

**IAEM 2007 AWARDS PROGRAM  
OFFICIAL ENTRY FORM**

**Name of Person Submitting Entry:**  
William Pook

IAEM Member

Non-Member (An entry fee of \$75 is required for each entry by a non-member.)

**Title:** Director

**Name of Organization:**  
Region 5/6 Office of Emergency  
Management

**Mailing Address of Organization:**  
435 North Park Avenue,  
  
suite 404

**City/State/Province/Country:**  
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Nebraska

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68025

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**Web Site:**  
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**Choose the Award Category for this Entry:**

**Career Excellence Award**

**Academic Recognition Award**

**Public Awareness Award**

**Check Division:**

Local Emergency Management Agency

State/Regional/National International Government, International,  
or Non-Profit Organization

Commercial or Other For-Profit Organization

**Technology & Innovation Award**

**Check Division:**

Local Emergency Management Agency

State/Regional/National International Government, International,  
or Non-Profit Organization

Commercial or Other For-Profit Organization

**Partners in Preparedness Award**

**Business and Industry Award**

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**Name of the Program/Activity: (or name of nominee if you are nominating someone for the Career Excellence Award or Academic Recognition Award)**

**Public Awareness-Education on Emergency Management issues- via newsletters, web-site , home preparedness checklist-magnets and self-produced community literature.**

**Brief Summary of the Program/Activity: (Maximum 100 words)**

**Region 5/6 is a local emergency management agency for a 3 county region of 65,000 with 20 local jurisdictions (village-cities)**

**We reach out to the public on a frequent basis with published newsletters (500 person mailing list), locally produced information brochures pertaining to local hazards, updated web-site and popular magnetic calanders and family preparedness check-lists.**

**Our public awareness programs reach local volunter and full-time responders, schools districts, elected officials, private industry, law enforcement and private households, nursing and care-facilites and non-government and community service organizations**

**Details of the Program/Activity: (Answer each section.)**

1. Tell us why this program/activity was/is important, or explain why the individual deserves the award for which nomination is being made. (maximum 200 words)

**With 20 political sub-divisions over an 1,300 sq mile region and the majority of responders being part-time and volunteers, it was difficult to have constant face-to-face time. Our newsletter, web-site and special public awareness campaign items help create a sense of regionalism and keep emergency management in the minds of as many people as possible.**

**Before our outreach started, we had many people say that they never knew we existed...and we were established in 1973! Now today we have our programs/calendars posted in every small-town coffee shop, village hall and volunteer fire station and local school office.**

**The subject matter of emergency preparedness is now a common topic around the community.**

2. Number of staff, volunteers, and community members involved in program/activity. (maximum 200 words)

**The Region 5/6 office has 2 full-time employees and 1 part-time administrative assistant. We also have 3 volunteer deputy assistants.**

**Other contributors include LEPC members and local community service agencies such as the Red Cross or amateur radio and REACT clubs and public health.**

3. Tell us how staff, volunteers and community members were involved. (maximum 200 words)

**The Region 5/6 staff does constant mail list updates. Maintaining a current list keeps it effective. We maintain a list of contacts for all community service groups such as Lions, Kiwanas and do frequent luncheon presentations to get feedback on what issues are important to the people or which new topics (NIMS) need public education.**

4. Tell us how the tactical plans and budget were developed. (maximum 200 words)

**Our public awareness campaigns are designed around local vulnerabilities and local needs. In other words, we address issues that directly and immediately affect persons in our jurisdiction (No hurricane or Tsunami programs here in rural Nebraska). With this localized approach, our material is then something that local people can directly relate to instead of some mass produced national brochure with just our name impact printed.**

**Budget concerns are great as we have a low amount of funding. The vast majority of all the work is done in-house. Our 3 paid staffers have 4-year degrees in Business Administration, Communications and Political Science. so the in-house talent is here to develop and produce the work we do.**

### **Financial Resources for the Program/Activity:**

To help judges evaluate both your efforts and the results, including the impact of your project, please estimate cash, grants and in-kind contributions that supported your program/activity. For consistency and comparison purposes, calculate values in U.S. dollars (go to [www.xe.com](http://www.xe.com) to use free on-line currency converter).

- a. Cash (actual financial contributions, donations, grants etc.) EMPG used
- b. In-Kind (value of materials, labor, etc., contributed to project)
- c. Total value of cash, grants, donations and in-kind resources (add a & b).

**Number of people affected by your program/activity: 65,000 people within 20 political subdivisions, 20 fire districts, 11 law enforcement agencies, 10 school districts.**

**Is your program/activity ongoing?**       Yes       No

**Tell us how the project has had an impact on your constituency or community.**  
(maximum 200 words)

**This outreach has been work in progress for 5 years now. Slow to start but with a quality product , effective and maintained mailing list/e-mail list. people now look forward to new issues of the newsletter , our calenders can be found everywhere and are often keep for years afterwards**

**All public awareness materials, labor costs and mailing costs are pair out of our EMPG (Emergency Management Performance Grant). Region 5/6 receives between \$33-41,000 in EMPG annually. This funding then pays for all non-budgeting expeses and public awareness campaigns and special/new training programs such as NIMS/ICS.**

**People now ask when the next newsletter issue is coming out....last year our magnetic calenders ran out (2500) and 2008 is being increased to 3,000. Our web-site is now experiencing an average of 10-20 local hits every single day. Incresed requests for speaking and training engagements is directly related to our public awareness campaign.**

**We are sending a packet of actual samples of our public awareness items: Newsleeter issues, Shelter-in-Place, Ice-Jam Preparedness, Web-site, Local Emergency training, Family Preparedness magnets, Bilingual evacuation information, 2007 Home Emergency Preparedness survey.**