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 closet 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.
**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

<table>
<thead>
<tr>
<th>Office/Agency</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Transportation Office of the Secretary</td>
<td>202-366-4570</td>
</tr>
<tr>
<td>Federal Aviation Administration</td>
<td>202-267-3883</td>
</tr>
<tr>
<td>Federal Highway Administration</td>
<td>202-366-0660</td>
</tr>
<tr>
<td>Federal Motor Carrier Safety Administration</td>
<td>202-366-8810</td>
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<td>Federal Railroad Administration</td>
<td>202-493-6024</td>
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<td>Federal Transit Administration</td>
<td>202-366-4043</td>
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<td>Maritime Administration</td>
<td>202-366-5807</td>
</tr>
<tr>
<td>Pipeline and Hazardous Materials Administration</td>
<td>202-366-4831</td>
</tr>
<tr>
<td>Research and Innovative Technology Administration</td>
<td>202-366-1355</td>
</tr>
<tr>
<td>Bureau of Transportation Statistics</td>
<td>202-366-5568</td>
</tr>
<tr>
<td>St. Lawrence Seaway Development Corp.</td>
<td>202-366-0091</td>
</tr>
</tbody>
</table>

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
Edie 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
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 (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
Geri 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.go
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

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

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

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

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

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

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

W. PALM BEACH
(561) 832-3466

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: lalexander@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
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: d Dunn@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
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 | Lakeland Field Office | (800) 226-3133 |
|                        | (954) 958-5400 |                      | (863) 701-1474 |
|                        | Fax (954) 958-5441 |                      | Fax (863) 701-1480 |
| Brookesville Field Office | (800) 358-5306 | Live Oak Field Office | (800) 226-5630 |
|                        | (352) 544-2384 |                      | (386) 330-2800 |
|                        | Fax (352) 797-5766 |                      | Fax (386) 362-6341 |
| Daytona Beach Field Office | (800) 226-1512 | Marianna Sub Field Office | (850) 482-9937 |
|                        | (386) 274-3829 |                      |                     |
|                        | Fax (386) 274-3458 |                      |                     |
| Ft. Myers Regional Operations Center | (800) 407-4880 | Melbourne Field Office | (800) 226-4880 |
|                        | (239) 278-7170 |                      | (321) 634-6500 |
|                        | Fax (239) 278-7373 |                      | Fax (321) 634-6555 |
| Ft. Pierce Field Office | (800) 226-1514 | Tallahassee Regional Operation Center | (800) 342-0820 |
|                        | (772) 468-5692 |                      | (850) 410-7640 |
|                        | Fax (772) 595-1361 |                      | Fax (850) 410-7440 |
| Miami Regional Operations Center | (800) 226-3023 |                      | (800) 226-1140 |
|                        | (305) 470-5500 |                      | (813) 878-7300 |
| Tampa Bay Regional Operations Center |                     |                      |                     |
|
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](http://jacksonville.fbi.gov)
**FBI North Miami Beach:** (305) 944-9101
  [miami.fbi.gov](http://miami.fbi.gov)
**FBI Tampa:** (813) 253-1000
  [tampa.fbi.gov](http://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.l.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     Gainesville (352) 371-2077
Jacksonville (904) 348-5225       Key Largo (305) 852-7874
Key West (305) 852-7874           Panama City (850) 913-2700
Orlando (407) 333-7000            Port St. Lucie (772) 873-3600
Tallahassee (850) 942-8417        Tampa (813) 287-5160
West Palm Beach (561) 684-8000

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