

Communications Plan: General & Emergency

The safety of Stillwater residents, visitors, and emergency responders are priority. We are fully committed to alerting the public accurately, quickly, and legally. Multiple communications tools are utilized to share alerts.

The plan was initially developed in 2022, by Communications, SEMA, Police, Fire Departments, and City Management Office to provide relevant, accurate information in a timely manner to Stillwater residents, media, and stakeholders. This is a fluid document to adapt processes as needed dependent upon the situation or emergency.

Emergency Alerts & Updates



Facebook, Instagram, and X platforms for City of Stillwater, SEMA, SPD, and SFD.



“Be Informed” text and/or call alerts.
Sign up online at stillwaterok.gov/sema.



Website: stillwaterok.gov/emergency



Once calls for service have been received by SPD Dispatch and provided to the Police and Fire Chiefs and the SEMA Director, alerts will be sent.

Please plan now, follow us on social media and sign-up for alerts.

Get Connected with City Departments!

CITY OF STILLWATER

- Facebook: StillwaterOKgov
- X: StillwaterOKgov
- Instagram: StillwaterOKgov
- YouTube: StillwaterOKgov
- TV: AT&T U-verse 99 or Optimum 14
- Website: stillwaterok.gov
- Contact: Chief Public Affairs Officer Dawn Dodson
Email: Dawn.Dodson@stillwaterok.gov

STILLWATER FIRE DEPARTMENT

- Facebook: StwFire
- Website: stillwaterok.gov/fire
- Contact: Fire Chief Duane Helmberger
Email: Duane.Helmberger@stillwaterok.gov
- Fire PIO, Dep. Fire Marshal Dustan Portman
Email: Dustan.Portman@stillwaterok.gov

STILLWATER REGIONAL AIRPORT

- Facebook: FlyStillwaterOK
- X: FlyStillwaterOK
- Instagram: FlyStillwaterOK
- Website: flystillwaterok.com
- Contact: Director Kellie Reed
Email: Kellie.Reed@stillwaterok.gov

STILLWATER ANIMAL WELFARE

- Facebook: StillwaterAnimalWelfare
- Website: stillwaterok.gov/animalwelfare
- Contact: Director Rachel Wasserman
Email: Rachel.Wasserman@stillwaterok.gov

STILLWATER EMERGENCY MANAGEMENT

- Facebook: StwSEMA
- Website: stillwaterok.gov/sema
- Contact: Director Rob Hill
Email: Rob.Hill@stillwaterok.gov

STILLWATER POLICE DEPARTMENT

- Facebook: StillwaterPolice
- Instagram: StillwaterPoliceDept
- Website: stillwaterok.gov/police
- Contact: Police Chief Chris Hassig
Email: Christopher.Hassig@stillwaterok.gov
- Police PIO, Lt. TJ Low
Email: Terry.Low@stillwaterok.gov

Activation & Criteria

Activation: The need to activate the communications plan is determined by City Managers, Police Chief, Fire Chief, Emergency Management Director, Chief Public Affairs Officer, and/or Mayor. This applies to general communication efforts, that may come in the form of a "Notice," or an emergency "Alert."

Sequence of Messaging: The order of communications is dependent upon the situation. In most situations, "Group 1" will be contacted and/or communicated with first, then simultaneous communications with all groups. Those most affected should hear all information directly from the appropriate City of Stillwater entity and not through external sources.

Group 1: Those most directly affected and their next of kin, as needed. These individuals usually include the victim(s), intended, and unintended.

Group 2: City Councilors and City of Stillwater employees

Group 3: Stillwater residents

Group 4: News media, patrons, and stakeholders

Criteria for Release and/or Alerts:

- Significant number of emergency personnel and/or vehicles responding to the situation;
- Emergency event that affects others who are not immediately involved;
- Disrupts flow of traffic;
- Evacuate or avoid area; and/or
- Abnormal incident that could generate community concern and/or inquiry.

All media requests and correspondence should be filtered through the Chief Public Affairs Officer Dawn Dodson, email: dawn.dodson@stillwaterok.gov, phone (539) 299-2480.

Scope of Incidents

This following lists represent types of situations, crises, and emergencies that may affect the Stillwater community. It is not meant to be exhaustive, but to provide a premise for planning. In addition to local events, there may be occasions for Stillwater officials to convey a level of reassurance and aid to nearby communities and areas, upon request.

Public Safety

- Violent public demonstration and/or rioting
- Missing persons
- Interruption of essential services
- Bombing or threat of bombing
- Industrial/Structure fire
- Gas leak
- Hazardous materials incident
- Electrical incident
- Wildfire
- Vehicle accidents involving extended road closure, multiple injuries, or fatalities

Public Health

- Public utility failure (water, sewer or electric)
- Air quality
- Pandemic virus
- Mass casualties

Natural Disaster

- Severe weather
- Winter weather
- Earthquake
- Flooding
- Drought

Transportation

- Street closure(s)
- Delayed construction