



# Region 2 Emergency Preparedness

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## Public Information Officer Network Meeting Minutes

Tuesday, April 26, 2011 9:30 a.m.

Mercy Medical Center- West Campus- Conference Room #1

### Those Present

Kip Ladage, *Bremer County EMA*  
Jenni Swart, *Franklin County PH*  
Elaine Slade, *Waterloo VNA (Bremer Co PH)*  
Liz Waddingham, *Hancock County Public Health*  
Kathy Preston, *Emmet County Public Health*  
Laura Huisman, *Mitchell County PH*  
Joann Boyer, *Fayette PH*  
Jeff Sherman, *Floyd EH*

Steve O'Neil, *Cerro Gordo/Franklin EM*  
Pam Benjegerdes, *Allamakee Auditor*  
Bridget Edson, *Floyd EM*  
Cheryl Johnson, *Wright PH*  
Nancy Sacquitne, *Winneshiek EMA*  
Bruce Goetsch, *Winneshiek EMA*  
Elizabeth Faber, *Region 2 PHEP Director*

Prior to the meeting, the first Region 2 PIO Network Media Conversation was held. Four members of the local media attended and served on a panel. These include: Bob Fisher and Tim Flemings from Three Eagles Communication (radio) and Arian Schuessler and Peggy Senzarino from the Globe Gazette (newspaper). Emergency scenarios were discussed and panelists and PIO Network members discussed working together.

### Follow up From Media Conversation

The group discussed hosting another Media Conversation, this time focused on the television media since no one from KIMT was able to show up to this one. Bridget Edson did reserve the Zastrow Room at the Charles City Library on June 9<sup>th</sup>. The PIO Network will meet at 10:30 a.m. and media will be invited to attend at 11:00. Elizabeth will work with the Region 2 PHEP Executive Team to secure dollars to provide lunch. Jenni S will contact KIMT, Bridget E will contact KAAL in Austin, Kip L will contact KWWL in Waterloo, and Nancy S will contact KTTC in Rochester. Elizabeth will send the invitation letter for use.

The panelists requested a list of PIOs and contact info for each county. Elizabeth will follow up on this.

The group also discussed adding a workplan task regarding developing tips for how to build relationships with local media. Some also wanted to do a similar media panel questions for the media at multi-disciplinary meeting.

## **Spokesperson DVD Update**

Elizabeth updated the group on this project. Filming will be on April 28, 2011. A final product should be completed by June 2011.

The group discussed the best method of distribution. Since public health will be funding this project, they will receive all the DVDs for each county and be responsible for working with partners for distribution. The group brainstormed possible partners that should receive a copy. The ad-hoc DVD committee (Nancy S, Kip L, Bridget E, and Elizabeth) will work on a list for distribution. Elizabeth will also look into putting a link to the video on our website.

## **Workplan Review**

### *Task #15 Social Media assistance*

Liz W and Kathy P are the champions of this task. They want to create some tip sheets and other tools to assist PIOs in the use of social media. They will send Elizabeth resources to post on the website and send out. If anyone has any examples of social media policies, please send to Elizabeth.

### *Additional Training Needs*

The group discussed bringing the AWR 209: PIO Short Course for Rural Responders back to the Region. It was decided to have it in 3 locations, Mason City, Garner, and Decorah. The Garner and Decorah ones will be held in the evening to accommodate the first responder volunteers. Elizabeth will work on securing this course.

### *Drill Participation*

The group briefly discussed working on planning a PIO-related drill as a future activity. In the past, there was a JIC exercise conducted that we could possibly revive. The group discussed doing a drill with the PIO Network all together at a regular meeting, and one with the PIOs at their own locations. This task is under development and still needs a champion. If you are interested in working more on this, please contact Elizabeth.

### *Next Meeting*

The next face to face will be June 9 at 10:30 a.m. at the Zastrow Room at the Charles City Library. The TV Media Panel will be conducted during this time as well. More information to come.

*Please contact Elizabeth Faber if you have any questions about this group. [efaber.region2@gmail.com](mailto:efaber.region2@gmail.com)*