



# Region 2 Emergency Preparedness

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## Public Information Officer Network

### Meeting Minutes

Friday, August 20, 2010 9:00 a.m.

Cerro Gordo/Franklin EOC

Mason City Police Department

#### Those Present

Gina Schnathorst, *Wright Medical Center*  
Joann Boyer *Palmer Comm Health (Fayette PH)*  
Jamie Hoey, *Palmer Community Health*  
Sandi Lincoln, *American Red Cross*  
Michele Appelgate *Cerro Gordo PH*

Jenni Swart *Franklin County PH*  
Gloria Carr *Floyd Co Auditor*  
Kristin Meyer *Elderbridge*  
Pam Elliot *Waterloo VNA (Bremer Co PH)*  
Elizabeth Faber *Region 2 PHEP Director*

#### PIO Network Workplan

The group discussed the current workplan and the “champions” of each task gave updates. Please see attached workplan.

Specific discussion on individual tasks included:

- Conversation with the Media- Jenni Swart and Elizabeth Faber reported that they are in the process of collecting all of the media contact information from the 18 counties.
- Trainings- Elizabeth Faber reminded the group that they have scheduled the “Social Media 101 and Use during Disasters” face to face training for Friday, October 1<sup>st</sup>.
- Joint Information Center: Joann shared that she has started a list of equipment and will send it to the group via google docs.
- PIO Supply/Equipment Needs- Gloria Carr volunteered to be the champion for this task.
- PIO Resources Page- Gina Schnathorst will be sending an initial page to Elizabeth to post on google docs to get feedback from the rest of the group.

#### Press Conference Training

Michele Appelgate (from Cerro Gordo County Department of Public Health, also the Cerro Gordo County PIO) has presented some information she received at national training. Participants learned how to host a press conference during a stressful or emergency situation. They practiced press conference techniques in front of a podium and microphone and discussed tips on how to provide emergency messages while keeping the public’s attention during the press conference. They learned how to avoid simple distractions, how to choose spokespeople and how to deal with the media before, during and after the press conference.

She also demonstrated the new press conference equipment the county has obtained. Participants were able to practice giving a press briefing and were video taped.

*Next Meeting*

**Face to Face Meeting**

October 1, 2010

9:00 a.m.

Social Media 101: Use During a Disaster

Cerro Gordo/Franklin County EOC

Mason City Police Department Mason City, IA

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