

## APPENDIX XIV: EMERGENCY SUPPORT FUNCTION 14 – EXTERNAL AFFAIRS - PUBLIC INFORMATION

**PRIMARY AGENCY:** Executive Office of the Governor, Office of Communications

**SUPPORT AGENCIES:** Florida Division of Emergency Management, Agency for Persons With Disabilities, Department of Business and Professional Regulation, Department of Children and Families, Department of Economic Opportunity, Department of Corrections, Department of Education, Department of Elder Affairs, Enterprise Florida, Department of Environmental Protection, Florida Department of Law Enforcement, Department of Health, Agency for Health Care Administration, Department of Highway Safety and Motor Vehicles, Department of Juvenile Justice, Department of Management Services, Department of Lottery, Department of Revenue, Department of State, Department of Transportation, Department of Veterans Affairs, Agency for Workforce Innovation, Florida National Guard, Florida Fire Chiefs' Association, and WFSU-TV / The Florida Channel.

### I. INTRODUCTION

The purpose of Emergency Support Function 14 (ESF 14) is to disseminate information regarding emergencies to the public through the news media. ESF 14 coordinates with local governments that have requested State assistance disseminate all disaster-related information to the public through the media and the Florida Emergency Information Line (FEIL). Providing clear and consistent direction to citizens before, during and following a disaster is key to emergency preparedness and response. Prepared citizens are better equipped to provide for the safety of their families, reduce damage to their homes and recover more quickly from a disaster.

### II. CONCEPT OF OPERATIONS

#### A. GENERAL

ESF 14 is located in the State Emergency Operations Center (SEOC). Should an event occur requiring the deployment of an Area Command or State Management Team (SMT), a Public Information Officer (PIO) may be deployed. ESF 14 disseminates information to the media and general public on all phases of an emergency or disaster event as well as actions taken by the State Emergency Response Team (SERT). ESF 14 provides the media with an overview of the emergency situation.

ESF 14 expects 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 is critical. Information must be disseminated from a central source. ESF 14 serves as Florida's Joint Information Center (JIC). This structure is consistent with the National Incident Management System (NIMS).

**B. ORGANIZATION**

The Executive Office of the Governor, Office of Communications, will direct all ESF 14 operations, led by the Governor's Communications Director, through the Division of Emergency Management's (DEM) Lead PIO, or his or her designee.

At the direction of the Governor's Communications Office, or DEM's Public Information Office, state agency communications offices will provide staff and support to ESF 14 operations. ESF 14 will adhere to the following organization:

1. 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 members that assist in ESF 14 during an emergency are considered as spokespersons for the SERT.
2. ESF 14 will be responsible for activating and deactivating the FEIL. At the request of the SERT Chief or Governor's Communications Office, DEM will coordinate oversight of FEIL operations during activation. All state agencies will provide staff based on the projected impact of an emergency. ESF 14 and DEM will work directly with the Department of Management Services to turn on and off the telephone lines located on the second floor of the Betty Easley Conference Center at 4075 Esplanade Way in Tallahassee.
3. The Intergovernmental Relations Team will be led by the Governor's Legislative Affairs Office.

**C. OPERATIONAL OBJECTIVES**

1. Preparedness Objectives
  - a. Prepared public service announcements in multi-lingual formats applicable to the impacted population.
  - b. Broadcast from the SEOC will include captioning as well as interpreters to ensure that the hearing impaired community is serviced.
  - c. Emphasize family preparedness through a coordinated print and broadcast campaign.
  - d. Train state agency public information personnel in ESF 14 operations to ensure an adequate source of capable assistance during emergencies.
2. Response Objectives
  - a. Serve as the primary external voice in communicating state information operating as the JIC.

- b. Coordinate with local counterparts when disseminating information regarding State activities and will seek assistance from local PIOs when applicable.
  - c. Brief the FEIL staff to enable information to be disseminated directly to the public.
  - d. Respond, coordinate and monitor media who accompany the SMT or other field operational teams.
3. Recovery Objectives
- a. Working in consultation with the DEM Director, will respond to reporter inquiries for damage assessment statistics and estimates.
  - b. Publicize the status of disaster declarations, types of assistance available to disaster survivors and recovery center locations in coordination with the applicable federal disaster agency.
  - c. Provide staff to support the JIC at the Disaster Field Office (DFO).

4. Mitigation Objectives

At the direction of the Governor's Communications Office, and in coordination with the applicable federal and state agencies, DEM will publicize the status of disaster declarations, mitigation operations, funding opportunities and applicant briefings.

5. Dissemination of Emergency Information Objectives

ESF 14 will disseminate information to the media/public in the following ways:

- a. **News Conferences:** ESF 14 is solely responsible for coordinating and executing any news conferences involving the SERT.
- b. **Emergency Updates:** ESF 14 will release periodic emergency updates to the media and public.
- c. **News Releases:** ESF 14 will coordinate and distribute all SERT news releases regarding the emergency.
- d. **Broadcast Interviews:** To meet the needs of television and radio reporters, ESF 14 will ask applicable State officials to serve as spokespersons for radio and TV interviews. SERT personnel who are contacted directly by the media for a broadcast interview should route that request to ESF 14.
- e. **Florida Emergency Information Line (FEIL):** ESF 14 will continually update FEIL volunteers who are taking calls from concerned citizens in the impacted areas.

- f. **Media in the State Emergency Operations Center (SEOC):** When a news reporter enters the SEOC or the Sadowski Building to cover emergency operations, ESF 14 should be notified.
- g. **The Florida National Guard's (FLNG) Multi-media assets on the ground** will support media transportation and serve as pool acquisition resources on behalf of the SERT. Liaison on the ground with the Guardsmen who are providing transportation will serve as spokesperson.

#### D. DIRECTION AND CONTROL

- 1. **Management of Emergency Support Function 14 (SEF 14):** All ESF 14 staff work is at the direction of the Governor's Communications Director, through DEMs Lead PIO, or designee. The Communications Director oversees the information flow to the public through the media. ESF 14 will be staffed by state agency communications personnel.
- 2. **Working with Radiological Emergency Preparedness:** At the direction of the Governor's Press Office, the DEM 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 SEOC, staff will help write news releases, disseminate information to the media, execute news conferences and press briefings and work in coordination with the Florida Departments of Health, Agriculture and Consumer Services and county public information personnel.
- 3. **Joint Field Office (JFO) Operations:** ESF 14 will be responsible for providing a PIO for the JFO Operations.

### III. RESPONSIBILITIES:

ESF 14 is responsible for all media activity related to an emergency/disaster event and the way in which the media informs the public. To that end, ESF 14 must be the primary contact for all media who contact the Division or Agency regarding emergency activities. In addition, ESF 14 is tasked with the coordination and maintenance of Chapter 7 (Public Information and Education) of *The State of Florida Radiological Emergency Management Annex* (to the State of Florida Comprehensive Emergency Management Plan).

#### A. PRIMARY AGENCY – EXECUTIVE OFFICE OF THE GOVERNOR, OFFICE OF COMMUNICATIONS

The Governor's Communications Director will liaison with all applicable staff in regards to all external affairs functions involving SERT activities.

#### B. SUPPORT AGENCIES

The following agencies will provide an agency PIO to assist with ESF 14 operations as needed:

Florida Division of Emergency Management, Agency for Persons With Disabilities, Department of Business and Professional Regulation, Department of Children and Families, Department of Economic Opportunity, Department of Corrections, Department of Education, Department of Elder Affairs, Enterprise Florida, Department of Environmental Protection, Florida Department of Law Enforcement, Department of Health, Agency for Health Care Administration, Department of Highway Safety and Motor Vehicles, Department of Juvenile Justice, Department of Management Services, Department of Lottery, Department of Revenue, Department of State, Department of Transportation, Department of Veterans Affairs, Agency for Workforce Innovation, Florida National Guard, Florida Fire Chiefs' Association, WFSU-TV / The Florida Channel.