

KZYZ&Z Emergency Communications Plan

Introduction

KZYZ&Z has a unique responsibility to the community it serves. As the only broadcast source that reaches the entirety of Mendocino County and beyond, the station's responsibility regarding emergency information is paramount to the daily responsibilities of news, information and entertainment. It is with acknowledgment of this responsibility that this document provides guidance, procedure, and information to help the station's staff and volunteers to best serve the community during an emergency.

Background

In January 2008 the annual storm hit the county with power outages, flooding, and road closures. For the 48 hour duration of the storm, the staff was present to gather and disseminate information. During this incident the station developed a time schedule for updates, which has become the critical foundation for emergency coverage.

In June 2008 California was struck with a lightning storm that caused over 2,000 fires across the state. Our county contained 129 of these fires. For two weeks the staff served as an information source for all things fire, ranging from specific information from officials to community announcements and volunteer opportunities. The organizational structure that emerged during this incident illuminates the need for a solid plan based on the strategies employed in that two week period.

Prior to these incidents in 2008, the station could not guarantee this service to the community. This plan will not only help solidify such a guarantee, but will continue to serve as a building block for future plans as infrastructure at the station, and communications with local officials improve.

The Plan

Each emergency incident will have its own character and needs, however the following plan will outline what is expected of the station, staff, and volunteers during a critical event.

Emergencies are identified in different ways from official notice, to unofficial notice, to simple observance. The way an emergency is identified by the staff is going to be dictated by the incident. Once an emergency is identified by a station staff or volunteer member, the entire staff will be called into the station.

For the first 48 hours of the incident, all staff is expected to be available and responsive to the incident. If the emergency appears to have a lifespan extending beyond the initial 48 hour time period, the staff will create a rotating schedule ensuring staff presence from 6:00 a.m. to 12:00 p.m. (or hours the emergency warrants). In this time schedule, the staff will guarantee a member of the News Department be present from 6:00 a.m. to 8:00 p.m. with some overlap in their shifts. The last staff member to leave each evening will create a spot to automate into overnight programming.

Depending on the severity of the incident, volunteer programmers may be relieved of their show at that time. This decision will be made by the Program Director with guidance from the staff.

On-Air

I. Updates

If the incident merits wall to wall coverage the staff will provide that coverage. The most common format for updates will be to provide them at the top of the hour, every hour. This format excludes the designated news programming, which may include any and all information available at the time of each broadcast.

Top of the hour updates will include the following information, provided in the following order:

1. Breaking News since the last update
2. The latest official information received
3. Public information numbers
4. The KZYY&Z website and what information people can find there: KZYY DOT ORG
5. Any unofficial updates that have been received
6. Any community announcements/volunteer opportunities *See appendix for all that this may entail.*
7. Let the listeners know when we will be back with updates
8. Provide public information numbers and the website once again

Due to the nature of emergencies, updates may include more or less information. Updates may or may not interrupt regularly scheduled programming. These updates will be done by a staff member, preferably from the News Department if they are available.

Power Outage Updates

In the event of mass power outages, updates will be provided at the top and bottom of the hour so that listeners can save battery power.

Anytime programming is interrupted for emergency information the Chief Operator must be notified.

This plan provides on-air cards for staff or programmers to read about the frequency of updates, the information the station will be providing, and tips for the emergency at hand, in an appendix.

The staff may identify additional information to be read or played at designated times. For example, during the June 2008 fire incident the station recorded a 5 minute spot on fire preparedness which was to be played at designated times during the broadcast day.

II. Breaking News

If at all possible, breaking news should be handled by the News Department. In all cases of breaking news, staff should attempt to verify with a second source or invite the first source to present the information themselves over the air. If neither option is available, staff should use best judgment.

With all breaking news, staff must gather all the specifics possible. There are a series of questions for different scenarios as an appendix to the overall plan.

III. Binder

At the beginning of the emergency incident, the Communications Coordinator will organize an emergency binder.

The binder will include the following sections:

1. Official Updates-*All information provided by the officials handling the incident, time stamped.*
2. Unofficial Updates-*All information provided by other organizations involved in the incident, time stamped.*
3. News Updates-*Outlines/scripts of stories the News Department has produced.*
4. Contact Information-*For internal use only, the contact information of officials and offices involved in the incident. If there are individuals or offices who are involved and we do not already have contact information for them, the News Department and Communications Coordinator will work together to update contact information.*
5. Tips for listeners-*May include: tips for the emergency situation, community announcements, opportunities to volunteer and help. (This section may be divided into separate sections). See appendix for all that this may entail.*
6. Other information as the situation warrants.

This binder will be kept in Studio A in Philo for the duration of the emergency incident and will be made available to all staff and volunteers.

IV. Opening the Lines

Opening the phone lines during an emergency incident is dependent on characteristics of the incident. Before lines are opened, all staff must weigh-in on the potential ramifications. Often, listeners who are out in the incident can provide better information than we have. On the other hand, listeners without accurate information can create rumors and hysteria. For example, during the 2008 storms opening the lines for listeners to talk about road closures, open stores with power and gas, and current conditions proved to be a highlight of the KZYX&Z storm coverage. However, during the 2008 fires opening the lines led to frustration and misinformation and early in the incident the staff made the executive decision to keep the on-air lines closed. This decision will be made during the specific incident, and until all staff is present to discuss the decision, the lines are to stay closed.

Volunteer programmers and open lines are addressed in an appendix to the overall plan.

Off-Air

I. Website

KZYX DOT ORG will be updated as information becomes available for the duration of the incident. The Communications Coordinator will be responsible for updating the website.

During an emergency incident, the website should include the following:

1. Breaking News
2. The latest official information received
3. Public information numbers
4. Any community announcements/volunteer opportunities *See appendix for all that this may entail.*
5. When on-air updates are scheduled
6. Links to official and unofficial websites with related information
7. Archives of the News and any other relevant information for the air

II. Phones

During an emergency incident all phone lines must be answered all the time, including the studio lines. There will be a variety of information flowing in and out of the station. During the two incidents in 2008, we learned that everyone from local officials to listeners have multiple and different numbers for contacting the station. If the staff cannot handle the influx of calls they can draw on volunteer support to guarantee that all phone lines are answered.

III. Map

There will be a county map displayed for the duration of the incident on the door of Studio A in Philo for to use as reference points. The staff may decide to utilize this map in any way they see fit to best decipher and disseminate information.

IV. Volunteers

Volunteer programmers' responsibilities and expectations are outlined in an appendix to the overall plan.

Volunteer support from members of the community will be identified and requested by the staff as the situation warrants.

Communication with local officials, offices, etc.

The Communication Coordinator will keep the contact list (appendix 1) updated and will ensure that all the proper authorities have contact information for the station. During an incident, the Communications Coordinator will request that all information be provided via email (in addition to fax and phone) to all staff members' email accounts as well as the [REDACTED] email account.

If the station loses power during the incident:

The backup generator can only run for two hours before needing to be re-fueled, followed by a rest period of two hours. In the event of this scenario please see the on-air card

appendix for informing listeners of the situation. Instructions on moving to the generator are posted around the station.

After the Incident

In compliance with FCC requests, once the incident is over a summary needs to be added to the Engineering file for FCC inspection. (This file contains EAS logs, equipment calibrations records etc.). Specifically, anytime the EAS is signaled for an emergency (not a test), a brief summary should be added to the Engineering file. The Communications Coordinator will write the summary, the Chief Operator will place the summary in the public file.

In an effort to continue improving on our ability to serve the public in Mendocino County, a summary of the incident will be added to this Emergency Communications Plan. Staff will review the plan and add additional planks as they see necessary based on what we've learned during the latest incident. Ultimately, this plan should be an evolving document.

Appendix 1 – Contact Information

Emergency Contact Information

Not for On-Air distribution unless otherwise noted

The Staff

██████████ -News Director
Home Phone: ██████████ Email: ██████████

Mary Aigner-Program Director
Home Phone: ██████████ Cell Phone: ██████████ Email: ██████████

Rich Culbertson-Operations Director
Cell Phone: ██████████ Email: ██████████

David Steffen-Business Support Coordinator
Home Phone: ██████████ Cell Phone: ██████████ Email: ██████████

John Coate-General Manager
Cell Phone: ██████████

Sheriff's Department

Tom Allman-Sheriff
Office Phone: 707-463-4411
Cell Phone: ██████████
Email: sheriff@co.mendocino.ca.us

Business Office
Office Line: 707-463-4411

Point Arena Sheriff's Office
Office Line: 882-2331

Dispatch
Dispatch Line: 707-463-4086

Sheriff's Department Website:
www.mendocinosheriff.com

CHP

Local Dispatch
Dispatch Line: 707-467-4000

CA State Office
Office Line: 916-657-7261

Police

Fort Bragg
Office Line: 707-961-2800

Willits
Office Line: 707-459-6122

Ukiah
Office Line: 707-463-6242

24 Hour Emergency Contact Number for
Police & Law Enforcement in
Mendocino County:
Office Line: 707-463-4086

First District of CA Representative Thompson

Laurel Brown-Media Contact

Cell Phone: 831-212-2550

Office of Emergency Services

Mendocino County OES

Bill Woodworth-Director

Office Line: 463-5667 *Cell Phone:* 272-4633

OES Main Office Line: 467-6430

OES Website:

www.mendocino.ca.us/oes

CA State OES

Tina Walker

Office Line: 209-333-8271

Cell Phone: 916-502-3434

Mendocino Fire Safe Council

Julie Rogers-Executive Director

Office Line: 462-3662 *Cell Phone:* 621-2903 *Email:* firesafe@pacific.net

The following Fire Safe Council information may be given out on the air

Fire Safe Council Website: www.firesafemendocino.org

Forest Service/State Parks

Morgan Zeitler-PIO

Office Line: 937-3690

Janis-PIO

Office Line: 562-8995

Cell Phone: [REDACTED]

CalFire

Mendocino County

Tracy Boudreaux-PIO

Office Line: 972-3846 *Cell Phone:* 972-3825

Marc Romero-Unit Chief

Office Line: 459-7414

Hopland: 744-1111

Willits: 459-7413

Laytonville: 984-6777

Leggett: 925-6414

Mendocino: 937-5765

Point Arena: 882-2151

Ukiah: 462-7448

Jan-Asst. PIO

Office Line: 972-3847

Main Office Line: 459-7425

Boonville: 895-3323

Covelo: 983-6499

Fort Bragg: 964-5673

CA State

Communications

Office Line: 916-653-5123

Media Line: 916-651-FIRE
(916-651-3473)

CalFire Website: www.fire.ca.gov

Mendocino County Fire Departments

The following Fire Department information may be given out on the air

Head of Mendocino County Fire Chiefs: Chief Tom Hession

Office Line: 485-8121

Albion-Little River VFD:

Chief Oliver Seeler

937-0888

chief@albionfire.com

fbfd8300@yahoo.com

Greenwood Ridge Fire Dept.:

877-3311

Anderson Valley Fire Dept.:

Chief Colin Wilson

895-2020

avvfd@pacific.net

Hopland Fire District:

Chief Hoss Milone

744-1222 or 744-1111

hoplandvfd@pacific.net

Brooktrails Fire Dept.:

Chief Daryl Schoeppner

459-4441

firedept@btsd.org

Laytonville/Long Valley:

Chief Jim Little

984-6055

laytfire@mcn.org

California Dept. of Forestry:

459-7401

Legget Valley Fire Protection District:

Chief Ely Reighter

925-6334

leggettfire@gmail.com

Comptche VFD:

Chief Larry Tunzi

937-2408

comptchefire@pacific.net

Little Lake Fire Protection District:

(Willits):

Chief Jeff Smith

459-6271

willitsfire@sbcglobal.net

Covelo Fire Dept.:

Chief Bill Baker

983-6719

covelofire@pacific.net

Mendocino Fire Protection District:

Chief Danny Hervilla

937-0131

mvfd@mcn.org

Elk Fire Dept.:

Chief Jeff Roy

877-3350

Piercy Fire Protection District:

Chief Tim Kloiber

247-3449

Fort Bragg Fire Dept.:

Chief Steve Orsi

961-2831

Potter Valley Fire Dept.:

Chief Bill Pauli

743-1173 or 743-1415

Redwood Coast Fire Dept. (Point Arena):

Chief Mike Suddith
882-1833

Redwood Valley-Calpella:

Chief Tom Hession
485-8121
rvbfd@comcast.net

South Coast Fire Protection District

(Gualala):

Chief Leighton Nelsen
884-4700
leighton@mcn.org

Ukiah Fire Dept.:

Coast Guard

Pacific Area Command Center
Office Line: 510-437-3701

CalTrans

District One Office
Phil Frisbie Jr.-PIO
Office Line: 441-4678

Mendocino County Department of Transportation

Patty-PIO
Office Line: 463-4636

The following DOT information may be given out on the air

DOT Website: www.co.mendocino.ca.us/dot

PG&E

Jana-PIO
Office Line: 415-973-5930 *Pager:* 577-7141 [REDACTED]

The following PG&E information may be given out on the air

Line for Reporting Emergencies: 1-800-PGE-5000 [REDACTED]

Chief Tony Clarabut
463-6262
firedept@cityofukiah.com

Ukiah Valley Fire District:

Chief Dan Grebil
462-7921
uvfd@mcn.org
Westport VFD:
Chief Beck Regalia
964-4646

Whale Gulch:

Chief Blu Graham
986-7266
whalegulchfire@gmail.com

Office of Public Affairs
Office Line: 202-372-4620

The following CalTrans information may be given out on the air

Recorded Updates Line: 1-800-GAS-ROAD (427-7623)
CalTrans Website: www.dot.ca.gov

NOAA Weather

Media Line: 301- [REDACTED]
[REDACTED]

USGS-Earthquake

Office Line: 463-5630 Pager: [REDACTED]

AT&T

The following SBC information may be given out on the air

Main Line: 1-800-288-2020

Public Health

Dr. [REDACTED]-Public Health Officer

Office Line: [REDACTED] Email: [REDACTED]

The following Public Health information may be given out on the air

Toll Free Number: 1-800-734-7793

Ukiah Office: 472-2600

Willits Office: 456-3800

Fort Bragg Office: 964-4713

Media Contact List:

KMUD: 923-2501 or 923-2513

News: 923-2513
[REDACTED]
[REDACTED]

KOZT: 964-9536

KUKI: 463-5852

KWINE: 462-4670

KMFB: 964-3299

KLLK: 459-1251

KDAC: 466-5852

KSAY: 964-2722

KWAN: 884-1229

KHUM: 786-5104

KMEC: 468-9800

KTDE: 884-1000

The Willits News: 459-4643

Independent Coast Observer: 884-3501

Willits Nickel & Dime: 459-2322

Anderson Valley Advertiser: 895-3016

Ukiah Daily Journal: 468-3533

Press Democrat (Ukiah News

Bureau): 462-6478

Fort Bragg Advocate/Mendocino

Beacon: 964-5642

Appendix 2 – Volunteer Programmers Guidelines

While volunteer programmers are the backbone of any community radio station, and the programs produced are of high value to the community in Mendocino County, it is not the responsibility of the volunteer programmers to update and inform the listeners during an emergency communications incident.

In the event that the emergency communications plan is in effect, volunteer programmers should be prepared for the following:

1. Your program may be postponed.
2. Your program may be interrupted with breaking news. It is possible that you will not receive warning that this is going to happen.
3. You may be asked to start and end your program early for top of the hour updates.

There will be cards in the studio for you to read regarding emergency information, as well as access to the binder which includes community announcements and volunteer opportunities. Top of the hour updates, and other official updates, will be handled by the staff unless otherwise instructed.

Nights and Weekends: Depending on the severity of the incident, staff may or may not be present during your shift at night or on the weekend. If there is still vital information to be disseminated, the staff will communicate with you directly and provide you with all the resources you need.

If you are the first person to be contacted regarding breaking news or the beginning of an incident, gather all of the information (use Appendix 4) you can. If the authority has asked you to take it to the air, go ahead and do it, documenting as much as you can about the situation. Immediately call the News Director and General Manager.

Satellite Studios: During an emergency communications incident, the staff will communicate with you via phone and email. Additionally, local officials and offices will send any new information to the [REDACTED] email account.

All programmers MUST keep the [REDACTED] email account and instant messenger open at all times during an emergency communications incident.

If you are interested in opening the lines during your program (regarding the emergency or regarding a separate topic) all programmers MUST discuss this with the Program Director prior to the program.

Anytime programming is interrupted for emergency information the Chief Operator must be notified.

Appendix 3 – On-Air Cards

These cards are provided as guidelines for future cards, as well as information that can be given out by anyone during an incident.

Emergency On-Air Card: Generic-Update Schedule

During the _____ incident, KZYX&Z will bring you updates at the beginning of the hour, every hour. We will interrupt regularly scheduled programming to bring you any breaking news on the incident. If you have questions or information to share, the staff is here to take your calls at 895-2324. That's 895-2324. You can access all of KZYX&Z's incident information at KZYX DOT ORG.

Emergency On-Air Card: Generic-Listener Info.

During the _____ incident, KZYX&Z is working to bring you all the available information. Often times, you, the listener are our best eyes and ears. If you have information regarding the incident that you feel would benefit others in the community, please give us a call at 895-2324. That's 895-2324.

Emergency On-Air Card: Generic-Volunteer Opportunities

A number of community members and organizations have prepared ways that you can help with the _____ incident. If you have information about how people can help, please give us a call at 895-2324. That's 895-2324.

Emergency On-Air Card: Generic-Community Announcements

As the _____ incident continues many community events have been cancelled. If you are involved in planning an event that has been cancelled, or are involved in an event that is still on, let KZYX&Z help you get the word out. Give us a call at 895-2324, that's 895-2324, and we'll help you inform the community on your event's status.

Emergency On-Air Card: Power Outages

Due to the large volume of power outages throughout the county, KZYX&Z wants to help you conserve battery power. We will give updates of the inclement weather at the beginning of each hour and at half past the hour. In the between time, if you need to save battery power please turn off your radio and wait for scheduled updates.

***Additional cards may be added to this appendix.**

Appendix 4 – Questions for Breaking News

If you receive breaking news, please ask questions that will help us give the most specific information to our listeners. Below are some examples for various scenarios.

Road Closure:

Why is this road closed?

What town is this road in OR which town is it closest to?

Can you provide us with a cross street or two to help narrow down the area?

Can you tell us the mile markers for this closure?

How long do you expect the road to be closed?

Tree Down in the Road:

Can you provide us with a cross street, mile marker, or a landmark near the area?

Is the entire road blocked?

Is there anyone working on moving the tree?

Flooding:

Is the flooding in the road? If so, can you provide us with specific information such as cross streets, mile markers, or landmarks?

Is the entire road flooded?

Fires:

Can you tell us specifically where in the county this fire is located, such as nearest highway or road, a mile marker, or a landmark?

Is this fire currently threatening any communities and would you like them to prepare for evacuation?

What is the acreage and containment of this fire?

What direction is the fire moving in?

Evacuations:

Which community/ies is this affecting?

Can you provide us with specific information about the location of this evacuation, such as a cross street, a mile marker, or a landmark?

How many homes are under evacuation in this area?

What direction is the fire causing the evacuation moving in?

Power Outages:

Which community/ies is this affecting?

Can you provide us with specific information about the location of these outages, such as a cross street, a mile marker, or a landmark?

How many homes and businesses are affected in this area?

When do you expect power to return?

Appendix 5 – Binder Contents

The binder is intended to serve as the communication hub during the emergency incident. While staff and volunteers need to communicate throughout the event, the binder can serve as the main point of contact. If each member of the staff puts all the available information they have in the binder, then all information can be accessed by everyone working on the incident.

Official Updates: From county and/or state officials. All members of the staff should be aware of these updates. All updates should be time-stamped and placed in the binder.

Unofficial Updates: From local organizations, PG&E, volunteer fire etc. All updates should be time-stamped and placed in the binder.

News Updates: From the KZYX&Z News Department. All News staff should leave a copy of their updates for each other to use, as well as for the staff to be informed.

Tips for Listeners: From various organizations encompassing a variety of information. This information will come in to every member of the staff in every way imaginable. Staff must put this information in the binder so it is available to everyone. These sections may include, but are not limited to, the following:

- Opportunities to volunteer with the incident
- Community announcements regarding events, etc.
- Animal Evacuation Information
- Tips on preparedness for the type of incident
- Tips on handling the type of incident
- Resources (online, organizations, contacts, etc.)

The binder in no way exempts the need to email each other information, or converse about situations. It simply serves as a central information source that can be incredibly helpful to anyone who goes on-air during the incident.