



## INVENTORY OF EMERGENCY INFORMATION DISSEMINATION METHODS

**WARNING AND ALERT** = Timely notification of a hazard that is imminent

**EMERGENCY PUBLIC INFORMATION** = Additional details as the incident progresses

**FOLLOW UP** = Ongoing information about the disaster assistance and recovery phase

### WARNING AND ALERT SOURCES

Method of Dissemination	Description	Pros	Cons
<b>On-line email and text messaging service</b> <a href="http://www.emergencyemail.org">www.emergencyemail.org</a>	Free on-line subscription text and email service; can be received on any text-enabled device and/or any email address	Can be customized to receive several types of alerts; automatic activation 24/7; frequent updates	National and regional information; no local message; will not receive updated information from the EOC
<b>Emergency Alert System (EAS)</b> (standard Puget Sound area cable AM/FM radio and TV)  KIRO – 97.3 FM is the primary EAS radio station; others relay	Carries all EAS alerts	Current information on major incidents in progress at the regional level; can be triggered locally for significant events; ongoing updates; common receivers available in most households; don't forget your car radio	May not carry all local information; prioritized to the major market area; TV signal not available during power outage; does not turn on automatically
<b>NOAA Weather Radio</b> (aka NOAA Alert Receiver)	Home receiver is automatically triggered by activation of the NOAA network; carries severe weather alerts and tsunami warnings; also carries AMBER alerts	Silent until needed; tested regularly by NOAA; covers all severe weather hazards; can be configured to specific hazards and specific areas; turns on automatically	Does not include ongoing information (requires tuning to radio or TV for updates); warnings only, no local information; not readily available in mobile form
<b>NOAA Emergency Alert Applications for Cell Phones</b> (several on-line vendors)	Apps are available (for a small fee) that trigger alerts on your text-enabled mobile phone	Automatic activation for any NOAA alert, including tsunami warnings; carries the same info as NOAA Weather Radio	May not carry local information; infrequent updates

<p><b>NIXLE</b> messaging system (subscribe through the DEM web site at <a href="http://www.jeffcoecoc.org">www.jeffcoecoc.org</a>. Go to the NIXLE link).</p>	<p>Free subscription text messaging service; can be received on any text-enabled device; activated by Jefferson County EOC.</p>	<p>Can be received on both your mobile and by email; tested regularly by Jefferson County EOC; alerts you to a message when your device is on</p>	<p>Must be activated by Emergency Management; updates could be delayed by other priorities in the EOC</p>
<p><b>Local FM Broadcast Stations</b> (KPTZ – 91.7 FM and/or KROH – 91.1 FM)</p>	<p>Standard FM broadcast stations</p>	<p>Will carry local information live during a major incident; will carry recorded local messages between live broadcasts; available on any FM receiver</p>	<p>There may be delays between live updates; stations may not be staffed 24/7; some areas may have reduced radio signals</p>
<p><b>Door-to-door Alerts (rare)</b> (individual notice)</p>	<p>Door-to-door notification by emergency response personnel</p>	<p>Direct contact by emergency agencies; immediate action when response time is limited; can recommend assistance available; often used for limited area evacuations</p>	<p>Coverage area limited by resources; time consuming; may not be practical in every situations; resources may be distracted by other priorities</p>

## EMERGENCY PUBLIC INFORMATION

Method of Dissemination	Description	Pros	Cons
<b>Emergency Management Blog</b> ( <a href="http://www.emergency-information.blogspot.com">www.emergency-information.blogspot.com</a> )	On-line blog; information from the EOC when incidents are in progress.	Regularly updated as often as possible; links to other relevant important information; good local information	Requires internet access; updates may be delayed by other priorities in the EOC
<b>Local Print Media</b> (Peninsula Daily News; Port Townsend Leader) ( <a href="http://www.ptleader.com">www.ptleader.com</a> ) ( <a href="http://www.peninsuladailynews.com">www.peninsuladailynews.com</a> )	Traditional print news outlets	Excellent coverage of local events; detailed follow up and ongoing information needed in the recovery period; also includes frequent updates on their web sites when time is available	Not immediate; paper distribution may be disrupted by power outages or transportation problems
<b>2-1-1 Referral Service</b>	Telephone referral service	Can disseminate general information such as shelter locations, how to get assistance; can make referrals to assistance agencies	Not immediately available; requires working telephone network; information is generic
<b>Amateur (Ham) Radio</b> (Port Townsend area)	Resource coordination and operations network using Amateur Radio Service frequencies	Often the source of updated local information; regular briefings and ongoing radio traffic regarding the incident in progress; available for inquiries from licensed Ham radio operators	Does not transmit information one way (does not make general announcements); not an official news source
<b>Neighborhood Emergency Preparedness Groups</b> (organized neighborhoods)	Information sharing at the neighborhood level	Collective emergency information source; does not require special equipment; locally relevant	Only as good as the source; can be inaccurate or “stale”; requires organization
<b>Handouts and Printed “Broadsides” (special editions)</b> (specially printed material)	Printed information intended to be handed out, distributed with newspapers, and available in public places (shelters, community centers, etc.)	Complete and detailed information about the incident in progress; usually contains recovery and assistance information	Can take a couple days to produce; may need to be printed out of the area due to equipment damage or power outage; distribution can be a problem in rural areas

**FOLLOW UP – DISASTER ASSISTANCE AND RECOVERY PHASE**

<b>Method of Dissemination</b>	<b>Description</b>	<b>Pros</b>	<b>Cons</b>
<b>Jefferson County Emergency Management web site</b> ( <a href="http://www.jeffcoecoc.org">www.jeffcoecoc.org</a> )	Department web site	Contains information on preparedness and local emergency management plans and programs; links to other useful information; best for follow up information	Requires internet access; is not regularly updated during an incident
<b>State Emergency Management Web Site</b> ( <a href="http://www.emd.wa.gov">www.emd.wa.gov</a> )	Department web site	Contains information on preparedness; links to important information; links to reporting damage and other actions following a major emergency, including how to apply for assistance	New information not added until the recovery period following a major emergency; does not usually carry local information; requires internet access
<b>FEMA Web Site</b> ( <a href="http://www.fema.gov">www.fema.gov</a> )	Federal agency web site	Contains general emergency preparedness information; may include instructions on applying for FEMA assistance	Not local; updates can be delayed by other priorities; requires internet access
<b>FEMA Mobile Phone-friendly Web Site</b> ( <a href="http://m.fema.gov/">http://m.fema.gov/</a> )	Federal agency web site; <b>designed for use with a mobile device</b>	Contains general emergency preparedness information; can be used to apply for disaster assistance in a declared disaster	Requires working internet; can be slow to respond when there is high demand;
<b>FEMA Disaster Assistance Hot Line</b> (800 621-FEMA)	24/7 Call In hot line	The first stop for FEMA assistance following a major disaster; call to obtain FEMA claim number; requires federal disaster declaration to be eligible	Requires working telephone system; alternative is mobile-phone enabled web site at <a href="http://m.fema.gov/">http://m.fema.gov/</a> .
<b>Incident-Specific Hot Lines</b> (Call in information. Numbers published when needed.)	Information hot lines established during long term incidents or to disseminate assistance and recovery information	Staffed by persons qualified to provide assistance to local callers; local information; regularly updated; callers can be referred if needed	Not available in every situation; can take several days to establish and staff
<b>Jefferson County Emergency Operations Center (EOC) when activated</b> (direct telephone contact with the EOC) (360-385-9368)	Contact with the Public Information Officer	Current info of the incident in progress; source of disaster assistance information; special numbers provided to response agencies & neighborhoods	Good only during smaller incidents; team members may be occupied with higher priorities; use other sources first

Other useful web sites for **incidents in progress**:

West Coast Alaska Tsunami Warning Center – [www.wcatwc.arh.noaa.gov](http://www.wcatwc.arh.noaa.gov)

National Weather Service Seattle – [www.noaa.gov/sew](http://www.noaa.gov/sew)

U. S. G. S. Earthquake Information Center – [www.earthquake.usgs.gov/earthquakes](http://www.earthquake.usgs.gov/earthquakes)

**TAKE PERSONAL RESPONSIBILITY FOR KEEPING YOURSELF  
INFORMED**