiar spellings. Ensure you state the person's position in the Group EOC structure, or the background of any scientific/technical spokespeople brought in.

Set a time with the speakers prior to starting the conference. Stick to that time. Do not let any one person dominate the time during the news conference. Take charge and use the time as your authority.

Make yourself available at the end of the news conference. This will build relationships and your trust and credibility with the members of the media attending your news conference.

Script

Welcome ladies and gentleman to todays /this morning's/ tonight's news conference.

We will be presenting information on.....

With us today is.....

We will begin with some brief statements from the representatives of the command..... Then we will open the floor to questions. Because of the ongoing operations, we will be available forminutes today. We will try and take as many questions as we can within the time available.

Following the news conference, we will be available to help with any further enquiries.

Appendix 10: Media log

Person calling:	Date
Organisation:	Time of call:
Phone number:	Email (if relevant)
Fax:	

Enquiry:

Deadline:
Person taking call:
Action taken
Reply made by:
Time:

Reply:



Appendix 11: News release

Date

Title

Сору



Appendix 12: Rumour log

Person Calling:	Date:
Organisation:	Time of call:
Phone number:	Email (if relevant):
Fax:	

Rumour:
Deadline:
Person taking call:
Action taken:
Reply made by:
Time:

Reply:

Appendix 13: Media Advisory

Wellington CDEM Group

Emergency Operating Centre

Media Advisory

Contact: List contact numbers

ENDS

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Appendix 14: Speaker preparation worksheet

Statement

Key message



Future action/conclusion

Appendix 15: Radio Stations and contacts

Note: Media People contact manuals are held by the Strategic Communications Manager. These manuals contain extensive contact details for newspapers, radio/tv, Australian newspapers, MPs and Regional Councils. The following is a brief list of some radio stations.

Station	Frequency	Emergency contact number	Area coverage
National Radio (Radio NZ)		04 474 1973	national
Newstalk 2ZB	Local input am only	04 802 4710	
More FM/Kiwi (Wgtn)		04 382 2200	Greater Wellington
Classic Hits	97.4	09 373 0000	
Radio Live (Radioworks Wgtn)	98.7	04 915 1000	
The Breeze	98.7FM	04 915 1000	

Appendix 16: Field Escort and Communications Checklist

Note: The following protective clothing must be worn in the field

