



ANNEX B

PUBLIC INFORMATION

I. PURPOSE

To establish procedures for the preparation and dissemination of official, coordinated, pertinent and accurate information and instructions to the University community and the general public should it become necessary to implement the Emergency Response Plan in whole or in part.

II. CONCEPT OF OPERATIONS

- A. When advised by an Incident Commander of the possibility or existence of a Condition 2 or Condition 3 emergency, the Public Information Officer (PIO) will activate the public information plan provided in this annex and/or UNC's Emergency and Crisis Communications Plan.
 1. News, instructions and general information originated by various participating University agencies will be channeled through and approved by the Incident Commander and PIO.
 2. The information center will continue to function through all phases of a crisis or emergency operation, to include providing guidance leading to a return to normalcy.
- B. Centralized control and dissemination of factual information is necessary to assure a well-informed public, to avoid or minimize the release of misinformation and to deflate rumors.
 1. Primary responsibility for all official information and instructions released rests with the Incident Commander.
 2. Authority to release official information or instructions to the public will normally be delegated to the University Public

Information Officer. The PIO may be the University Public Information Officer or a designee.

3. Any individual may forward information they feel should be released to the public to the PIO for review. After coordinating the review with the Incident Commander or other assigned unit (such as housing information provided by the housing unit), the PIO may release the information to the public.
4. Any information prepared for release must be accompanied by appropriate data, documents or other substantiating information.
5. Any information released by anyone other than the Incident Commander or the PIO (or in the case of a criminal event, the Chief of Police or designee) will not be considered official and the news media will be so informed.
6. Any person, department or agency releasing information to the public on their own volition must bear the responsibility for any legal, moral or other ramifications and repercussions resulting from that release.

C. A coordinated public information response, which can include the establishment of a physical Public Information Center (PIC), is necessary to assure timely dissemination of accurate information and official instructions to the public and to respond to the numerous inquiries that can be expected during the course of an emergency.

1. An accurate, current file of official information pertaining to the welfare, assistance centers and other related matters which pertain to the individual citizen, must be maintained by official public information response staff and available at the PIC (if applicable).
2. In the event a PIC is necessary, facilities should be available at that location or nearby in which to brief public officials, news media, community leaders or citizens about developments, requirements or the status of the operation. The PIC and the briefing facility would function as the informational arm of University authorities.

D. General information, instructions or direction to the public and news of any crisis operations can be given verbally; however, highly

detailed and specific instructions should be provided in writing (digitally or in print). Bulletin boards, digital or printed materials may be used to provide specific information, schedules, etc.

1. News releases, posts to electronic media, bulletins and specific instructions should be numbered and must be time dated to avoid any confusion as to which are current or the most recent.

III. ORGANIZATION

- A. The Director of News and Public Relations typically assumes the role of Public Information Officer.
- B. A Public Information Center (PIC), under the direction of the PIO or their designee and staffed by the Crisis Communications Response Team will be assembled as necessary. Sufficient personnel will be assigned to permit around the clock operation, should that become necessary.

IV. RESPONSIBILITIES

- A. The PIO should maintain plans for contacting all media serving Weld and surrounding counties, the Denver metro area and the University. A list of media outlets and contacts will be maintained by the Office of University News & Public Relations.
- B. The PIO is responsible for operation of the PIC (including the roles and responsibilities outlined for members of the Crisis Communications Response Team) and for the overall coordination and dissemination of public information.
 1. The PIO is an advisor to the Incident Commander and other local authorities on public information matters, apprising the Incident Commander of the public information situation.
 2. The PIO, or their designee, will be the primary liaison with the news media to ensure maximum response capability during an emergency.
 3. The PIO, or their designee, will prepare all incident-related news and updates (digital and print) during emergency situations, and will otherwise review, edit and clear material with the Incident Commander for public release under established policies.

4. The PIO must be very knowledgeable about all State, County and University plans so that efforts will ensure the results designed by the Incident Commander.
5. Upon receipt of information for release, the PIO will:
 - a. Verify the authenticity of the information contained in the release.
 - b. Determine if the information contained in the release is in the public interest and will not create unwarranted or unnecessary fear, anguish or other adverse reaction among the public. However, news releases will not be withheld simply to avoid political or public official embarrassment should the situation so warrant.
 - c. Verify that duplicate or conflicting information has not already been released.
 - d. Prepare the information in accordance with accepted journalistic practices, if time permits, and ensure fair and timely release of the news or information.
6. The PIO, or their designee, is also responsible for gathering information from the media and community, and reporting relevant details back to the Incident Commander.
7. The PIO must maintain a current and accurate file and record of all information released by the university to the public and the news media which may include, but need not be limited to:
 - a. Name and contact information (email or phone number) of the release initiator.
 - b. Text of the information released.
 - c. Substantiating records for the release, when available.
 - d.
 - e. Date and time released.

- f. How and to whom the information was issued (to include a record of news releases provided to media and a record of all electronic postings to web, social or other digital media).

V. COMMUNICATIONS MEDIA

- A. All available communications media should be used to communicate with the public, especially the local resources. Examples of suggested news releases, public information handouts and bulletins are maintained in the Office of University News & Public Relations.
- B. The best and most rapid means of disseminating emergency information to the public is through the broadcast media. Use of the Emergency Alert System (EAS) should be considered.
- C. A list of news media that have agreed to broadcast or publish official emergency information is kept on file in the Office of University News & Public Relations.