

ANNEX E
PUBLIC INFORMATION

I. SITUATION AND ASSUMPTIONS

KyDES, through its Public Information Coordinator will coordinate the dissemination of all official public information from state, local and private disaster response agencies providing support during the emergency. The KyDES Public Information Coordinator has established close working relationships with the news media for the dissemination of emergency public information.

II. MISSION

To keep the citizens of the Commonwealth informed of the developing situation, to give instructions for protective actions in the event of a threatened or actual natural, man made, technological incident or nuclear/conventional attack, to control rumors and speculation, and to provide recovery operations instructions.

III. DIRECTION AND CONTROL

The KyDES Public Information Coordinator will be the only spokesman for all state agencies. Accuracy of information released is the responsibility of the KyDES Executive Director.

IV. CONCEPT OF OPERATIONS

- A. In any emergency, information concerning the situation within the Commonwealth, is the responsibility of state government. The Governor has designated the KyDES Public Information Coordinator to handle public affairs information.
- B. At the onset of a major disaster or emergency, the KyDES Public Information Coordinator will disseminate emergency information to the public via the news media. He/She will operate from the Commonwealth's Emergency Operation Center in Frankfort. Procedures for authenticating news releases and verifying information will follow standard procedures.
- C. The KyDES Public Information Coordinator will be in continuous contact with all state agencies. All state agencies will insure that their press releases during a disaster are coordinated with and released through the KyDES Public Information Officer.

D. Though information of all types from many different sources will be processed by the KyDES Public Information Coordinator, some types are more important than others. In recognition of this fact, and the necessity of using available public information facilities in the most efficient and effective manner, the following priorities have been established.

1. Lifesaving - Information essential to survival, health and safety before, during and after a disaster or nuclear attack.
2. If the EPIC has been established at the local level, the KyDES Public Information Coordinator will ensure the local public information spokesman is represented at that facility. If feasible, the EPIC should become a joint (state/local) information center for the assembly, exchange and dissemination of information.
3. All disaster related public information originating from state agencies will be released through the EPIC and the releasing authority will be the KyDES Executive Director. Every effort should be made to coordinate with the local spokesman for verification and release of information originating from the local level.
4. The KyDES Public Information Coordinator will ensure valid information is provided to and being disseminated by the media; further, he/she will make provisions for space needs required by news media equipment and personnel at the EPIC in order to satisfy their functional responsibilities.
5. All communication systems at the State EOC will be made available to the KyDES Public Information Coordinator.

F. LOCAL LEVEL

1. In any emergency, information concerning the situation and response is the responsibility of that government providing the resources for that response. Each local government should designate a spokesman to handle public affairs information.

2. At the onset of a major disaster or emergency, the local public information spokesman will function to disseminate emergency information. The spokesman should operate from the local emergency facility or another appropriate office. This office should be, insofar as possible, a fully equipped press center. Procedures for authenticating news releases and verifying information should be developed.
3. The local public information spokesman should be in continuous contact with the KyDES Public Information Coordinator in order to provide KyDES with necessary disaster-related information.

G. FEDERAL LEVEL

1. When a major disaster is declared by the President, the Federal Emergency Management Agency (FEMA) will provide a Public Information Officer as part of its Disaster Field Office. Close coordination of state, local and federal information activities is essential for effective public information dissemination.
2. The KyDES Public Information Coordinator will ensure that representatives of the FEMA field office are provided space in the state EPC to help coordinate information activities to help coordinate information activities. He/She may assist their federal counterparts as required in the public media and the public will be factual, timely, and non-contradictory in terms.
3. When the above actions are accomplished, a complete public information system will be in effect, providing for the coordination of state, local and federal information activities while ensuring a factual and timely flow of information from official governmental sources.

H. Operational Phases

1. Preparedness Phase - The KyDES Public Information Coordinator will provide the local news media with the proper emergency information for the public. Information disseminated throughout this stage will consist primarily of instructions to individuals, families, and other organizations to lessen or mitigate the effects of the impending disaster. This information will include specific definitions of

the threat, its unique characteristics, identification of evacuation routes, and similar information.

2. Response Phase

a. Increased Readiness Period - This stage begins upon instruction from KyDES Executive Director. The KyDES Public Information Coordinator will then provide the news media with information concerning the threat, its unique characteristics, identification of evacuation routes, location of housing facilities for the evacuees, the necessity to conserve energy and food supplies, and assistance that can be provided.

b. Operation Period

1) Natural, Man-Made, Technological Incidents

a) The KyDES Public Information Coordinator will provide the news media with all the information called for under Preparedness and Increased Readiness Phases if not already provided. The coordinator will also keep the news media informed of actual conditions and on scene life saving and damage limiting operations.

b) Attack - This stage begins upon notification from FEMA to KyDES that an enemy attack has been launched against the United States. Should a nuclear attack strike with minimal or no warning, information appropriate to the previous stage will be initiated as rapidly as possible. Information during this stage will focus on actions essential to the survival, health and safety of the population. Example of this type of information are actual and potential targets, decontaminate people and food, where help may be obtained, and other appropriate information.

3. Recovery Phase - The KyDES Public Information Coordinator will provide the news media with information on the extent of the incident, federal and state assistance available, clean up actions that should be taken by the affected persons and other life saving and damage limiting information. This stage commences with the termination of emergency operations and continues until the need for all recovery and rehabilitation information are satisfied. Actual recovery operations may go on long after emergency personnel have returned to normal operations.

I. Increased Readiness Levels will be initiated by KyDES based on information furnished by FEMA and other sources. The required actions are explained in Annex D of this plan.

J. A listing of all news media outlets; newspapers, radio, tv; is found in the Kentucky News Media Directory. The KyDES Public Information Coordinator and the state EOC have copies of this publication.

K. All emergency operations will be carried out in conformity with KyDES EOC SOP.

V. ADMINISTRATIVE SUPPORT

A. Administrative support will be provided by any other state agency PIO staff, the National Guard, and the private news media.

B. Augmentation and training of emergency organization will be carried out as set forth in CPG 1-7 - "Guide for Increasing Local Government Civil Defense Readiness During Period of International Crisis".

VI. GUIDANCE DOCUMENTS

A. Ideas for Conducting Awareness Campaigns, FEMA-6, November 1981

B. Preparing CRP Relocation Emergency Public Information CPG 2-8F

C. Kentucky News Media Directory

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APPENDIX E-1
KENTUCKY EBS STATIONS

Listed below are the Emergency Broadcast Stations (EBS) in Kentucky. The primary EBS station in Kentucky is WAMZ-FM, Louisville. See Annex C "Warning" for additional information on EBS.

<u>Call Letters - Mz/s</u>	<u>Location</u>
WAMX-FM 93.7	Ashland
WNES-FM 101.9	Central City
WSGS-FM 101.1	Hazard
WHOP-FM 98.7	Hopkinsville
WLSK-FM 100.9	Lebanon
WLAP-FM 94.5	Lexington
WAMZ-FM 97.5	Louisville
WMKY-FM 91.1	Morehead
WSTO-FM 96.1	Owensboro
WKYQ-FM 93.3	Paducah
WAKO-FM 101.1	Russellville
WSEK-FM 96.7	Somerset

APPENDIX E-2

RESERVED FOR FUTURE USE

APPENDIX E-3
KENTUCKY EDUCATIONAL TELEVISION NETWORK

KET NETWORK

This network provides live coverage over most of the State.
Transmitters are located at:

Ashland - WKAS-TV	Morehead - WKMR-TV
Bowling Green - WKGB-TV	Murray - WKMU-TV
Covington - WCVN-TV	Owensboro - WKOH-TV
Elizabethtown - WKZT-TV	Owenton - WKON-TV
Hazard - WKHA-TV	Paducah - WKPI-TV
Lexington - WKLE-TV	Pikeville - WKPI-TV
Louisville - WKMJ-TV	Somerset - WKSO-TV
Madisonville - WKMA-TV	

APPENDIX E-4
NOAA WEATHER RADIO NETWORK

WEATHER RADIO

In time of emergency the NOAA weather stations can be used at the direction of the Governor to broadcast emergency information. The stations are as follows:

Ashland	162.550 MHZ
Bowling Green	162.400 MHZ
Covington	162.550 MHZ
Evansville	162.550 MHZ
Hazard	162.475 MHZ
Lexington	162.400 MHZ
Louisville	162.475 MHZ
Murray	162.475 MHZ
Somerset	162.550 MHZ

APPENDIX E-5
NEWSPAPER 7 WIRE SERVICES

I. DAILY NEWSPAPERS

- A. In Kentucky, generally only daily newspapers have in-house printing capability.
- B. The papers listed below provide excellent coverage of the state, overlapping in many instances.

Independent-Ashland	Courier Journal Louisville
Park City Daily News-Bowling Green	Messenger-Madisonville
Daily Tribune Times-Corbin	Messenger-Mayfield
Kentucky Post-Covington	Ledger Independent-Maysville
Advocate Messenger-Danville	Daily News-Middlesboro
News Enterprise-Elizabethtown	Ledger & Times-Murray
State Journal-Frankfort	Messenger & Inquirer-Owensboro
Fulton Daily Leader-Fulton	Sun Democrat-Paducah
Glasgow Daily Times-Glasgow	Daily Enterprise-Paris
Harlan Daily Enterprise-Harlan	Daily Register-Richmond
The Gleaner-Henderson	Commonwealth Journal-Somerset
Kentucky New Era-Hopkinsville	Winchester Sun-Winchester
Herald Leader-Lexington	Kentucky Enquirer-Covington

- C. If Crisis Relocation is ordered papers in risk areas will receive advance information concerning relocation plans, requirements, maps, etc. and that information will be supplemented with specific details relating to the particular situation. Papers in host area will likewise receive appropriate information.
- D. All of Kentucky's newspapers are listed in the Kentucky News Media Directory. A copy is maintained by the KyDES PIO.

II. WIRE SERVICES

Both Associated Press and United Press International have offices in Frankfort and their personnel will undoubtedly be represented in the EPIC. Both services also offer audio "feeds" which will enhance the networks already noted.

APPENDIX E-6
NUCLEAR WAR RISK AREA NEWS OUTLETS

I. MEDIA OUTLETS IN RISK AREAS

Since the public located in risk areas is of first concern, considerable attention must be given to the media in those areas capable of reaching the largest number of people the fastest. Those media are listed below:

II. PRIMARY AND (SECONDARY) MEDIA OUTLET IN RISK AREAS
Lexington-Richmond

Newspaper:	Lexington Herald (Richmond Daily Register)
Television:	WKYT-TV (WLEX-TV)
KET:	WKLE-TV Lexington
AM Radio:	WLAP, 630 (WVLK, 590)
FM Radio:	WLAP, 94.5, (WVLK, 92.9)

Louisville

Newspaper:	Courier-Journal (None)
Television:	WHAS-TV (WAVE-TV)
KET:	WKMJ-TV Louisville
AM Radio:	WHAS, 840 (WAKY, 790)
FM Radio:	WAMZ, 97.5 (None)

Owensboro

Newspaper:	Messenger & Inquirer (None)
Television:	Covered by Evansville
KET:	WKOH-TV Owensboro
AM Radio:	WOMI, 1490 (WVJS, 1420)
FM Radio:	WSTO, 96.1 (WBKR, 92.5)

Paducah

Newspaper:	Sun-Democrat (The News)
Television:	WPSD-TV (None)
KET:	WKPD-TV Paducah
AM Radio	WKYX, 570 (WPAD, 1450)
FM Radio	WKYQ, 93.3 (WPAD, 96.9)

Ashland

Newspaper:	Independent (None)
Television:	Covered by Huntington
KET:	WKAS-TV Ashland
AM Radio	WCMJ, 1340 (WTCR, 1420)
FM Radio	WAMX, 93.7 (None)

Northern Kentucky

Newspaper: Kentucky Enquirer (Kentucky Post)
Television: Covered by Cincinnati
KET: WCVN-TV Covington
AM Radio: WMLX, Florence 1180 (None)
FM Radio: WIZF, Erlanger, 100.9 (None)

Ft. Campbell

Newspaper: Kentucky New Era
Television: Covered by Nashville
KET: WKMA-TV Madisonville
AM Radio: WHOP Hopkinsville 1230 (WKOA 1480)
FM Radio: WHOP Hopkinsville 98.7 (WKSD 100.3)

Frankfort

Newspaper: State Journal
Television: Covered by Louisville and Lexington
KET: WKON-TV Owenton
AM Radio: WFKY 1490 (WKED 1130)
FM Radio: WKYW 104.9 (none)

Fulton

Newspaper: Fulton Daily Leader
Television: Covered by Paducah
KET: WKMU-TV Murray
AM Radio: WFUL 1270 (none)
FM Radio: (none)

Henderson

Newspaper: The Gleaner
Television: Covered by Evansville
KET: WKOH-TV Owensboro
AM Radio: WSON 860 (none)
FM Radio: WHKC 103 (WKDQ 99.5)

Trimble/Gallatin

Newspaper: Covered by Louisville and Cincinnati
Television: Covered by Louisville and Cincinnati
KET: WKON-TV Owenton
AM Radio: Covered by Louisville and Cincinnati
FM Radio: WIKI, Carrollton, 100.1 (WCUK, Warsaw, 95.9)

Mason/Lewis

Newspaper:	Ledger Independent (none)
Television:	Covered by Lexington and Cincinnati
KET:	WKMR-TV Morehead
AM Radio:	WFTM, Maysville, 1240 (WKKS, Vanceburg, 1530)
FM Radio:	WFTM, Maysville, 95.9 (WKKS, Vanceburg, 95.9)

Paradise

Newspaper:	Covered by Louisville and Bowling Green
Television:	Covered by Bowling Green
KET:	WKMA-TV Madisonville
AM Radio:	WLBQ, Morgantown, 1570 (WMTA, Central City, 1380)
FM Radio:	WLLS, Hartford, 106.3 (WKYA, Central City, 101.9)

APPENDIX E-7
NCP SAMPLE NEWS RELEASE

RISK AREAS

WHEN YOUR FAMILY IS INSTRUCTED TO RELOCATE, THE FOLLOWING ACTIONS SHOULD BE TAKEN.

I. BEFORE LEAVING HOME

- A. TURN OFF UTILITIES: 1. gas valves
 2. water at service entrance
 3. electricity at meter
- B. DISCONNECT ALL APPLIANCES IF ENERGY SOURCE IS NOT
 TURNED OFF
- C. DRAW SHADES, CURTAINS AND DRAPES.
- D. PLACE VALUABLES IN SAFE LOCATION.
- E. MAKE SURE AUTOMOBILE HAS ENOUGH FUEL TO REACH DESTINA-
 TION. YOUR PROPERTY WILL BE PROTECTED BY PROPER
 AUTHORITIES WHILE YOU ARE AWAY.

II. TAKE WITH YOU

- A. PERISHABLE FOOD
- B. CHANGE OF CLOTHING
- C. BEDDING OR SLEEPING BAGS
- D. PRESCRIPTION MEDICATION
- E. FORMULA (MILK), FOOD, DIAPERS, ETC. FOR BABIES
- F. CANNED GOODS IF THERE IS ROOM IN CAR
- G. REQUIRED DIETARY FOODS ON HAND
- H. TOOLS THAT MIGHT BE USED TO IMPROVE SHELTER AREAS

III. HOW TO GET THERE

- A. TO REACH YOUR DESIGNATED HOST AREA, YOU SHOULD USE THE
 FOLLOWING ROUTES. LIST SPECIFIC STREETS AND HIGHWAYS
 FOR EACH TOWN OR AREA WITHIN THE CITY.
- B. IF YOU NEED TRANSPORTATION, MEET AT _____ (location)
 BY _____ (time) .

HOST AREAS

I. PREPARE FOR RELOCATION

- A. STATUS OF RELOCATION PLANS
- B. DESIGNATED MOVEMENT ROUTES
- C. ALERT EMERGENCY FORCES
- D. SPECIFIC GUIDANCE NO WHAT HOST FAMILIES CAN EXPECT DURING RELOCATION PERIOD
- E. HOW TO VOLUNTEER TO BE A HOST FAMILY

II. DURING RELOCATION

SHOULD BE TOLD: (HOST POPULATION)

- A. RELOCATION HAS BEGUN
- B. WHAT THE RELOCATION ROUTES ARE
- C. ASKED TO VOLUNTEER AS HOST FAMILY (RISK AREA POPULATION)

ONCE THEY HAVE ARRIVED IN HOST AREA, TELL THEM ABOUT:

- A. ARRANGEMENTS FOR THEIR CARE
- B. HEALTH PRECAUTIONS
- C. THE CRISIS
- D. THEIR HOMETOWN

III. RETURN TO HOME (RISK AREA)

- A. SCHEDULE
- B. ROUTES
- C. CLEANUP AND REIMBURSEMENT FOR COSTS AND DAMAGES.

SAMPLE INITIAL NEWS RELEASE FORMAT (RISK)

FRANKFORT, KY. Governor _____ has issued directives implementing the State's Crisis Relocation Plan in _____ following the emergency declaration by President _____.

The plan, according to a spokesman for the State Division of Disaster and Emergency Services (DES), provides shelter for residents of _____ County in _____ counties. The following routes are designated for travel to the "host" areas.

State officials emphasized that everyone leaving _____ County should take several actions before leaving home: (1) turn off all utilities, including gas valves, water at the service entrance, and electricity at the meter; (2) if that does not terminate all energy sources, appliances should be disconnected; (3) close all shades, drapes, and curtains; (4) secure all valuables as well as possible; (5) make sure your vehicle has sufficient fuel to reach the host area.

Governor _____ emphasized that property will be protected by police and the Kentucky National Guard.

DES officials stated that citizens leaving their homes should take a number of items with them, if possible, to aid in the relocation process. Those items include perishable food; change of clothing; bedding or sleeping bags; required prescription medicine; formula, food, diapers and other baby needs; canned goods; necessary dietary foods on hand; and any tools that might be used to improve shelter areas in the host community.

County Judge/Executive _____ said that people who have no transportation should call _____ or meet at _____ by _____ time & date _____. He also noted that families with campers, trailers, or houseboats should plan to use them as housing in the host area.

The Judge also suggested that anyone who has relatives, friends, or second home in the host area should try to stay there. Others should report to the reception center at _____.

At the reception center, everyone will register, be assigned a place to stay, and receive other important information.

The Governor said that he could not predict the duration of the relocation, but he assured those affected that they would be permitted to return to their homes as rapidly as possible.

Individuals relocating should stay turned to _____ for current information.

SAMPLE INITIAL NEWS RELEASE FORMAT (HOST)

Frankfort, Ky. -- Governor _____ today directed that the State Crisis Relocation Plan be implemented, following the announcement of an emergency by President _____.

Residents of _____ County will begin arriving in _____ and _____ Counties, according to a spokesman for the State's Division of Disaster and Emergency Services

The Governor said that the relocation plan will afford the maximum safety possible for those citizens asked to leave their homes and he assured them that their property would be protected by police and Kentucky National Guard authorities.

County Judge/Executive _____ asked all residents of the host counties to assist those coming into the communities in any way possible. He said that they would be traveling via _____ and may require help along the way. He also noted that volunteers to serve as host families are needed. Anyone interested in serving in that role should contact _____.

Governor _____ also urged all residents to conserve resources, particularly fuel. He said that he could not predict the duration of the relocation, but he assured everyone that it would end as soon as possible.

All residents of _____ County should remain tuned to _____ for the duration of the crisis for current information.

NEWS MEDIA RELEASES

County _____ Location _____

[illegible]

Release I - Vehicular HAZMAT

At (1) _____ a (2) _____
at (3) _____ . At present (4) _____
_____ of (5) _____ have/has been
released. The total cargo on board was (6) _____
(7) _____
(8) _____
(9) _____

- (1) Time
- (2) Type of vehicle and cause of release
- (3) Location
- (4) Amount released
- (5) Substance involved
- (6) Total cargo on board prior to release
- (7) Should look up substance in Haz Mat Guidebook and quote guidebook exactly. This will make the guidebook the expert and the newsperson should be made aware of this fact. Info should be limited to a description of substance involved.
- (8) As incident progresses, use more expert information as it becomes available. This could include Fire Marshals, the ERT from the CNEP or our own Area Coordinators.
- (9) Also be ready to turn over to regular PI if necessary, or available.

Release II - Land Base HAZMAT Release

A (1) _____ has oc-
cured in/near (2) _____. Approximately
(3) _____ are involved (4) _____

- (1) Nature, cause
- (2) Location
- (3) Amount and location
- (4) Summary of efforts being made to control, stop or clean up release. Any new information should also be given when new information becomes available along with name of source of information.

Release III - Weather

The National Weather Services has reported/issued a (1) _____
_____. DES has received
damage reports of (2) _____
(3) _____.

- (1) Type of warning/watch/statement
- (2) Estimates, locations and types of damage
- (3) any efforts that DES is involved in

Release IV

POSSIBLE HAZMAT

A (1) _____ derailment has occurred in

(2) _____ near (3) _____

According to (4) _____ the status at
the scene is (5) _____.

Residents living in/near (6) _____
should be prepared to take precautionary actions as necessary.

- (1) Number of cars involved
- (2) County
- (3) Location
- (4) Reliable source at scene and title of source
- (5) Quote or paraphrase source
- (6) Area possibly affected

Release VI - Chemical Spill

A (1) _____ of (2) _____
occured (3) _____ in or near (4) _____
_____ in (5) _____
County at this time these Agencies are involved (6) _____
_____. (7) (a) Persons living in
this area should not be alarmed by the presence of these agencies
since DES is required to notify them in any type of release into
the environment or (b) Persons living in this area should be
prepared to take appropriate action should the situation warrant.

- (1) Nature (leak or release)
- (2) Name and amount of chemical
- (3) Time of incident
- (4) Community or general location
- (5) Name of county
- (6) List of responding agencies and their function at scene
- (7) User should choose either statement A or B to close this release

Release V - Transportation Related HAZMAT Release

A (1) _____ has (2) _____
_____ causing (3) _____
of (4) _____ to be released. At this
time the following actions are in progress (5) _____

_____ by the following agencies (6) _____.

User should chose one of the following:

- (A) There is no real threat at this time.
- (B) The situation is under control but local residents should be alert to take any appropriate actions;

Local residents are advised that an evacuation of an area

(7) _____

- (1) Method of transportation
- (2) Cause of release
- (3) Amount
- (4) Substance(s)
- (5) List what is being done to contain situation
- (6) List agencies on scene
- (7) Range of evacuation and any other pertinent information
(i.e. where to go, what to bring, how long [if known]).

Release IV

POSSIBLE HAZMAT

A (1) _____ derailment has occurred in

(2) _____ near (3) _____

According to (4) _____ the status at
the scene is (5) _____.

Residents living in/near (6) _____

should be prepared to take precautionary actions as necessary.

- (1) Number of cars involved
- (2) County
- (3) Location
- (4) Reliable source at scene and title of source
- (5) Quote or paraphrase source
- (6) Area possibly affected

APPENDIX E-9
THE MEDIA IN A DISASTER
[DHEW Publication No. (ADM) 78-540]

INTRODUCTION

The media play a very important role in disasters. Before the disaster, they announce the possibility of its occurrence, give early warnings and instructions on evacuation, and provide information on the prevention of injuries and loss or destruction of property. After the disaster, they may serve as invaluable information centers for the locations of victims, rumor control, announcements and instructions for the community, availability of community resources, and as a tangible source of hope for reconstruction and restoration of the community.

BEFORE THE DISASTER

Information of potential or impending disaster and warning announcements are supplied the media from appropriate sources, such as the Weather Bureau for tornadoes and hurricanes, and law enforcement and/or civil defense for floods.

AFTER THE DISASTER

Location of People

In the early stages of a major disaster, families may be separated and the whereabouts of loved ones may be unknown. The local radio or TV station provides an invaluable service in identifying and locating residents and transmitting information about family members, neighbors, or officials.

Availability of Community Resources

Disaster victims become eligible for a variety of services. Frequently they are not aware of the availability or even the nature of these resources. Even if they do have knowledge, they often do not apply for the benefits. In addition to preexisting services available to help victims in the initial impact phase services, such as those provided by police, fire, civil defense, transportation, sanitation, public and mental health, etc., there are a number of emergency services which become available including Small Business Administration, Agriculture Department, Bureau of Reclamation, Red Cross, Salvation Army, etc. The media are the most effective means of communicating the information which enable disaster victims to obtain the services they need.

Rumor Control

Victims crave information about the ever-changing status of the disaster. In the absence of specific information,

rumors emerge to fill this human need. Uncontrolled rumors disrupt community organization and reduce the credibility of all sources, including knowledgeable ones. The media play an important role in reducing the frustration and confusion of the victims by providing reliable, official information when available. A negative announcement such as, "There is no information on the subject at this time." is equally important in forestalling rumors.

Instructions for the Community

Instructions disseminated by the media, with the official source identified, help to assure the community that the situation is under control. The reliable information and instructions also have a reassuring effect on the populace, thus helping to reduce stress.

Hope and Help are Near

The media are familiar agents in a community. The emotional impact of a large-scale disaster is one of chaos, disorganization, and the feeling that the world has fallen apart. When disorganization prevails, the most useful procedure is to provide calm, clear instructions. These instructions help restore a sense of order and allow the individuals and the community to regroup their energies with hope for the future.

RELEASES

Radio and TV releases of varying lengths have been prepared to inform and direct the public about emotional problems and problems of living. These areas have often been unattended in the overriding concern for safety, food, clothing, and shelter. Early attention, however, may prevent the development of more serious difficulties later.

While the problems may be emotional in nature, they are not indicative of mental illness. Inasmuch as there is still embarrassment and taboo associated with "mental health," use of any terminology implying mental health problems is to be avoided.

The releases may be read by a spokesman for the local public health department or by a member of the media staff. In addition, an interview might be arranged with an articulate spokesman of the mental health community on the kinds of difficulties to be anticipated. Sample questions and answers have been collected. The most important points to be made are:

1. People in the community have undergone a traumatic, disruptive experience. It is "normal" to experience extreme reactions and to have a wide variety of heightened feelings in response -- for a while. It is normal to have temporarily heightened feelings of fear, anxiety, tension, sorrow, anger, irritability, confusion, agitation, and apathy. It is normal to experience headaches, sleep problems, stomach trouble, ap-

petite disturbances, and loss of energy. Knowing they are normal gives "permission" to a person to bring such feelings into the open, thereby helping to dissipate them. But it is important also to know that if these feelings persist, help should be sought.

2. Since the above reactions are normal and it is helpful to talk about them and share experiences and feelings, suggestions about talking with family, relatives, friends, and neighbors can be given. Resources in the community where trained help is immediately available can be identified.

TAB E-9-1
90-SECOND RELEASE: GENERAL

Disasters and catastrophe, such as the _____ which struck our (area), (town), (community), (city), (region) recently, affect people in many ways. For many it means LOSS, sometimes loss of loved ones including relatives, friends, or neighbors. For others it means loss of home and property or furnishings and important belongings. Sometimes it means starting all over again in perhaps a new business and a new place to live. The emotional effects of the losses and the disruption may show up immediately after the disaster or they may appear many months later.

To react emotionally to these blows is entirely normal. The most common reactions are loss of energy, interest and enthusiasm; irritability; and feeling tired all the time. Some people may seem much more touchy, or cry very easily -- for no apparent reason. Sometimes physical problems appear -- problems such as being unable to fall asleep; or unable to stay asleep and waking up early; or eating too much or not eating at all. You may do yourself and others around you a great service in recognizing the reactions and understanding what causes them.

Nearly all these problems pass quickly with the loving concern of mutual understanding. If the problem persists, however, call your physician, or call any of the following numbers and take advantage of the help they can provide:

75-SECOND RELEASE: CHILDREN

Disasters frequently have a significant impact on young children, upsetting them emotionally. For them, the disaster feels like an unknown, fearful force which has shaken their world and made them feel less secure. When this happens, some children begin to show signs of regression, or behavior of a more childish sort which they have already outgrown. For the young child this may show in a variety of ways, such as a loss of toilet control, night terrors, whining and clinging, or being unwilling to leave mother out of sight. For the school child, it may appear as refusal to attend school, withdrawal, loss of interest, irritability, or unusual fears.

Parents need to understand that these symptoms have resulted from the disruption of the child's world and to help the child rebuild his sense of security. This may mean extra time spent with the child. abundant reassurances, and talking about the child's fears and bringing them out into the open. Some children are helped by making up games about the disaster.

If problems persist, however, it may be advisable to get expert help. Call _____ between the hours of _____ and _____. Remember help is available if and when you need it.