

Emergency Public Information

Santa Barbara County Office of Emergency Management

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March 6, 2012



Information

- Who, what, when, where, how ?
 - To the community
 - To the media
 - To decision-makers
 - To each other



Planning & Training

- Emergency Public Information Communicators (EPIC)
 - Public, Private, Non-Profit, Media-TV/Radio
- Workshop, train and team build
- Newsletter to PIO Community



Equipment

- Conventional radio, phone
- ARES Ham Radio
- Satellite
- Teleconference
- Videoconference
- Video downlink
- Media



Social Media & Technology

➤ Nixle

<http://local.nixle.com/SBCCountyOEM>

➤ Facebook

<http://www.facebook.com/SBCCountyOEM>

➤ Twitter

<http://www.twitter.com/SBCCountyOEM>

➤ Reverse 911

<http://sbsheriff.org/reverse911.html>



OEM Public Education Key Areas

- **Collaboration, Communication and Media**
- **Bilingual Outreach and Education**
- **Training and Exercises**
- **Funding and Sustainability**



Next Steps

- Continued Emphasis on PIO Training
- Exercising of PIOs to Ensure Coordination
- Maintain Cooperation with Local Media
- Workshops with Elected Board to Ensure Flow of Emergency Information

