

ANNEX D TO HURRICANE PLAN

PUBLIC INFORMATION

I. INTRODUCTION

- A. All levels of government will provide consistent, coordinated, accurate, and timely information to the at-risk public to prevent or minimize hurricane-related loss of life, damage to property, and harm to the environment in South Carolina.
- B. The information flow will begin long before the existence of an imminent hurricane threat, will intensify as a hurricane approaches, and will continue in the storm's aftermath.
- C. This annex focuses on pre-landfall and reentry issues.

II. EMERGENCY PUBLIC INFORMATION

- A. See Annex 15 (Public Information) of the State Emergency Operations Plan.
- B. Responsibility
 - 1. Upon the Declaration of a State of Emergency by the Governor, ESF-15 (Public Information), with the advice and consent of the Governor's Press Secretary, will be the primary coordinating element in the dissemination of public information during emergency and disaster operations.
 - 2. The Governor's Press Secretary reserves the authority to intervene, to assume control, or to disseminate supplementary public information at any time.
 - 3. The SEOC will request State-level activation of the Emergency Alert System when appropriate.
- C. Information Planning
 - 1. Prior to and during initial hurricane threats, ESF-15 will coordinate the media efforts to inform the public aware of potential effects of the hurricane and of actions necessary to safeguard lives and property.
 - 2. As a hurricane approaches, ESF-15 will coordinate the information provided the public to advise them of prudent protective actions.
 - 3. After a storm departs, ESF-15 will coordinate the information informing evacuees of when and on what routes they can return home.
- D. Information Collection and Coordination
 - 1. All State agencies and ESF support agencies are necessary to the successful collection and coordination of accurate information to the public during a hurricane and during a coastal evacuation and reentry.

2. Some of the key agencies are:
 - Office of the Governor
 - South Carolina Emergency Management Division
 - SC Department of Public Safety
 - SC Department of Transportation
 - SC Department of Natural Resources
 - South Carolina National Guard
 - SC Department of Parks, Recreation and Tourism
 - SC Department of Commerce
 - Office of the Governor
 - SC Department of Health and Environmental Control
 - SC Department of Insurance
 - SC Department of Social Services
 - Department of Health of Human Services
 - South Carolina Educational Television/Radio Network
 - SC Department of Education (if public schools are in session)
3. Also key are County Emergency Management agencies and volunteer organizations including the American Red Cross (ARC).
4. All aforementioned agencies and organizations should make every effort to coordinate through ESF-15 all news releases issued during activation information of greatest public interest that emphasizes one, unified message from State Government.
5. State government information of greatest public interest during evacuation and reentry includes:
 - Evacuation orders
 - Road closures
 - Traffic management
 - Law enforcement
 - Shelter locations and status
 - School closures
 - Water quality
 - Nursing home issues

- Bridge closures
- Boating restrictions
- State office closings
- State Park closures
- Insurance issues

6. Private sector information of greatest public interest includes:

- Employers' hours and days of operation
- Insurance coverage
- Power outages
- Telephone service
- Nursing home, hospital, and other healthcare facilities
- Accommodations for pets
- Hotel/Motel availability

E. Public Information Dissemination

See Section VII (Disaster Intelligence and Communications) of the State Emergency Operations Plan for information regarding the dissemination of Public Information.