

N. APPENDIX XIV: EMERGENCY SUPPORT FUNCTION 14 - PUBLIC INFORMATION

PRIMARY AGENCY: Department of Community Affairs

SUPPORT AGENCIES: Governor's Press Office, Department of Transportation, Florida Department of Law Enforcement, Department of Environmental Protection, Department of Business and Professional Regulation, Department of Elder Affairs, Department of Health, Department of Labor and Employment Security, Department of Management Services, Department of Corrections

I. INTRODUCTION

The purpose of Emergency Support Function 14 is to disseminate information on emergencies to the public through the news media. Emergency Support Function 14 is concerned with information on emergencies in which local governments have requested State assistance, to coordinate, prepare and disseminate all disaster-related information to the media. Emergency Support Function 14 also coordinates, prepares, and disseminates disaster-related information to the public through the Florida Emergency Information Line that is operated by the Department of Community Affairs.

II. CONCEPT OF OPERATIONS

A. GENERAL

The Emergency Support Function-14 staff will be located in the State Emergency Operations Center. Should a nuclear power plant incident occur, Emergency Support Function-14 staff will remain in the State Emergency Operations Center until the activation of the licensee's Emergency News Center. Upon activation of the Emergency News Center, the lead Public Information Officer will deploy as a member of the State's Advance Team to the Emergency News Center. Emergency Support Function 14 will disseminate information to the media on response and recovery actions taken by the State Emergency Response Team. Emergency Support Function 14 will provide the media with an overview of the emergency situation. Emergency Support Function 14 will not provide detailed information related to situations at the local level, as this information is best handled by local officials. However, Emergency Support Function 14 will coordinate with local counterparts when disseminating information about State activities and will seek assistance from local Public Information Officers when State personnel are in their area or when trying to confirm reports about local actions.

Emergency Support Function 14 can expect the media's interest in the event to be consistent with or exceed citizen's needs. The scope of information

that must be provided to the media exceeds the resources of a single agency. Support from State agency communicators will be critical. Information must be disseminated from a central source -- Emergency Support Function 14.

B. ORGANIZATION

Emergency Support Function 14 will be staffed by the Department of Community Affairs/Division of Emergency Management Communications Office and Public Information Officers from support agencies. During an emergency or disaster, the primary and support agencies of Emergency Support Function 14 will respond directly to the State Emergency Response Team Chief who reports to the State Coordinating Officer (**see Section IV. A. 2. Figure 1 of the Basic Plan**). The following organization will be adhered to by Emergency Support Function 14:

1. **Lead Public Information Officer:** All Emergency Support Function 14 staff work is at the direction of the Department of Community Affairs' Communications Director. The Communications Director oversees the information flow to the public via the media. Upon activation of a licensee's Emergency News Center for a nuclear power plant incident, the lead Public Information Officer will respond, in conjunction with the Forward State Emergency Response Team, at the licensee's Emergency News Center.
2. **Department Spokespersons:** Emergency Support Function 14 will be staffed by the Department of Community Affairs' Communications Director and Deputy Director who, along with Division of Emergency Management officials, will serve as agency spokespersons. The Division of Emergency Management's Public Information Director/Meteorologist may serve as a spokesperson concerning weather issues.
3. **Assisting Agencies:** Other agency communications staff will assist with incoming news agency requests for information, preparing for news conferences, drafting news releases and handling reporter and citizen calls. The agency communications staff who assist Emergency Support Function 14 during an emergency are not considered spokespersons for the Division of Emergency Management or Department of Community Affairs.
4. **Florida Emergency Information Line:** Emergency Support Function 14 will be responsible for activating the telephone lines, coordinating volunteer staffing and providing regular briefings for the Florida Emergency Information Line. Emergency Support Function 14 will determine the best time to activate the telephone lines based on volunteer resources available and projected impact of an emergency. Emergency Support Function 14 will work directly with AT&T to turn

on the telephone lines and will make the decision about when the Florida Emergency Information Line should be shut down.

C. NOTIFICATION

1. State Warning Point: The State Warning Point notifies Department of Community Affairs' Communications Director, and/or designee, of incidents which have potential State public information implications.
2. Initial State Emergency Operations Center Activation: When the State Emergency Operations Center is activated, the Department of Community Affairs' Communications Director, or designee, will notify public information officers for each State agency and alert them of impending Public Information Officer operations. Depending on the severity and scale of the emergency, the Department of Community Affairs' Communications Director will notify the Governor's Communications Director.
3. Agency Notification: Each agency will designate a person to assist in emergency public information operations. The Department of Community Affairs will request that agency emergency communications officers report to the State Emergency Operations Center as needed.

D. ACTIONS

1. Preparedness: The Department of Community Affairs Communications Office will implement a comprehensive multi-media public information program which includes: public service announcements prepared in English and Spanish which are close-captioned for the hearing impaired; a revamping of the Emergency Alert System to make it more affective in alerting residents to emergency situations; and an emphasis on family preparedness through a coordinated print and broadcast campaign and public speaking engagements by Division of Emergency Management personnel.
2. Response: Emergency Support Function 14 will publicize, through the media, response activities that directly benefit affected communities. Response activities that would be publicized include: location of shelters and feeding stations; location of comfort stations; boil water orders; road closure information; school and office closing information; environmental hazards. Emergency Support Function 14 will continually brief the Florida Emergency Information Line on this information so that it can be disseminated directly to the public. Emergency Support Function 14 will respond to media who request to follow Rapid Impact Assessment Teams in the field.

In addition, Emergency Support Function 14 may serve the State Emergency Response Team in various areas of Field Operations (i.e., the Forward State Emergency Response Team, Impact Assessment Teams: Rapid Response Team, Preliminary Damage Assessment Team, Disaster Field Office operations, Recovery Center operations, intrastate and/or interstate mutual aid assistance, etc.).

3. Recovery: Emergency Support Function 14, working in consultation with the Division of Emergency Management Director, will respond to reporter inquiries for damage assessment statistics and estimates. In coordination with the Federal Emergency Management Agency, Emergency Support Function 14 will publicize the status of disaster declarations, types of assistance available to disaster victims, and recovery center locations. Emergency Support Function 14 will respond, when asked, to staff a Disaster Field Office. Most often the Communications Director will seek assistance from county Public Information Officer's or will contract for a Public Information Officer.
4. Mitigation: Emergency Support Function 14 will publicize Division of Emergency Management's significant accomplishments toward mitigation.

E. DIRECTION AND CONTROL

1. Management of Emergency Support Function 14: All Emergency Support Function 14 staff work is at the direction of the Department of Community Affairs' Communications Director. The Communications Director oversees the information flow to the public via the media. Emergency Support Function 14 will also be staffed by: Department of Community Affairs' Deputy Director of Communications who, in the Director's absence, coordinates the dissemination of information to the media; Division of Emergency Management Public Information Officer/Meteorologist who tracks weather conditions, is interviewed by media about those conditions and is responsible for pre- and post-emergency reports; public information officers from State agencies; the Department of Community Affairs' Communications Office Administrative Assistant.
2. Spokespersons: The following persons are considered spokespersons for Department of Community Affairs and Division of Emergency Management and, in coordination with Emergency Support Function 14, will be called on to speak with the media during an emergency: Secretary of Department of Community Affairs; Director of the Division of Emergency Management; Department of Community Affairs Director of Communications; Division of Emergency Management Bureau Chiefs when directed by the Director of Division of Emergency Management or Department of Community Affairs' Communications Director; Department of Community Affairs Deputy

Director of Communications; Division of Emergency Management
Public Information Officer/Meteorologist regarding weather issues.

3. Preparing the Message: During an emergency, Emergency Support Function 14 can effectively manage communications with the media by preparing unified while serving as the primary voice in communicating the messages. Department of Community Affairs' Director of Communications will work closely with the State Emergency Response Team Chief and the Governor's Office to coordinate these on-going messages to the media.

Other Division of Emergency Management staff and Emergency Support Functions may be brought into discussions about media and message, but they should not assume the role of Department spokesperson unless it is in coordination with Emergency Support Function 14.

4. Gathering Emergency Information: The majority of the information that Emergency Support Function 14 will disseminate to the public via the media will come from situation reports, county news releases and one-on-one contact with Emergency Support Functions. Situation report information will be double-checked by Emergency Support Function 14 staff before it is released to the media and public; emergency operations center staff should not quote situation reports to the media.
5. Disseminating Emergency Information: Emergency Support Function 14 will disseminate information to the media/public in the following ways:
 - a. News Conferences: Emergency Support Function 14 is solely responsible for coordinating and executing any news conferences involving the Secretary of the Department or the State Emergency Response Team. When the Governor is to be present, Emergency Support Function 14 will work with the Governor's Press Office to execute the news conference.
 - b. Twice-Daily Updates: Twice a day at a minimum, Emergency Support Function 14 will release emergency updates to the media. These updates contain information on weather, road closures, sheltering, military actions, school/office closings, environmental hazards and related information gathered from situation reports, county news releases and Emergency Support Function personnel located in the State Emergency Operations Center. The Department and Division are best served by presenting the majority of this new information in a concise and organized way, rather than in a stream of news releases throughout the day.

- c. News Releases: Emergency Support Function 14 will write, edit and distribute all Department of Community Affairs news releases regarding the emergency. The Department of Community Affairs Director of Communications, in consultation with the Division of Emergency Management Director and Governor's Office, makes the decision regarding what emergency information warrants a news release.
 - d. Broadcast Interviews: To meet the needs of television and radio reporters, Emergency Support Function 14 will ask Agency and Division officials to serve as spokespersons for on-air interviews. Division of Emergency Management Personnel who are contacted directly by the media for a broadcast interview should route that request to Emergency Support Function 14.
 - e. Florida Emergency Information Line: Emergency Support Function 14 will continually update Florida Emergency Information Line volunteers who are taking calls from concerned citizens in the impacted areas.
6. Media In the State Emergency Operations Center: When a news reporter enters the Department of Community Affairs' building to cover emergency operations, Emergency Support Function 14 should be notified. Emergency Support Function 14 staff will escort the reporter to the area where the news conference is being held or permit them to photograph State Emergency Operations Center activity. Reporters are not allowed to walk from Emergency Support Function to Emergency Support Function and interview emergency operations center personnel. Special requests for extended interviews or live shots within the State Emergency Operations Center are reviewed by Emergency Support Function 14 only and will be approved on a case-by-case basis.
7. Working with Rapid Impact Assessment Teams: Emergency Support Function 14 works with Rapid Impact Assessment Team Leaders and the Public Affairs Office of the Florida National Guard when media ask to follow a Rapid Impact Assessment Team. Media will liaison on the ground with the Guardsmen who are providing transportation for the Rapid Impact Assessment Team. The Rapid Impact Assessment Team Leader will serve as the team's spokesperson. If media rendezvous with a Rapid Impact Assessment Team and have not notified Emergency Support Function 14, the Guard's Public Information Officer will notify Emergency Support Function 14.
8. Staffing a Forward State Emergency Response Team: Depending on the severity and scope of the emergency, Emergency Support Function 14 personnel may coordinate public information from a Forward State Emergency Response Team located in or near the

impacted area. In some cases, the Forward State Emergency Response Team may serve as the primary facility for receiving and disseminating emergency public information.

9. Working with Radiological Emergency Preparedness: The Department of Community Affairs' Communications Office staff will play a role in radiological exercises in power plants across the State. Whether on-site at an exercise or working in consultation from the State Emergency Operations Center, the Department of Community Affairs' Communications Office staff will help write news releases, disseminate information to the media, execute news conferences and press briefings and work in coordination with the Governor's Press Office and county public information personnel.
10. Disaster Field Office Operations: Emergency Support Function 14 will be responsible for providing a Public Information Officer for Disaster Field Office Operations. That Public Information Officer will maintain close contact with the Department of Community Affairs Communications Staff and any news releases or media advisories regarding State recovery activities will be written and distributed from the Department of Community Affairs Communications Director's Office in Tallahassee.
11. Recovery Center Operations: Due to limited staffing of the Department of Community Affairs' Communications Office, Emergency Support Function 14 will rely on County Public Information Officers, temporary staff hired and supervised by the Department of Community Affairs Communications Director and the Federal Emergency Management Agency Public Information Officers to staff Recovery Centers located throughout the impacted area.
12. Resources: Regarding human resources: The Department of Community Affairs will train State agency public information personnel in Emergency Support Function 14 operations to ensure an adequate source of competent assistance during emergencies. Regarding equipment: Emergency Support Function 14 uses land-line and cellular telephones, personal computers and facsimile machines to disseminate information to the media and public. The Department of Community Affairs will retain and update the Division of Emergency Management's comprehensive media facsimile list, used for the rapid and widespread distribution of emergency news releases.

III. **RESPONSIBILITIES:** Emergency Support Function 14 is responsible for all media activity related to an emergency and the way in which the media informs the public of emergency activities. To that end, Emergency Support Function 14 must be the primary contact for all media who contact the Division or Agency regarding emergency activities. In addition, Emergency Support Function 14 is tasked with the coordination and maintenance of **Chapter 7 (Public Information and Education)**

of The State of Florida Radiological Emergency Management Plan (To The State of Florida Comprehensive Emergency Management Plan).

A. PRIMARY AGENCY – DEPARTMENT OF COMMUNITY AFFAIRS

The Communications Director of the Department of Community Affairs will liaison with the Governor's Communications Director in regards to emergency orders, State office closings and media events involving the Governor.

B. SUPPORT AGENCIES

1. The Department of Transportation

Will provide a public information officer to work at Emergency Support Function 14 immediately prior to the on-set of an emergency and during the initial days of recovery following an emergency.

2. Florida Department of Law Enforcement

a. Will provide an agency Public Information Officer to assist with Emergency Support Function 14 operations as needed.

b. Will monitor road closures for the media and public, update Florida Emergency Information Line volunteers, and assist with transportation-related information needed for news releases.

3. Department of Environmental Protection

Will provide an agency Public Information Officer to assist with Emergency Support Function 14 operations as needed.

4. Department of Elder Affairs

Will provide an agency Public Information Officer to assist with Emergency Support Function 14 operations as needed.

5. Department of Health

Will provide an agency Public Information Officer to assist with Emergency Support Function 14 operations as needed.

6. Department of Labor and Employment Security

Will provide an agency Public Information Officer to assist with Emergency Support Function 14 operations as needed.

7. Department of Management Services

Will provide an agency Public Information Officer to assist with Emergency Support Function 14 operations as needed.

8. Department of Corrections

Will provide an agency Public Information Officer to assist with Emergency Support Function 14 operations as needed.