



**State of Florida
Public Information Officers'
Deployment Team
Handbook**



**A supplement to the
Statewide Emergency Response Plan
(SERP)**



**Florida Association of Public Information Officers
2008**

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CONCEPT AND DESIGN

Purpose

On August 24, 1992 Hurricane Andrew devastated southern Dade County with the worst natural disaster to strike the United States. The personnel of Miami-Dade County Fire Rescue responded rapidly and tirelessly in assisting the citizens of these communities. Numerous fire-rescue agencies from across the State of Florida and the nation assisted in this valiant effort. It became abundantly clear from the disaster, and the ensuing relief effort which followed, that greater coordination for inter-agency disaster management was required.

The purpose of the Florida Fire Chiefs' Association's (FFCA) Statewide Emergency Response Plan (SERP) is to provide such coordination. It is based on a series of observed occurrences resulting from the shared experiences during Hurricane Andrew. It is also an evolution of our past experiences in dealing with the day-to-day incidents that continually challenge our resources and competencies. Most importantly, it is a practical approach in providing a useful guide to assist the fire service in managing the types of devastation that occur in the state.

The Florida Fire Chiefs' Association created the FFCA SERP to provide for the systematic mobilization, deployment, organization, and management of emergency resources throughout Florida, and the nation and to assist local agencies in mitigating the effects of emergencies and disasters. The local fire-rescue agency is the first tier of defense in responding to natural and man-made disasters (emergencies). The primary function of fire-rescue personnel in the wake of a disaster is to conduct search and rescue activities, treat the injured, and transport them to the closest available medical facility. No community has sufficient resources to cope with all emergencies.

Florida's large and rapidly growing population centers are located in regions susceptible to hurricanes, tornadoes, and flooding. This accentuates the need for this level of coordination and preparation. The effective management of emergency response personnel during the incipient stage of any major incident and throughout its extended operations, will, by far, have the most significant impact on loss of life and the severity of injuries to the affected population. The FFCA SERP lends itself to the rapid activation and response of aid to a community in the event of localized all-hazard emergencies. These events include train derailments, hazardous materials incidents, wildland fires, domestic terrorism and other events that may overwhelm the department serving the community and its normal mutual aid resources.

Coordination of the FFCA SERP

The coordination of the SERP, including its development, revision, distribution, training and implementation is the responsibility of the Florida Fire Chiefs' Association. The FFCA Emergency Response Committee will oversee this process. The committee is composed of the following:

- Emergency Response Committee Chair (FFCA State Coordinator)
- Emergency Response Committee Vice-chair
- Regional Emergency Response Coordinators
(Seven Regional Coordinators)
- Division of Emergency Management
- Division of Forestry
- Bureau of Emergency Medical Services
- Florida Division of State Fire Marshal
- Regional Domestic Security Task Force Leaders (RDSTF)
- Association of Public Safety Communication Officers (APCO)
- Florida Association of Public Information Officers (FAPIO)
- Florida Emergency Preparedness Association (FEPA)
- Florida Association for Search and Rescue (FASAR)
- Florida Association of Emergency Vehicle Technicians (FAEVT)

Structure

In accordance with Homeland Security Presidential Directive HSPD-5, which established the National Incident Management System (NIMS) to coordinate all Federal, State, local and private industry preparedness and response to incidents, and under the guidance of the National Response Framework (NRF), all domestic emergency management operations will be conducted under the Incident Command Structure (ICS) set forth by NIMS. Within the ICS, the prescribed duties of all Public Information Officers are set to serve in a Command Staff position reporting directly to the Incident Commander or an assigned designee for the purpose of establishing and maintaining the flow of information to internal and external stakeholders, including the media or other organizations seeking information from the incident or event.

The emergency management structure in the State of Florida is guided by Florida Statute Chapter 252 and sets up a structure, which has four levels of intervention (local, county, state and federal). The basic concept of the SERP is the lowest level of government shall have initial responsibility for emergency response and relief, attempting to mitigate the situation with the resources available at that level. Requests for assistance from the next higher level of government will be made when the magnitude of the disaster either exceeds the resources of the local level of government or the resources needed are not available at the local level.

Under Chapter 252, each county government is to operate an emergency management agency for the purpose of coordinating disaster relief efforts in the county. Upon

exhausting of resources at the county level, requests for State assistance will be made to the Florida Division of Emergency Management (DEM). Rapid Impact Assessment Teams (RIAT) will be sent to evaluate the damage and the assistance needed through the State. Based on this or other information, the Governor may declare a “state of emergency,” and direct state resources into the affected area. The State Emergency Operation Center (EOC) would be activated at this time and will provide direct liaison to the County EOC regarding the coordination of state resources operating and/or responding into the affected area.

State agencies will provide resources to local government according to the functional responsibilities outlined in the Statewide Emergency Response Plan. These functions are referred to as Emergency Support Functions (ESF). For each function, a designated State agency will have primary responsibility and will provide resources and leadership relating to that function.

When local and state resources are determined to be inadequate to respond to the emergency, the Governor will request assistance through the Federal Emergency Management Agency (FEMA). The requests will be based on state and local damage reports and expenditure reports for disaster-related activities. When the President of the United States declares an emergency area as a major disaster, federal assistance would then be authorized to assist State government. In Florida, the DEM has been designated as the state agency responsible for coordinating assistance received through federal programs.

Emergency Support Functions (ESF)

**** NOTE:** It is important that all deployment team members remain aware that the Emergency Support Functions under the Florida SERP are slightly different than those under the National Response Framework (NRF). Until otherwise notified that the requisite changes have been made to reflect the ESF designations listed under the NRF, the following SERP designations will apply:

ESF 1 - Transportation

ESF 2 - Communications

ESF 3 - Public Works

ESF 4 - Firefighting

ESF 5 - Info and Planning

ESF 6 - Mass Care

ESF 7 - Resources

ESF 8 - Health & Medical

ESF 9 - Search & Rescue

ESF 10 - Hazmat

ESF 11 - Food & Water

ESF 12 - Energy

ESF 13 - Military Support

ESF 14 - Public Information

ESF 15 - Volunteers & Donations

ESF 16 - Law Enforcement

ESF 17 - Animal Services

ESF 18 - Business, Industry and Economic Stabilization

Emergency Support Function (ESF) Agencies & Links

Florida Division of Emergency Management
2555 Shumard Oak Blvd.
Tallahassee, Florida 32399-2100
(850) 413-9969
(850) 488-1016 FAX
floridadisaster.org

ESF #1 Transportation

[Florida Department of Transportation](#)

Dick Kane, Communications Director: fdot.pio@dot.state.fl.us
Phone: (850) 414-4590
Fax: (850) 414-4085

[US DOT](#)

U.S. Department of Transportation Public Affairs Contacts

Office/Agency	Phone
HDepartment of Transportation Office of the Secretary	202-366-4570
HFederal Aviation Administration	202-267-3883
HFederal Highway Administration	202-366-0660
HFederal Motor Carrier Safety Administration	202-366-8810
HFederal Railroad Administration	202-493-6024
HFederal Transit Administration	202-366-4043
HNational Highway Traffic Safety Administration	202-366-9550
HMaritime Administration	202-366-5807
HPipeline and Hazardous Materials Administration	202-366-4831
HResearch and Innovative Technology Administration	202-366-1355
HBureau of Transportation Statistics	202-366-5568
HSt. Lawrence Seaway Development Corp.	202-366-0091
HOffice of the Inspector General	202-366-8751

[H](#)

[US DOT OFFICE OF EMERGENCY TRANSPORTATION](#)

Emergency Response 202-366-5270 Fax: 202-366-3769
Crisis Management Center 202-366-1863 Fax: 202-366-3768

[FEDERAL AVIATION ADMINISTRATION](#)

Public Affairs Contact: [Kathleen Bergen](#)

Phone: (404) 305-5100

After Hours: Operations Center (404) 305-5180

United States Coast Guard

Central Office of Public Affairs: 202-372-4620

Miami

Primary: **305-535-8701**

Response: **305-535-4302**

Incident Management: **305-535-4531**

Marine Safety Detachment Lake Worth, FL Primary: 661-848-8868

Key West

Primary: **305-292-8809**

Response: **305-292-8730**

Incident Management: **305-292-8805**

Jacksonville

Primary: **904-564-7500**

Response: **904-564-7537**

Incident Management: **904-564-7606**

Marine Safety Detachment Port Canaveral, FL Primary: 321-784-6781

St. Petersburg

Primary: **813-228-2192**

Response: **727-824-7674**

Incident Management: **727-824-7598**

Marine Safety Detachment Fort Myers, FL Primary: 239-985-0560

ESF #2 Communications

[FCC Home page](#)

FCC 24/7 Operations Center phone: 202-418-1122
email: disasterassistance@fcc.gov

Florida Office: Anthony Burgos 813-348-1741

[Florida Association of Broadcasters](#)

Phone: **(800) 825-5322**
(850) 681-6444
(850) 222-3957 fax
Email: info@fab.org

[NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION](#)

Office of Public Affairs / Communications

Phone: **(202) 482-2000**
Fax: (202) 219-2077

[National Communications System \(NCS\)](#)

Phone: **(703) 235-5515**
(703) 607-4950 (after 5pm, weekends, holidays)
Email: ncsweb1@dhs.gov

[ESS/Telecommunications Unit](#)

Office for the Coordination of Humanitarian Affairs

Relief Web, United Nations

Phone: **(212) 963-1234**

[Association of Public-Safety Communication Officials - International](#)

APCO Headquarters, Daytona Beach, FL

Phone: **(888) 272-6911**
(386) 322-2500
Fax: (386) 322-2501
Email: apco@apcointl.org

Amateur Radio

[American Radio Relay League - ARRL](#)

Northern Florida

Paul L. Eakin, KJ4G

(850-591-0442) email: kj4g@arrl.org

Southern Florida

Sharon T. Brower, W4STB

(772-562-3240) email: w4stb@arrl.org

West Central Florida

Gerald D. Turner, N4GD

(727-548-7474) email: n4gd@arrl.org

Radio Emergency Associated Communications Teams (REACT)

[REACT International](#)

REACT of Lake County

PHONE: 352-589-9212

Space Coast REACT, Inc. Melbourne, FL

PHONE: 321-722-9849

EM: kptower@bellsouth.net

WEB: <http://florida-react.org/spacecoast>

Orlando Metro REACT

PHONE: 321-438-5952

EM: info@orlandoreact.org

WEB: <http://www.orlandoreact.org>

Flagler County Assist REACT Palm Coast, FL

PHONE: 386-445-4668

EM: info@react4800.org

WEB: <http://www.react4800.org>

Tampa Bay REACT, Inc.

PHONE: 813-305-6312

EM: info@TampaBayREACT.org

WEB: <http://www.TampaBayREACT.org>

Florida Disaster Communications Assistance Teams

North Florida

<http://nflarrlsection.org/>

Paul L Eakin, KJ4G

Phone: (850) 591-0442

E-mail: pauleakin@comcast.net

South Florida

<http://www.sflarrl.org>

Sherri Brower, W4STB

Southern Florida Section Manager

Vero Beach, FL

Telephone: (772) 562-3240

E-Mail: w4stb@arrl.org

West Central Florida

<http://www.arrlwcf.org>

Gerald D Turner, N4GD

Pinellas Park, FL

E-mail: n4gd@arrl.org

Commercial Communications

BellSouth

Joe Chandler, Florida representative

E-Mail: joe.chandler@att.com

MCI (Verizon)

Media Relations

Janet Brumfield

Phone: (614) 723-1060

Email: janet.brumfield@verizon.com

Sprint (Nextel)

Emergency Preparedness/Media Relations

Stephanie Vinge-Walsh

Email: stephanie.a.vinge@sprint.com

ESF #3 Public Works

Florida Department of Transportation

Dick Kane, Communications Director: fdot.pio@dot.state.fl.us
Phone: (850) 414-4590
Fax: (850) 414-4085

USACE - United States Army Corps of Engineers

Emergency Management (Jacksonville)
Phone: (904) 232-3626

Corporate Communication Office
Phone: (904) 232-1004 or (904) 232-2568

Stuart Appelbaum, Division Chief
Phone: (904) 232-2584

Eric Bush, Assistant Chief
Phone: (904) 232-1517

South Atlantic Division, U.S. Army Corps of Engineers

South Florida Area Office, West Palm Beach
Phone: (561) 683-2418

U.S. Army Corps of Engineers, Jacksonville District

Phone: (800) 291-9405 or (904) 232-2234_

Florida Water Management Districts

St. Johns River Water Management District

Jeff Cole, Director, Office of Communications and Governmental Affairs
Phone: (386) 329-4497
Fax: (386) 329-4103
Cell: (386) 937-0498
E-mail: jcole@sjrwmd.com

Southwest Florida Water Management District

Michael Molligan, Communications Director
Phone: (800) 423-1476
Brooksville (Headquarters) (352) 796-7211
Bartow office (863) 534-1448
Sarasota office (941) 377-3722
Tampa office (813) 985-7481

South Florida Water Management District

Main Office Phone: (561) 686-8800 or (800) 432-2045_

Randy Smith, Lead Media Relations Specialist

Phone: (561) 682-6197

Cell: (561) 389-3386

Email: rrsmith@sfwmd.gov

After Hours Media Contacts

Randy Smith

rrsmith@sfwmd.gov

Cell Phone: (561) 389-3386

Gabe Margasak

gmargasa@sfwmd.gov

Cell Phone: (561) 670-1245

Suwannee River

Main Office Phone: (800) 226-1066 or (386) 362-1001

ESF #4 Firefighting

State Fire Marshal

Office of Communications & Public Affairs

Phone: (850) 413-2842

FAX: (850) 413-4993

Florida Fire Chiefs' Association

Headquarters Phone: (386) 676-2744

Fax: (386) 676-5490

E-mail: info@ffca.org

Tallahassee Office: (850) 205-8004

Florida's Forest Protection Bureau

Administration Phone: (850) 488-4274

FAX: (850) 488-0863

Email: dof_support@doacs.state.fl.us

Field Ops Phone: (850) 488-7471

FAX: (850) 414-1044

International Association of Fire Chiefs (IAFC)

Main Office Phone: (703) 273-0911

Fax: (703) 273-9363

Eddie Clark, Communications Director

Phone: (703) 896-4827

Cell: 571-221-5268

Email: eclark@iafc.org

FireWise

FireWise Main Office Phone: 617-984-7486

Jim Smalley, National Wildland/Urban Interface Fire Program Manager

Phone: (617) 984-7483

Email: jsmalley@NFPA.org

USDA Forest Service

Stephanie Johnson, Public Affairs Director

Phone: 404-347-7226

REGIONAL FORESTER'S OFFICE

Ken Arney, (Acting) Regional Forester

Phone: 404-347-4177

ESF #5 Info & Planning

Ordinances, Statutes, and Regulations

[Florida Statutes and Constitution](#)

Phone: (800) 342-1827

[Code of Federal Regulations](#) - CFR Services available online via GPO Access

Main Office Phone: (202) 512-1530 or (888) 293-6498

Fax: (202) 512-1262

[U.S. Code \(searchable\)](#) - U.S. House of Representatives Internet Law Library

Email: uscode@mail.house.gov.

Florida Data

Florida Division of Emergency Management

2555 Shumard Oak Blvd.

Tallahassee, Florida 32399-2100

(850) 413-9969

(850) 488-1016 FAX

floridadisaster.org

[Florida Cooperative Extension Service](#)

Main Office Phone: (352) 392-1761

Fax: (352) 846-0458 _

ESF #6 Mass Care

American Red Cross

Disaster Services & Emergency Assistance

To find a shelter, obtain emergency food, water and other disaster relief

Phone: 800-REDCROSS (800) 733-2767 or (800) 257-7575 (Español)

Financial Donors and Donations

The American Red Cross honors donor intent. If people wish to designate a donation for a specific disaster, they can do so at the time of donation.

Capital Area Chapter of the American Red Cross, Tallahassee, Florida

Phone: (850) 878-6020

Fax: (850) 878-3441

Email: ds@tallyredcross.org

Salvation Army

Southeast Regional location: Lutz, FL

Phone: (813) 962-6611 switchboard

Fax: (813) 383-5761

Mid-Florida Area Agency on Aging

Phone: (800) 96ELDER or (800) 963-5337

Email: options@agingresources.org

Agency for Workforce Innovation

Robby Cunningham, Communications Director

Phone: (850) 245-7130 office

AWI Emergency Website: <http://www.awiemergency.com/>

AWI Emergency Information Phone: (866) 366-5528

Florida Department of Elder Affairs

Phone: (850) 414-2000

Fax: (850) 414-2004

Email: information@elderaffairs.org

Elder Helpline: 1-800-96-ELDER (1-800-963-5337)

Report Elder Abuse: 1-800-96-ABUSE (1-800-962-2873)

Statewide Senior Legal Helpline: 1-888-895-7873

ESF #7 Resources

Florida Department of Management Services

Communications Department: communications@dms.myflorida.com

Phone: 850-488-2786

Fax: 850-922-6149

For Media Inquiries: 850-921-5266

U.S. General Services Administration (GSA)

During an emergency or disaster, GSA is responsible for opening and closing federal buildings and leased locations where federal agencies are located. In the event of an emergency, federal employees should follow their own agency's emergency procedures and monitor media announcements to obtain disaster or emergency-related information. GSA will publish emergency information, when necessary, to www.gsa.gov/emergency.

General Contact: [Avoline Eiland](mailto:avoline.eiland@gsa.gov) (404) 331-3240 / avoline.eiland@gsa.gov

Public Affairs Officer: Gary Mote (404) 331-2774 / gary.mote@gsa.gov

Regional Administrator: Craig G. Dawson (404) 331-3200 /
craig.dawson@gsa.gov

SBA'S Disaster Assistance

SBA Answer Desk

1-800-U-ASK-SBA (1-800-827-5722)

Email: answerdesk@sba.gov

Answer Desk TTY: (704) 344-6640

Disaster Loans: To obtain Disaster Loan Program information, call the customer service line at 1-800-659-2955 from 8:00 AM to 9:00 PM (EST), Mon - Fri and 9:00 AM to 9:00 PM (EST), Saturday and Sunday or email us at disastercustomerservice@sba.gov.

North Florida Office - Jacksonville

Phone: (904) 443-1900

South Florida Office - Miami

Phone: (305)536-5521

FAX: (305)536-5058

***Small Businesses Apply For Disaster Assistance thru FEMA (800) 621-3362**

ESF #8 Health & Medical

Florida Department of Health

Emergency Operations

Phone: 850 -245-4040

Fax: 850 - 413-8859

Communications Office

Phone: 850 -245-4111

Fax: 850 - 488-6495

DOH Emergency Operations Section ESF#8

Phone: (850) 245-4440

Florida's Bureau of Emergency Medical Services

Phone: (850) 245-4440

Fax: (850) 488-9408

U.S. Department of Health and Human Services

Main Phone: (202) 619-0257 or (877) 696-6775

Irv "Doc" Kokol, Director of Communication

Phone: (850) 245-4111

Fax: (850) 410-3049

E-mail: doc_kokol@doh.state.fl.us

Lindsay Hodges, Press Secretary

Phone: (850) 245-4111

Fax: (850) 410-3049

E-mail: lindsay_hodges@doh.state.fl.us

Office of Emergency Preparedness Region 4 (AL, FL, GA, KY, MS, NC, SC, TN)

Donald Wetter PA-C, MPH (Supervisor)

Office: 404-562-7912

Fax: 404-562-7913

Email: Donald.Wetter@hhs.gov

CAPT Thomas Bowman

Office: 404-562-7936

Fax: 404-562-7913

CDR Patricia Pettis

Office: (404) 562-7937

Fax: 404-562-7913

Patricia.Pettis@hhs.gov

Centers for Disease Control

CDC maintains a 24/7 Emergency Operations Center to assist local, state, and federal agencies. **NOTE: this line is not intended for the general public.**

(770) 488-7100

Regional Poison Control Centers

1-800-222-1222

Coordinating Office for Terrorism Preparedness and Emergency Response

404-639-7405

Bioterrorism Preparedness and Response Program

404-639-0385

National Center for Environmental Health and Agency for Toxic Substances and Disease Registry

770-488-7100

General Public

800-CDC-INFO or 1-800-232-4636

WORLD HEALTH ORGANIZATION

Daniel Epstein, Communications Officer for the Americas

Phone: (202) 974-3459

Email: epsteind@paho.org

If an officer cannot be reached and the matter is urgent, contact:

Phone: +41 22 791 2222

ProMED Electronic Network of Information Exchange

Phone: (202) 546-3300

Fax: (202) 675-1010

E-mail: dpreslar@fas.org

ESF #9 Search & Rescue

State Fire Marshal State EOC ESF 4 & 9

Phone: (850) 413-3170

Fax: (850) 410-2467

Division of Funeral, Cemetery and Consumer Services

Phone: (850) 413-3039

Helpline: (800) 323-2627

Fax: (850) 413-4087

Email: Latonya.Bryant@MyFloridaCFO.com

Florida Association of Search and Rescue

www.fasar.org • info@fasar.org

Region 1 Representative

Sean Hughes

Deputy Fire Chief

South Walton Fire District

Santa Rosa Beach, FL

850.267.1298 • 850.267.3294 Fax

Region 2 Representative

Drew Schroeder

Tallahassee Fire Department

850.509.5717

Region 3 Representative

Nick DeVita

Battalion Chief

Ocala Fire Rescue

352.629.8349

Region 4 Representative

William C. Braken, PE, StS2

Bracken Engineering, Inc.

Tampa, FL

813.243.4251

Region 5 Representative

Bill Snyder

Division Chief

Deltona Fire Department

386.860.7177

Region 6 Representative

Jody Payne

Battalion Chief

South Trail Fire Department

Fort Myers, FL

239.543.5694

Region 7 Representative

Alan Perry

Chief Fire Officer

Miami Dade Fire Rescue

786.331.4482 • 786.331.4481 Fax

[Air Force Rescue Coordination Center](#) (Co-op with U.S. Coast Guard)

**Rear Admiral Robert S. Branham, Commander
Seventh Coast Guard District**

[OFFICE OF PUBLIC AFFAIRS](#): (202) 372-4620

Atlantic Area Command Center (757) 398-6390

Petty Officer Barry Bena (305) 415-6683

Petty Officer Jennifer Johnson (786) 367-7649

United States Southern Command
Miami
305-437-1000 (DSN prefix: 567)

[Civil Air Patrol - Florida](#)

Chief for Disaster Response: 1Lt Ken Leidy

Chief for Search and Rescue: 1 Lt Nick Simoncini / nsimoncini@gmail.com

Phone: 305-224-6734

Fax: 305-224-6654

[NASAR – National Association for Search and Rescue](#)

Headquarters: (703) 222-6277

Headquarters Fax (same as main voice #): (703) 222-6277

Toll Free: (877) 893-0702

[National Institute for Urban Search and Rescue](#)

Lois Clark McCoy, President

Phone: (800) 767-0093 or (805)569-5066

Cell: (805)798-0169

email: niusr@cox.net

CHIEF - PUBLIC INFORMATION

Jake Dwinell, NIUSR

Richard Rudman

Barbara Gaughen

Gerri Ventura

[NOAA SARSAT Homepage](#)

NOAA operates the Search And Rescue Satellite Aided Tracking (SARSAT) System to detect and locate mariners, aviators, and recreational enthusiasts in distress almost anywhere in the world at anytime and in almost any condition.

John Leslie, NOAA Public Information

Phone: 301-713-2087, ext. 174

Email: john.leslie@noaa.gov

ESF #10 Hazardous Materials

Florida

State Emergency Response Commission

The State Emergency Response Commission is responsible for implementing federal EPCRA provisions in Florida.

Phone: 850-413-9969

Fax: 850-488-1016

John Cherry, External Affairs Director

John.Cherry@em.myflorida.com

Mike Stone, Lead Public Information Officer

Mike.Stone@em.myflorida.com

Pamela Keil, Deputy External Affairs Officer

Pamela.Keil@em.myflorida.com

Blair Heusdens, Deputy Public Information Officer

Blair.Heusdens@em.myflorida.com

Florida Department of Environmental Protection

Main Phone: (850) 245-2118

Fax: (850)245-2128

Press Office: (850) 245-2112

After hours: (850) 519-2897 Press Secretary, Doug Tobin

(850) 519-2898 Deputy Press Secretary, Dee Ann Miller

Federal

US EPA

Region 4 (AL, FL, GA, KY, MS, NC, SC, TN)

Emergency Response / Homeland Security / Hazardous Waste contact:

Tisha Petteway @ petteway.latisha@epa.gov

Phone: (202) 564-3191

Media contact: Dawn Harris-Young @ harris-young.dawn@epa.gov

Phone: 404-562-8421

[The Office of Solid Waste and Emergency Response](#)

Media & Information Phone: (404)562-8327

Region #4 24-hour Spill Reporting Phone: (404) 562-8700

Florida Environmental Agency Office Phone: (850) 245-2118

[DOT's Office of Hazardous Materials Safety](#)

Hazardous Materials Transportation and Pipeline Accidents are to be reported directly to the 24-hour National Response Center (NRC):

1-800-424-8802

DOT 24-hour Crisis Management Center:

1-202-366-1863

[National Response Team Home Page](#)

Leadership: The RRT is Co-Chaired by the EPA and the Coast Guard.

Richard Jardine (EPA)

Phone: 404-562-8748

e-mail: jardine.richard@epa.gov

Earle McFarlane (USCG)

Phone: 305-415-6699

e-mail: Earle.K.McFarlane@uscg.mil

[United States Chemical Safety and Hazard Investigation Board \(CSB\)](#)

Phone: (202) 261-7600 **Fax:** (202) 261-7650 **Email:** info@csb.gov

**Media inquiries, contact Daniel Horowitz: (202) 261-7613 or (202) 441-6074

ESF #11 Food & Water

[Florida's Department of Agriculture and Consumer Services](#)

OFFICE OF AGRICULTURAL EMERGENCY PREPAREDNESS: (850) 410-6756

DIVISION OF FOOD SAFETY: (850) 488-0295

**For resources in an emergency situation, contact the
State Emergency Operations Center: (850) 413-9900

[USDA's Home Page](#)

USDA Security: (202) 720-6270

Health Emergencies: (202) 720-9522

ESF #12 Energy

[Florida Public Service Commission](#)

Tallahassee Phone: 1-800-342-3552

FAX: 1-850-487-1716_

Division of Service, Safety and Consumer Assistance

Dan Hoppe, Director: 1-850-413-6480

Consumer Complaints: 1-800-342-3552

Consumer Complaints FAX: 1-800-511-0809

Media - Cynthia Muir, Director: 1-850-413-6482

[Florida Electric Cooperatives Association, Inc.](#)

Phone: (850) 877-6166

[Florida Power Corporation](#)

24-hour media line: (866) 520-NEWS (6397)

Cari Boyce, Vice President Corporate Communications

[Florida Power and Light Company](#)

[Central Florida Electric Cooperative, Inc.](#)

Phone: 1-800-227-1302

[Department of Energy](#)

Governors' Office of Energy & Climate Change, Tallahassee

Phone: 850.487.3800

sarah.williams@eog.myflorida.com

[Energy Information Administration](#)

Phone: (202) 586-8800

Email: Infoctr@eia.doe.gov

[Nuclear Regulatory Commission](#)

24-Hour Ops Ctr for Emergencies: 301-816-5100

Office of Public Affairs: 301-415-8200

Fax: 301-415-3716

ESF #13 Military Support_

[Florida National Guard \(FLNG\)](#)

Major General Douglas Burnett, The Adjutant General

Directory Assistance: (904) 823-0384

Department of Military Affairs: (904) 823-0364

Florida Air National Guard: (904) 823-0601

Florida Army National Guard: (904) 823-0364

[DefenseLINK](#)

Public Communication: 703-428-0711

[U.S. Coast Guard Home Page](#)

For Maritime Search and Rescue Emergencies:

Gulf and East Coasts: Atlantic Area Command Center: (757) 398-6390

Office of Public Affairs: 202-372-4620

ESF #14 Public Information

Associated Press/New York: 212-621-1500

CAPE CANAVERAL
(321) 639-8801
Fax: 639-1966

ORLANDO
(407) 425-4547
Fax: 648-8011

TAMPA
(813) 254-6316
Fax: 254-6254

JACKSONVILLE
(904) 356-2829
Fax: 356-4463

PENSACOLA
(850) 438-4951
Fax: 438-0720

W. PALM BEACH
(561) 832-3466

MIAMI
(305) 594-5825
Fax: 594-9265

TALLAHASSEE
(850) 224-1211
Fax: 224-2099

Local Contacts:

ESF #15 Volunteers & Donations

The Governor's Commission on Volunteerism and Community Service

Phone: (850) 921-5172 FAX: (850) 921-5146

Scott VanDeman, Director of Communications

scott@volunteerflorida.org

Mary Griffith, Communications Coordinator

mary@volunteerflorida.org

The Florida Disaster Recovery Fund

Volunteer Florida Foundation: 800-825-3786

Donations Payable to: Volunteer Florida Foundation

or

Florida Disaster Recovery Fund

839 East Park Avenue, Suite B

Tallahassee, FL 32301

Or Call: 850-410-0696

American Red Cross ARC

Disaster Services & Emergency Assistance/Donations

To find a shelter, obtain emergency food, water and other disaster relief, contact the local Red Cross chapter:

1-800-REDCROSS (1-800-733-2767)

1-800-257-7575 (Español)

Florida Association of Food Banks FAFB

Association Headquarters Office

Phone: 850-224-0711

Fax: 850-222-3019

Executive Director: Hawley Botchford Contact: Amy Bean

Email: fafb@executiveoffice.org

Bradenton (Manatee and Sarasota counties)

Meals on Wheels Plus of Manatee

Phone: 941-747-4655

Fax: 941-747-9871

Contact: Joe Mercado

Email: jmercado@mealsonwheelsplus.org

Ft. Pierce (Indian River, Martin, Okeechobee, St. Lucie Counties)

Treasure Coast Food Bank

Phone: 772-489-5676

Fax: 772-489-2988

Contact: Laura Alexander

Email: laalexander@treasurecoastfoodbank.org

Ft. Myers (Charlotte, Collier, Glades, Hendry & Lee Counties)
Harry Chapin Food Bank of Southwest Florida
Phone: 239-334-7007
Fax: 239-337-1399
Contact: Al Brislain
Email: albrislain@harrychapinfoodbank.org

Gainesville (Alachua, Dixie, Gilchrist, Lafayette & Levy Counties)
Bread of the Mighty
Phone: 352-336-0839
Fax: 352-395-6570
Contact: Ann Voyles
Email: foodbank7@bellsouth.net

Jacksonville (Baker, Bradford, Clay, Duval & Nassau Counties)
Second Harvest Food Bank of Northeast Florida
Phone: 904-353-3663
Fax: 904-358-4281
Contact: Tracy Hale
Email: thale@lssjax.org

Lakeland (Polk & Highlands Counties)
Agape Food Bank
Phone: 863-665-7153
Fax: 863-510-0975
Contact: Katrina Pelham
Email: katrina.pelham@clfcc.org

Land-o-Lakes (Hernando & Pasco Counties)
Suncoast Harvest
Fax: 813-929-0707
Contact: Liz Fields
Email: lfields@suncoastharvest.org

Miami (Broward, Dade, Monroe & Palm Beach Counties)
Daily Bread Food Bank
Phone: 305-633-9861
Fax: 305-633-0063
Contact: Judith Gatti
Email: jgatti@dailybread.org

Ocala, FL (Marion County)
First Step Food Bank
Phone: 352-732-5500
Fax: 352-732-4197
Contact: Peter Deltoro
Email: fbocala@embarqmail.com

(continued next page)

Orlando (Brevard, Lake, Orange, Osceola, Seminole, Volusia)
Second Harvest Food Bank of Central Florida
Phone: 407-295-1066
Fax: 407-295-5299
Contact: Dave Krepcho
Email: dkrepcho@foodbankcentralflorida.org

Salvation Army Food Bank (Flagler, Putnam & St. John's)
Phone: 904-819-5671
Contact: Larry Dillahay
Email: staugustine_foodbank@uss.salvationarmy.org

Sarasota (DeSoto & Sarasota Counties)
All Faiths Food Bank
Phone: 941-379-6333
Fax: 941-371-0582
Contact: Dan Dunn
Email: ddunn@allfaithsfoodbank.org

Food Bank Suwanne Valley (Columbia, Hamilton, Suwannee, Union)
Phone: 386-755-5683
Fax: 386-755-1300
Contact: Scott Elkins
Email: cclc@bellsouth.net

Tallahassee (Calhoun, Franklin, Gadsden, Gulf, Jackson, Jefferson,
Leon, Liberty, Madison, Taylor, Wakulla & Counties)
America's Second Harvest of the Big Bend, Inc.
Phone: 850-562-3033
Fax: 850-562-6176
Contact: Cheryl Phoenix
Email: cphoenix@fightinghunger.org

Tampa (Citrus, Hardee, Hillsborough, Pinellas & Sumter Counties)
America's Second Harvest of Tampa Bay
Phone: 813-254-1190
Fax: 813-258-5802
Contact: Pat Rogers
Email: progers@a2htampabay.org

Theodore, AL (Bay, Escambia, Holmes, Santa Rosa, Okaloosa &
Walton, Washington Counties)
Bay Area Food Bank
Phone: 251-653-1657
Fax: 251-653-4208
Contact: David Reaney
Email: dreaney@bayareafoodbank.org

Florida Department of Elder Affairs FDEA

Phone: 850-414-2000

Fax: 850-414-2004

Florida Immediate Response Stress Team FIRST

****This is a volunteer network of Licensed Massage Therapists**

Sue Welfley, LMT, NCTMB, Director

Phone: (813) 932-2558

Florida Voluntary Organizations Active in Disasters FVOAD

Chair: Rev. Mr. Marcus Hepburn
Florida Catholic Conference/Catholic Charities
850-205-6821 (Direct)
mhepburn@flacathconf.org

Vice Chair: Karen Hagan
American Red Cross
850-528-8153
HaganK@usa.redcross.org

The Salvation Army TSA

Phone: (813) 962-6611

Fax: (813) 383-5761

The United Way of Florida

Ted Granger, President

Phone: 850-488-8287

FAX: 850-681-9137

E-mail: tgranger@uwof.org

Beth Meredith, Chief Operating Officer

Phone: 850-488-8171

Fax: 850-681-9137

Email: beth@uwof.org

Kay Racine, Office Manager

Phone: 850-488-8287

Fax: 850-681-9137

Email: kay@uwof.org

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ESF #16 Law Enforcement

Florida Attorney General

Florida Toll Free: 1-866-966-7226

Fraud Hotline: 1-866-966-7226

Communications Office

Voice: 850-245-0150

Fax: 850-487-2564

Main Switchboard: 850-414-3300

Citizens Services: 850-414-3990

ADA Coordinator: 850-414-3900

Florida Relay/TDD: 800-955-8771

Florida Department of Law Enforcement

Public Information: 850-410-7001

E-mail: info@fdle.state.fl.us

FDLE Regional Contacts

Broward Field Office

(800) 226-3024

(954) 958-5400

Fax (954) 958-5441

Lakeland Field Office

(800) 226-3133

(863) 701-1474

Fax (863) 701-1480

Sarasota Field Office

(800) 226-9216

(941) 359-5655

Fax (941) 359-5638

Brooksville Field Office

(800) 358-5306

(352) 544-2384

Fax (352) 797-5766

Live Oak Field Office

(800) 226-5630

(386) 330-2800

Fax (386) 362-6341

Sebring Field Office

(800) 226-2028

(863) 386-6085

Fax (863) 386-6090

Daytona Beach Field Office

(800) 226-1512

(386) 274-3829

Fax (386) 274-3458

Marianna Sub Field Office

(850) 482-9937

St. Augustine Field Office

(800) 738-4635

(904) 827-3000

Fax (904) 794-6609

Ft. Myers Regional Operations Center

(800) 407-4880

(239) 278-7170

Fax (239) 278-7373

Melbourne Field Office

(800) 226-4880

(321) 634-6500

Fax (321) 634-6555

Tallahassee Regional Operation Center

(800) 342-0820

(850) 410-7640

Fax (850) 410-7440

Ft. Pierce Field Office

(800) 226-1514

(772) 468-5692

Fax (772) 595-1361

Miami Regional Operations Center

(800) 226-3023

(305) 470-5500

Tampa Bay Regional Operations Center

(800) 226-1140

(813) 878-7300

**Jacksonville Regional
Operations Center**
(800) 226-6481
(904) 360-7100
Fax (904) 360-7111

Panama City Field Office
(800) 226-4554
(850) 767-3490
Fax (850) 872-7733

**South Florida Regional
Investigative Support Center**
(800) 865-1454
(954) 430-4701
Fax (954) 430-4708

Key West Field Office
(800) 226-3018
(305) 292-6705
Fax (305) 292-6758

**Pensacola Regional
Operations Center**
(800) 226-8574
(850) 595-2100
Fax (850) 595-5580

Florida Fish & Wildlife Conservation Commission

Executive Director: [Ken Haddad](#)
850-487-3796

Assistant Executive Director: Nick Wiley
850-487-3796

Community Relations: Sharon Lobello
850-488-4676

Regional Directors:

Louie Roberson	850-265-3676	Northwest
Roland Garcia	386-758-0525	North Central
Dennis David	352-732-1225	Northeast
Greg Holder	863-648-3200	Southwest
Chuck Collins	561-625-5122	South

Florida Highway Patrol

CHIEF OF PUBLIC AFFAIRS

Captain Mark Welch
Phone: (850) 617-2301
Fax: (850) 617-5108
E-Mail: MarkWelch@flhsmv.gov

Federal

Federal Bureau of Investigation

FBI Headquarters: (202) 324-3000

FBI Jacksonville: (904) 721-1211

jacksonville.fbi.gov

FBI North Miami Beach: (305) 944-9101

miami.fbi.gov

FBI Tampa: (813) 253-1000

tampa.fbi.gov

Bureau of Alcohol, Tobacco, Firearms, and Explosives

U.S. Department of Justice

Miami Field Division

Phone: 305-597-4800

Fax: 305-597-4801

U.S. Customs

Miami Field Office

Phone: (305) 810-5120

Fax: (305) 810-5143

PIO/Special Agent Zachary Mann

Phone: (305) 219-0628

Fax: (305) 810-5146

National Director of Media Relations, Mike Friel

Phone: (202) 344-2494

Fax: (202) 344-1393

Email: michael.friel@dhs.gov

National Public Affairs, Jenny Burke

Phone: (202) 344-1780

Fax: (202) 344-1393

Email: Jenny.I.burke@dhs.gov

U.S. Secret Service

Office of Government and Public Affairs, Washington, D.C.

Phone: 202-406-5708

Florida Field Offices:

FORT MYERS 239-334-0660

JACKSONVILLE 904-296-0133

MIAMI 305-863-5000

ORLANDO 407-648-6333
TALLAHASSEE 850-942-9523
TAMPA 813-228-2636
WEST PALM BEACH 561-659-0184

U.S. Department of Justice

National Public Affairs Office:

Peter Carr, Acting Director

Phone: (202) 616-2777

Gina Talamona, Deputy Director

Phone: (202) 616-2777

Charles Miller, Public Affairs Specialist

Phone: (202) 514-2007

Evan Peterson, Media Affairs Specialist

Phone: (202) 514-2007

Drug Enforcement Administration

Miami Main Field Office: (305) 994-4870

Media Contact: Special Agent Jeannette Moran
(305) 994-4837

Florida Field Offices:

Fort Lauderdale (954) 489-1700

Jacksonville (904) 348-5225

Key West (305) 852-7874

Orlando (407) 333-7000

Tallahassee (850) 942-8417

West Palm Beach (561) 684-8000

Gainesville (352) 371-2077

Key Largo (305) 852-7874

Panama City (850) 913-2700

Port St. Lucie (772) 873-3600

Tampa (813) 287-5160

United States Marshals Service

Northern District of Florida

U.S. Marshal: Dennis A. Williamson
(850) 942-8400

Middle District of Florida

U.S. Marshal: Thomas D. Hurlburt, Jr.
(813) 274-6401

Southern District of Florida

U.S. Marshal: Christina Pharo
(786) 433-6340_

ESF #17 Animal Services

Department of Agriculture and Consumer Services

DIVISION OF ANIMAL INDUSTRY: (850) 410-0900

DIVISION OF DAIRY INDUSTRY: (850) 410-8750

OFFICE OF AGRICULTURAL LAW ENFORCEMENT: 1-800-342-5869

FEMA - Animals and Emergencies

Region IV Main Number: (770) 220-5200

Fax Number: (770) 220-5230_

Media Contact: Mary Hudak

Phone: (770) 220-5226

E-Mail: mary.hudak@dhs.gov

FEMA Tribal Liaison: Steven M. Golubic

Phone: (202) 646-4264

Fax: (202) 646-3397

Email: steven.golubic@dhs.gov

Humane Society of the United States

National Headquarters: (202) 452-1100

Fax: (202) 778-6132

Jen Hobgood, Florida State Director

Phone: (850) 386-3435

Laura Bevin, Director, Southeast Regional Office

Phone: (850) 386-3435

Fax: (850) 386-4534

email: sero@hsus.org

Sunshine State Horse Council

Phone: 813-651-5953

American Humane Association Emergency Animal Relief

National Headquarters (Denver):

Phone: (800) 227-4645 or (303) 792-9900

Fax: (303) 792-5333

Email: info@americanhumane.org

[Find Pet-Friendly Lodging at Petswelcome.com](#) (link only)

ESF #18 Business, Industry & Economic Stabilization

PIO DEPLOYMENT TEAM

FAPIO Statement

It is the statement of the Florida Association of Public Information Officers (FAPIO) that if called upon for deployment under the Division of Emergency Management State PIO Deployment Team, that the following objectives be accomplished in the most efficient manner possible.

1. The public affected in the disaster area shall receive the most accurate and timely information about conditions in their area.
2. All media personnel will be treated fairly and equally.
3. The Florida Association of Public Information Officers (FAPIO), Florida Fire Chiefs' Association (FFCA) and the State of Florida Division Emergency Management (DEM) will be represented in a professional manner at all times during deployment.

Team Membership

1. The State PIO Deployment Team is made up of public information officers with emergency agencies within the State of Florida. These team members must have completed a county, state or federal course for public information officers; must provide certificate of completion for NIMS/ICS courses IS700, IS702, IS100, IS200, IS300 and IS400; and be a member of FAPIO. All team members are strongly encouraged to become a FEMA Type-1 Advanced PIO by taking the DHS/FEMA Advanced Public Information course. Until a Type-1 designation becomes applicable, team members will serve as Type-2 or Type-3 support within the Joint Information operation(s).
2. The PIO Deployment Team roster will be made available and maintained by the State PIO Deployment Team Coordinator and the Alternate Team Coordinator.
3. Public Information Officers wishing to serve on the team will complete and submit an application to the State PIO Deployment Team Coordinator and the FAPIO Executive Board for approval.
4. Deployment team members will update contact information with the Deployment Team Coordinator. Team members will have a minimum of two ways of being contacted for deployment. This information will be updated annually and is confidential. The member must agree to answer their phone and respond in a timely manner to report deployable status when called for duty activation.

5. All Deployment Team members will submit the official "Deployment Letter of Understanding" signed by the team member's supervisor, on an annual basis, providing mutual understanding of the deployment process, potential length of absence, and home agency permission to deploy with minimal notice.

Type-1 Advanced PIO

To become a Type-1 Deployment Team Lead PIO, a member must be in good standing for one year, must have been deployed to an incident, and must complete DHS/FEMA Advanced PIO course (B388) to secure Type-1 status. The lead PIO will be responsible for the deployed team during activation, will report directly to the incumbent PIO and local Incident Command, will report activity and status to the Deployment Team Coordinator and State EOC, and will be responsible for managing the team's ICS-214 forms.

Type-2 PIO

Deployment Team members who are not a Type-1 APIO will serve on the team as additional PIOs for the Lead PIO and/or local incumbent PIO as needed and assigned.

Type-3 PIO

Type-3 PIO will serve as administrative support personnel in the Joint Information Center (JIC) as needed and assigned.

Preparation for Deployment

Team members will be prepared for deployment at all times and will have supplies to be self-sufficient for a minimum of 7 days. It is important to maintain the following items in readiness:

working clothes (FAPIO, SERT shirts)	non-perishable food and water
personal hygiene items	manual can opener
note pads	first aid kit
pencils	insect repellent
pens	sunscreen
highlighters	sleeping bag, pillow, blanket
push pins	cooler
35mm/digital camera	medications
film	flashlight with extra batteries
cassette recorder, batteries, tapes	eye glasses/sunglasses
cell phone with charger	
laptop computer with charger and printer with paper (TAC Pack)	
structural or wildland firefighting gear, if possible/necessary	

agency vehicle or other means of transportation.

Activation

A request will be made from a county EOC or DEM official for a Public Information Officer (PIO). The request will be taken at the State EOC and forwarded to ESF 4 & 9 and ESF 14. The following explains the flow of notification:

1. ESF 4 & 9 and ESF 14 will notify the PIO Deployment Team Coordinator.
2. Information will be obtained on type of emergency, emergency incident location, deployment duration, name of reporting supervisor, number of PIOs needed and state tasking number. (Example: FFC/03/001/001)
3. If the request is for more than one PIO, a team leader must be deployed.
4. Deployment team members who are located in the same region as the emergency will be contact first, due to response time.
5. When team members accept the assignment, all information regarding the deployment will be given including the state tasking number. Tasking numbers are necessary for accountability and reimbursement. **You and/or your home agency will NOT receive reimbursement without a Tasking Number!**
6. Once a team member has accepted the assignment, the Deployment Coordinator will notify the state official that made the request, ESF 14 and the Regional Coordinator of the team member's home base.

Time Frame for Deployment

Upon being notified of a deployment, the team member must accept or deny the task. Unless specified otherwise at the time of request, the standard time frame for deployment is two (2) hours from the mission assignment from the State EOC. Under certain circumstances a more rapid deployment may be deemed necessary by the State EOC and authorized as a "Rapid Activation". Time frame for this deployment is one (1) hour. Team members should be prepared to exist in a self-sufficient environment for a minimum of seven (7) days and possibly up to two (2) weeks per deployment.

Arriving at Deployment Destination

- You may be deployed to one of the following areas: Field Incident Command Center, County Emergency Operation Center or State Emergency Operation Center.
- Immediately upon arrival you will register at the designated "Check-in" table. Under ICS, Check-in may be found at several incident facilities including:
 - Incident Command Post
 - Base or Camp(s)
 - Staging Areas
 - Helibase
 - Division/Group Supervisor (for direct assignment)

Upon arrival, state your name, that you are a member of the State PIO Deployment Team and your tasking number. Establish the current "Branch in Authority" (Fire, Law Enforcement, Health, Federal, State or Local, etc.) for your assigned Operational Period.

- Once you have registered at your destination, you must report to the Incident Commander per NIMS/ICS and you will serve in a Command Staff capacity as assigned by IC and/or the incumbent PIO. In the event that there is no incumbent PIO present, the Deployment Team Lead PIO will assume the position.
- Team members will establish a Joint Information Center (JIC) within or in reasonable proximity to the Incident Command Post. If proximity becomes an issue, an assistant may be needed to serve as a "runner" between the JIC and the ICP. If a Deployment Team Tac Pack is not available for use, the team will obtain equipment necessary to complete the mission (radio, fax, computer, etc.) per JIC Guidelines and listed above in the "Preparation for Deployment" section.

Field Procedures

- Deployment Team members will act as assisting PIOs to the agency in charge. If there is no incumbent local PIO then the deployed Type-1 PIO will assume the Lead PIO duties.
- The deployment Lead PIO will attend all IC briefings, evaluate the emergency incident and coordinate work assignments for team members. While working on assignments, team members must use time wisely and schedule sleep and rest periods. All team members will evaluate if additional PIOs will be needed for relief. **The IC will need to approve additional PIOs, and a new tasking assignment and number will be needed.**

- Team members will make contact with their supervisor (IC, CEM, etc.) or assigned logistics officer regarding sleeping arrangements (hotel, tent).

Daily Assignments

- Team members must maintain a record of hours worked, daily activities and assignments. This information will be tracked on ICS Form 214 (attached) and submitted daily to your lead PIO, Team Leader, IC, CEM or Plans Officer.
- Deployment team members will coordinate the following tasks:
 - release of information
 - news releases
 - media briefings
 - news conferences
 - interviews
 - media pools
 - escort for VIPs
- The Lead PIO will attend all incident command briefings and planning meetings.
- **Approval must be gained from the IC or CEM before information is released to the media.** Copies of all releases will be posted at the Incident Information Center and at Incident Command. Releases will be faxed or e-mailed to ESF 14 Desk at the State EOC.
- The deployed Team Leader will make contact with the ESF 14 Desk daily by phone or e-mail and submit their daily activity. They will make contact with the State Deployment Coordinator every other day for briefings.
- Team members shall check in and out each day through the Incident Operations Section for accountability.

When your Assignment is Complete

- When your deployment task is completed and the IC or CEM is ready to release you, you must contact the ESF 14 Desk at the State EOC and the State Deployment Coordinator.
- **If your current task ending date has arrived and the IC or CEM still needs your assistance, a new tasking number must be requested for your new assignment.** The State EOC may assign a new tasking number or extend your current tasking date. You must notify the ESF14 Desk at the State EOC and the State Deployment Coordinator. **Remember: NO NEW TASKING NUMBER, NO REIMBURSEMENT FOR YOUR HOME AGENCY!**

SPECIAL ASSIGNMENTS

Guidelines for Interviews

- Be prepared, gather your information before you begin
- Consider all possible negative issues
- Think before speaking
- Avoid “no comment” or “off the record”
- Ask about the direction of the interview before you begin
- Know what your message is before you begin
- Use short responses (sound bites)
- If on camera, look at the reporter, not at the camera
- Use simple terms; avoid technical words
- Be honest; if you don’t know an answer, indicate that you don’t know
- Stress the positive or how things will improve in the future
- Dress appropriately
- Control the environment and your background
- Stay pleasant, calm and professional
- Remember to communicate your message

Guidelines for a News Briefing

- Control the briefing
- Maintain media interest by announcing time of next briefing
- Release new information at each briefing
- Advise the emergency officials who will be giving the briefing
- Agree on a signal for officials to end the news briefing
- Introduce the officials
- Lay down the ground rules to the media

Guidelines for Media Pools

- Agree on which PIO’s will lead the media pool
- Agree on approved area for the media with the IC
- Obtain a 4x4 vehicle if needed
- Have media personnel decide who will be picked from their medium
- If time permits, all media personnel can participate in the pool; have them pick numbers on who will go first
- Brief media personnel on emergency procedures and voice commands

Guidelines for Terrorist Incident(s)

- Brief the media that information will only be released from one information center
- Only certain information will be released, and will need approval of law enforcement
- Consider relocating the media sector or information center
- **No photo or videos will be allowed because of possible compromise of evidence**
- Expect extensive media interest (world-wide news coverage)
- Expect a federal agency to take over public information

Responsibilities of the Public Information Officer

- Establish a media sector and communicate its location
- Establish a Joint Incident Information Center
- Release warnings in the area, such as environmental hazards, evacuations, road closures, shelter information
- Generate news releases
- Conduct live TV and telephone interviews
- Arrange special request interviews
- Schedule news briefing and/or news conferences
- Provide escorts for VIPs
- Release information of critical services, such as food, water, medical care
- Release information on injuries and death counts
- Update new briefing
- Update Emergency Operation Center office