

EMERGENCY COMMUNICATIONS RESOURCE GUIDE

for Communications in Orange County, N.C.

This guide was developed by the Communicators Work Group, consisting of professionals from various agencies in Orange County, N.C., who routinely communicate information related to public safety and health, utilities and services, government and education. We communicate information that matters. During crises or emergencies, we are responsible for distributing reliable information quickly, efficiently and accurately. In some instances, our service areas intersect so that we are telling (parts of) the same story at the same time. Our messages should be consistent and helpful to the public. Generally, we comprise the following agencies:

- Chapel Hill-Carrboro Public Schools
- Duke Energy
- Town of Carrboro
- Town of Chapel Hill
- Town of Hillsborough
- Orange County
- American Red Cross (Central NC)
- Orange County Public Schools
- OWASA
- UNC-Chapel Hill

Our Goals

- To serve the public by providing the most accurate and timely information in emergencies.
- To treat all media fairly and equally.
- To share resources and ideas, to collaborate
- To follow up after events to evaluate our effectiveness.
- To update our resources by meeting at least twice a year (May and October).
- To explore new and improved communication technologies that may be shared.

Agreement for Emergency or Urgent Communications

- Emergencies vary in nature, scope and severity. When our messages overlap, we inform and coordinate with each other to the extent practical and given that our communications methods continue as dictated by our agency protocols.
- Each agency will share its information with others as needed, normally by e-mail as the fastest and most accurate method. When in doubt, we share information.
- Individual independent agencies are responsible for the timing, verification and content of information they send to the public. No agency should distribute information that is outside its area.
- For some events, many public agencies will adopt the practices outlined by the National Incident Management System (NIMS) and the Incident Command System. This system designates an Incident Commander. Depending upon the size and type of incident, the Incident Commander may designate a Public Information Officer. Members of this group will be available to the extent practical to assist that designee.
- We share our resources when warranted to the best of our agency's ability.

Resources in this Guide

- Shared Emergency Message
- Action Plan
- Communications Resources
- Area Media List
- Communicators Work Group Contacts
- Communications Readiness Activities
- Writing a News Release About a Disaster Event

EMERGENCY MESSAGE

IN CASE OF EMERGENCY ... ARE YOU READY?

Ready North Carolina: www.readync.org, OR in Spanish: www.listonc.org/

Orange County Emergency Services – Emergency Info: www.readyorange.org and www.twitter.com/ocncemergency

National Weather Service: www.erh.noaa.gov/rah, OR in Spanish: www.erh.noaa.gov/rah/espanol

Central North Carolina Chapter of the American Red Cross

Make a Plan

Establish a plan for how to stay in touch and where to meet up with your family.

Build a Kit

Assemble an emergency kit of essential items that can be easily carried if you need to evacuate your home.

Be Involved

During a communitywide crisis, we all work together to stay safe. Check on your neighbors and share resources.

Stay informed. Store a battery-powered radio or a radio that can be powered with a generator.

Area Radio Stations

- WCHL-AM (1360) and FM 97.9
- WUNC-FM (91.5)
- La Ley (96.9 FM)
- WCOM (103.5)
- WNJW-AM (1610)
- WXYC (89.3)
- WDCG-FM (105.1)
- WRAL-FM (101.5)
- WRSN-FM (93.9)
- WZTK-FM (101.1)
- WPTF-AM (680)

Public Agencies

- **Chapel Hill:** (919) 968-2743 or www.townofchapelhill.org
- **Carrboro:** (919) 942-8541 or www.townofcarrboro.org
- **Hillsborough:** (919) 732-1270 or www.ci.hillsborough.nc.us
- **Orange County:** (919) 245-6100 or during emergencies (919) 245-6111 www.readyorange.org
- **UNC-Chapel Hill:** (919) 962-2211 or www.unc.edu or 843-1234 (Weather Hotline) or alertcarolina.unc.edu
- **Public Schools**
Chapel Hill-Carrboro: (919) 9627-8211 or www.chccs.k12.nc.us
Orange County: (919) 732-8126 or www.orange.k12.nc.us or

Utilities

- **Duke Energy Carolinas**
www.duke-energy.com
Report a power outage: 1-800-PowerOn (English)
or 1-866-4-APAGON (Spanish).
- **Piedmont Electric Membership Cooperative**
www.pemc.org or (800) 222-3107
- **PSNC Energy**
www.psnenergy.com or (877) 776-2427
- **OWASA:** (919) 968-4421
www.owasa.org or info@owasa.org

This community outreach is a cooperative communication effort of the agencies above.

EMERGENCY COMMUNICATIONS ACTION PLAN

Goals: Provide accurate and timely information to the public; coordinate comprehensive information flow; treat all media fairly and equally. Tools are available, not required. Use this sheet to keep track of which tool is implemented, when and by whom.

Name:	Event:	Date:	
AUDIENCE	TOOLS √	ASSIGNED	NOTES
Elected Officials - Administration Inform all in the organization – administration and staff both – of the emergency and keep them apprised.	Telephone		
	In-person meeting		
	E-mail		
	Web		
Responders Inform every member of the emergency response team - public safety as well as support personnel - that an emergency communication plan is in place and provide appropriate instructions on how to direct media matters to the emergency communication office.	Distribute info that responders should provide to the public (fliers, etc.)		
Other Agencies Contact Area Communicators.	Telephone		
	In-Person Meeting		
	E-mail		
Public Reassure the public that the crisis is being managed by providing timely and reliable information. In addition to media outlets, there are numerous ways to reach the public.	Webs		
	E-mail		
	Social Media		
	Printed Fliers		
	Cable Channels		
	Telephone Alert Systems		
	Weather Hotline		
	Signs		
	Sirens		
	Travelers Radio		
Media Establish media operating rules early – who and where is the press to call for information, how press briefings will be conducted, where media center will be.	News Releases		
	News Conferences/ On-Site Interviews		
	Telephone Calls		
	TV Tickers		

EMERGENCY COMMUNICATIONS RESOURCES (September 2013)

In addition to using media news outlets, communicators from public agencies across Orange County have various resources to disseminate urgent information to the public. Each agency requires different approval processes. Area code is (919).

RESOURCES	DESCRIPTION	CONTACT	AREA COMMUNICATORS
Web and social	Most agencies have sites, channels	Communicators	<p>A complete email list of this group is available from any one of those listed below:</p> <ul style="list-style-type: none"> • Stephanie Crayton (UNC Health Care) 966-3366 scrayton@unch.unc.edu • Tom Hughes (UNC Health Care) – 966-6047 tahughes@unch.unc.edu • Jeff Nash (CH-Carrboro Public Schools) - 919-412-7947 • Matt Efird (Carrboro) – 919-918-7314 mefird@townofcarrboro.org • Robert Bosworth (Chapel Hill Fire) – 919-697-5974 • Greg Feller (OWASA) – 537-4267 or 369-0404 or gfeller@owasa.org • Lt. Kevin Gunter (Chapel Hill Police) 968-2760 ext. 160 • David Hunt (Orange Co. Govt.) – 245-2126 or 264-6464 or dhunt@orangecountync.gov • Stacy Shelp (Orange Co. Health) – 245-2449 or 812-2005 or shelp@orangecountync.gov • Carla Banks (Orange Co. Public Affairs) 919-475-6650 • Catherine Lazorko (Chapel Hill) – 968-2893 or 215-8696, clazorko@townofchapelhill.org • Sgt. Bryan Walker (Chapel Hill PD) 968-2889 bwalker@townofchapelhill.org • Mike McFarland (UNC) – 962-8593, mike_mcfarland@unc.edu • Indira Everett, District Manager, indira.everett@duke-energy.com Duke Energy 24 hr media line - 1-800-559-3853 • Brenda W. Duke bwduke@duke-energy.com 687-3001 • Catherine Wright (Hillsborough) catherine.wright@hillsboroughnc.org 732-1270 Ext. 82 • Randy Young (UNC) – 962-1502 or 357-1179 ryoung1@email.unc.edu • Skip Fisher – 403-3276 or n6luz@islandssoftworks.com
E-mail	Various email lists managed by agencies.	Communicators, Chamber of Commerce, Downtown Partnership, Visitors Bureau	
Printed Fliers	Use fliers to inform responders and ask that they distribute to public.	Communicators	
Cable Channels	Ch. 18 – Chapel Hill	Catherine Lazorko	
	UNC-Access Cable TV	Mike McFarland	
	Ch. 18 – Carrboro Cable	Matt Efird	
	Ch. 18 - Hillsborough	Catherine Wright	
Sirens – Emergency Sounding Sirens	4 locations: Hinton James Res Hall off Manning Drive; the Gary R. Tomkins Chilled Water Ops Ctr behind the Dogwood Parking Deck; Winston Res Hall at Raleigh St and South Rd; and next to Univ. buildings near the Giles Horney Bldg - MLK Blvd.	Mike McFarland	
Telephone Automated broadcast of telephone and e-mail messages	Chapel Hill-Carrboro Public Schools – Connect-ED automated		
	Code RED - Hillsborough	Catherine Wright	
	Code RED – Chapel Hill	Lt. Gunter	
	Code RED - OWASA	Greg Feller	
	Code RED – Orange Co UNC voicemail telephone message system	Mike McFarland	
	Emergency Alert System for Orange County & CodeRED for OCGov	24-Hr Warning Pt 919-732-5063	
	Call Center - Volunteers answer phones, take questions. Must publicize phone number.	Various agencies can implement – OCGov: 245-6111	
	UNC Adverse Weather and Emergency Phone Hotline: 843-1234	Randy Young	
Public Health Crisis	UNC Health Care - Hotline: 966-9119	Jennifer James Stephanie Crayton	
	Med-Provider Fax Blast		
Signs	Variable Message Boards	Randy Young or Catherine Lazorko	
	Facility signage and Information kiosks	Various agencies	
Travelers Radio	1610 AM Radio	Randy Young	
Television Tickers	Scrolling text messages	Area Media	
Ham Operators	Amateur Radio Service	Skip Fisher	

AREA MEDIA DISTRIBUTION LIST for Emergency Communications

(September 2013)

(919) area code

Media Outlet	Phone	Contacts/Email/Notes
Newspapers		
Chapel Hill News Raleigh News & Observer 505 W. Franklin St. Chapel Hill, NC 27516 News and Observer	932-2000 932-8741	Editor Mark Schultz: 932-2003 or mschultz@nando.com ; After Hours/Weekends - metroeds@newsobserver.com goes to the main office as well as to the Durham and Orange bureaus.
Chapel Hill Herald 2828 Pickett Road Durham, NC 27705	419-6630	Greg Childress, gchildress@heraldsun.com 419.6645 news@heraldsun.com
The Daily Tar Heel PO Box 3257 Chapel Hill, NC 27515	962-4209	city@dailytarheel.com
The Weekly Dan Shannon, Publisher Chapel Hill Magazine & Durham Magazine & The WEEKLY 190 Finley Golf Course Rd. Chapel Hill NC 27517 danshannon@chapelhillmagazine.com (o)919-933-1551		danshannon@chapelhillmagazine.com Matt Dees – 919-933-1551 and matt@chapelhillweekly.com
News of Orange County P.O. Box 580 Hillsborough, NC 27278	732-2171	editorial@newsfororange.com
Associated Press 4020 Westchase Blvd., Suite 300 Raleigh, NC 27607	510-8937	apraleigh@ap.org
NC Independent	286-1972	Billy Ball – bball@indyweek.com Lisa Sorg – lsorg@indyweek.com
Triangle Reading Service for Blind 211 E. Six Forks Road, Suite 103 Raleigh, NC 27609	832-5138	trserv@btitelecom.net

Radio		
WCHL - 1360 AM and 97.9 FM 88 Vilcom Circle, Suite 100 Chapel Hill, NC 27514	967-8363 or 967-8457	news@1360wchl.com
WUNC – 91.5 FM 120 Friday Center Drive Chapel Hill, NC 27517	445-9150	News Editor: Brent Wolfe - 966-5454 445-9172 news@wunc.org or bwolfe@wunc.org
WPTF – 680 AM 3012 Highwoods Blvd Raleigh, NC 27604	878-1724	wptfnews@curtismedia.com newsroom@ncnn.com for NC News Network
WYNY (La Ley - Spanish) 96.9 FM 3012 Highwoods Blvd Raleigh, NC 27604	790-9392	Julie Garza – jgarza@curtismedia.com
WFPK (1030 AM – Que Pasa?) 150 Fayetteville St. Mall, Suite 110 Raleigh, NC 27601	645-1680	Editor@quepasanc.com
WXYC -- 89.3 FM UNC, CB 5210, Carolina Union Chapel Hill, NC 27599	962-8989 or 962-7768	psa@wxyz.org (PSAs only)
WDNC - 570/620AM 3012 Highwoods Blvd., Suite 201 Raleigh, NC 27604	790-9392	(via web: www.wdnc.com/contactus.asp)
WCOM Carrboro Community Radio	929-9601	http://wcomfm.org/index.php/submit-a-psa
Television		
WRAL (CBS-5) and FOX 50 PO Box 12000 Raleigh, NC 27605	821-8600; 800-245-9725	assignmentdesk@wral.com
WTVD 11 (ABC 11) 11 Liberty St. Durham, NC 27701	687-2218	wtdassignmentdesk@abc.com ;
WNCN (NBC-17) 1205 Front St. Raleigh, NC 27604	835-6399 835-6397 tipline	newstips@wncn.com
Carolina 14 (Time Warner – 14)	882-4040 866/328-1414	assignmentdesk@news14.com , news@news14.com
Student Television (STV)		
Blogs		
Orange Politics		www.orangepolitics.org/blog Ruby Sinreich – editor@orangepolitics.org

COMMUNICATORS WORK GROUP

(September 2013)

(919)

Organization	Phone	Contacts/Email/
Chapel Hill-Carrboro Public Schools		
Chapel Hill /Carrboro City Schools Lincoln Center 750 S. Merritt Mill Road Chapel Hill, NC 27516 Twitter: @chccs	967-8211 ext. 28227 260-5014	Jeff Nash Office: 919-967-8211 x 28227 Cell: 919-412-7947 jnash@chccs.k12.nc.us
Orange County Public Schools		
Orange Co. Schools 200 E. King Street Hillsborough, NC 27278	732-3614	Michael Gilbert michael.gilbert@orange.k12.nc.us
Town of Carrboro		
Carrboro Police Dept. 100 N. Greensboro St. Carrboro, NC 27510	918-7410 883-8379	
Town of Carrboro 301 W. Main St. Carrboro, NC 27510 Twitter: @CarrboroTownGov	918-7314	Matt Efir mefird@townofcarrboro.org
Town of Hillsborough		
Town of Hillsborough 101 E. Orange St. Hillsborough, NC 27278 Twitter: @hillsboroughnc	732-1270 Ext. 82 Cell: 914-3159	Catherine Wright catherine.wright@hillsboroughnc.org
Hillsborough Police 127 N. Churton St. Hillsborough, NC 27278	732-9381 ext. 22	Chief Duane Hampton, duane.hampton@hpdnc.org
Town of Chapel Hill		
Town of Chapel Hill 405 MLK Blvd. Chapel Hill, NC 27514 Twitter – @chapelhillgov FB - www.facebook.com/chapelhillgov	968-2893 Cell: 215-8696	Catherine Lazorko clazorko@townofchapelhill.org Twitter - @chapelhillgov @catlazorko
Chapel Hill Police 828 MLK Blvd. Chapel Hill, NC 27514 Twitter: @ChapelHillPD	968-2870 632-1318 cell	Lt. Kevin Gunter kgunter@townofchapelhill.org 968-2760 ext. 160 Sgt. Bryan Walker bwalker@townofchapelhill.org 919-968-2846
Chapel Hill Fire Emergency Management Coordinator 403 MLK Blvd. Chapel Hill, NC 27514	969-2005	Robert Bosworth – 919-697-5974 rbosworth@townofchapelhill.org PIO Lisa Edwards – 919-697-5975 ledwards@townofchapelhill.org

Chapel Hill Stormwater 208 N. Columbia St. Chapel Hill, NC 27514	969-7246	Wendy Smith wwsmith@townofchapelhill.org
Chapel Hill Transit 1089 MLK Jr. Blvd. Chapel Hill, NC 27514 Twitter: @CHTransit	969.4908 260-0932 cell	Brian Litchfield – 919-260-0932 blitchfield@townofchapelhill.org
Orange County		
Orange County Government 200 S. Cameron Street Hillsborough, NC 27278	245-2126 264-6464	Carla Banks Public Affairs cbanks@orangecountync.gov Office: 919.245.2302 Mobile: 919.475.6650 David Hunt Board of County Commissioners dhunt@orangecountync.gov
Orange Co. Health Dept. 300 W. Tryon Street Hillsborough, NC 27278 Twitter - @OrangeHealthNC	919-636-8842	Stacy Shelp Communications Manager/PIO Office: 919-245-2462 Cell: 919-636-8842 sshelp@orangecountync.gov Donna King 919-245-2449 dking@orangecountync.com
Orange Co. Emergency Services PO Box 8181 Hillsborough, NC 27278	245-6100 – Bus 732-5063 – 24 Hr	Branch Manager – Planning & Logistics 919-245-6135 – 24Hr Phone Captain Darshan Patel Emergency Management Coordinator Orange County Emergency Services 919.332.3782 (Mobile) 919.245.6135 (Office) 919.245.6100 (Main Office) dpatel@co.orange.nc.us Pat Gentry Preparedness Coordinator Orange / Person County Health Departments Cell: 336-583-6695 pgentry@personcounty.net
Dept. of Social Services P.O. Box 8181 Hillsborough, NC 27278	245-2817 357-1776	Lindsey Shewmaker lshewmaker@orangecountync.gov
UNC-Chapel Hill		
UNC University Communications CB 6210 Chapel Hill, NC 27599-6210	962-8593 968-1406 614-5436	Mike McFarland mike_mcfarland@unc.edu

<p>UNC Department of Public Safety UNC - Public Safety Campus Box 1600 Chapel Hill, NC 27599 Twitter- @UNCDPS</p>	<p>962-1502 357-1179 cell</p>	<p>Randy Young randy_young@unc.edu Twitter - @uncdps</p>
<p>UNC News Services 210 Pittsboro St CB 6210 Chapel Hill, NC 27599-6210 Twitter: @Carolina_News</p>	<p>962-2091 News Services pg: 216-2584</p>	<p>Susan Hudson – susan_hudson@unc.edu or 962-8415 or cell 360-5501 Karen Moon - k.moon@unc.edu or 962-8595</p>
<p>UNC Health Care 101 Manning Dr. 6003 E. Wing Chapel Hill, NC 27514 Twitter - @UNC_Health_Care</p>	<p>843-0759 966-3366 216-2031 pg: 966-3367</p>	<p>Jennifer James - jjames@unch.unc.edu Stephanie Crayton - scrayton@unch.unc.edu Tom Hughes – tahughes@unch.unc.edu Zach Read – zread@unch.unc.edu</p>
Orange County Red Cross		
<p>Central North Carolina Chapter of the American Red Cross 4737 University Dr. Durham, NC 27707 Twitter: @RedCrossCNCC</p>		<p>Beth Walden Emergency Services Coordinator Beth.walden@redcross.org 919-489-6541 x333</p> <p>Lu Esposito – lu.esposito@redcross.org</p>
OWASA		
<p>OWASA 400 Jones Ferry Road, Carrboro, NC 27510 Twitter: @OWASA1</p>	<p>537-4267 or 369-0404 (cell)</p>	<p>Greg Feller - gfeller@owasa.org info@owasa.org</p>
Duke Energy Carolinas		
<p>Duke Energy Carolinas 4412 Hillsborough Road Durham, NC 27705 @DukeEnergy</p>		<p>Indira Everett, District Manager 919-687-3200 Cell: (919) 830-5273 indira.everett@duke-energy.com www.duke-energy.com or Brenda W. Duke, brenda.duke@duke-energy.com 687-3001</p>

COMMUNICATION READINESS ACTIVITIES

- Family arrangements: Determine if you are available to work and whether you have a back-up. Determine if your family will be safe, taken care of, and have adequate emergency supplies and communications tools.
- Preparation meetings: within your department, organization, and county;
 - o Know when and where will they be taking place and take part if appropriate.
 - o Figure out how information will flow up *and* down the ladder.
- Imagining scenario:
 - o Brainstorm the special considerations / conditions that could make preparation / reaction to this event difficult.
 - o Consider the worst case scenario and what your plan for that scenario.
- Getting info. to public:
 - o Plan what kinds of releases will go out when and from whom to public, media, and special constituency groups (and think about which of them it would be appropriate to coordinate w. other work group members) ;
 - o Develop and use contact / distribution lists of complex managers, HOAs, churches, schools, community groups, etc. ;
 - o Use own TV stations, websites, listserves, and other emergency notification methods (like schools system and special UNC systems) ;
 - o Prepare for possible need to correct MIS-information (on TV, radio, blogs, etc.).
- Personnel:
 - o Establish who will be on call / standby / etc. before, during and after event ;
 - o *Transportation:* Establish how those people will get in / get home / get around the area if they need to.
- Getting all resources prepared / tested:
 - o Fuel up all vehicles.
 - o Charge all batteries for any tool that uses them (and locate / charge extras).
 - o Gather your personal food, water, and other shelter needs.
 - o Test communications backup systems.
- Preparing information relay:
 - o Update all contact lists (with as many backup numbers, methods, and people as possible) and have them on paper and portable device like a jump drive / memory stick.
 - o Gather the media codes necessary to issue closure notices to television stations
 - o Know how you will reach all your sources / media outlets even without electricity.

WRITING A NEWS RELEASE ABOUT A DISASTER EVENT

Provide useful, timely, accurate and clear, plain-spoken information to citizens and media. Information must be accurate, but it doesn't need to be complete. Get the message out early. Give people the facts as you obtain them (you may need to add times as well as dates to news releases) and then prime them for the possibility that things could change along the way. Information needs to be relevant. Answer – or at least acknowledge if you don't have answers – the questions that people will ask in a crisis. What can I do to protect myself and my family? The information needs to come from a credible source. Credibility is based on trust, and trust is based in part on our ability to express empathy. Maintain accurate expectations and understanding of what the agency has and will do to help citizens.

- Questions that the news release may answer include the following:
- What is happening? (present, past or expected event/conditions)?
- How will it affect people? (when and where, how long?) Safety concerns -- Services affected
- What is my agency doing to help this situation?
- What is my organization doing to sustain/restore services? When will services likely be normal again?
- Are special/temporary facilities/service delivery methods available/where/when/cost if any? E.g., shelters. bottled water.
- How and where are access/transportation routes affected? How long before normal?
- What is my organization doing to sustain/restore access?
- How should people request emergency services?
- Where can people get information or request assistance? Offer media outlets and agency contact info.
- What should people do to prepare for/cope with the event?
- What is/has/will my agency(ies) do now or in the recent past or future to prepare for/respond to the event?
- How has my agency planned/acted well in advance to prepare for events/conditions like this one?
- What geographic area does my agency serve? Serve any additional areas during the event or aftermath?
- What assistance to and/or coordination/collaboration with other entities is/has/will my organization do?
- What other agencies are expected to assist/provide services in conjunction with my organization during the event/condition?
- How can people help through volunteerism or donation after a disaster event?