

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 (FDEM) - Office of External Affairs, 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, 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, \Florida National Guard, Florida Fire Chiefs’ Association, and WFSU-TV / The Florida Channel.

Section 1: Introduction

The purpose of Emergency Support Function 14 (ESF-14) is to coordinate with state, local, and federal partners to develop messaging for the Florida State Emergency Response Team (SERT), as well as amplify local messaging that is critical for Floridians to prepare for, respond to, recover from and mitigate against an emergency or disaster. Providing clear and consistent direction to citizens before, during and following a disaster is key to emergency preparedness and response. ESF-14 disseminates information through a variety of means, including: press conferences, press releases, social media, FloridaDisaster.org information page and the State Assistance Information Line (SAIL).

1.1 Direction and Control

- Management of Emergency Support Function 14 (ESF-14): All ESF-14 staff work is at the direction of the Governor’s Communications Director, through FDEMs Communications Director, or designee. The Communications Director oversees the information flow to the public through the media. The DEM Communications Director falls within FDEM Office of External Affairs. ESF-14 will be staffed by state agency communications personnel.
- Working with Radiological Emergency Preparedness (REP): At the direction of the Governor’s Press Office, ESF-14 staff will play a role in radiological exercises in power plants across the State. In coordination with FDEM REP plant liaisons, ESF-14 may provide staff to deploy for exercises and/or staff the State Emergency Operations Center (SEOC). Staff will help write press releases, disseminate information to the media, execute press conferences and work in coordination with the Florida Departments of Health, Agriculture and Consumer Services and county public information personnel.
- Joint Field Office (JFO) Operations: ESF-14 may be responsible for providing a Public Information Officer (PIO) to support JFO Operations.

Section 2: Roles and Responsibilities

2.1 Organization

The Executive Office of the Governor (EOG), Office of Communications, will direct all ESF-14 operations, led by the Governor's Communications Director, through the Florida Division of Emergency Management's (FDEM) Communication's Director, or their designee.

At the direction of the Governor's Communications Office, or FDEMs Office of External Affairs, 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 media requests for information, preparing for press conferences, drafting press releases, and handling reporter and citizen calls.
2. ESF-14 will be responsible for activating and deactivating the SAIL. At the request of the SERT Chief or Governor's Communications Office, FDEM will coordinate oversight of SAIL operations during activation. ESF-14 will work directly with the Department of Management Services to execute activation of the SAIL.
3. The Intergovernmental Relations Team will be led by the Governor's Legislative Affairs Office and FDEM Office of External Affairs.

2.2 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 FDEM 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).

2.2.1 Primary Agency – Executive Office of the Governor, Office of Communications

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

2.2.2 Support Agency – Florida Division of Emergency Management, Office of External Affairs

The Florida Division of Emergency Management Communication's Director will liaison with all applicable staff to work jointly with the Governor's Communications Director and team regarding all external affairs functions involving SERT activities.

Section 3: Concept of Operations

3.1 General

ESF-14 is located in the State Emergency Operations Center (SEOC).

The scope of information that must be provided to the media exceeds the resources of a single agency; therefore, support from additional state agency communicators is critical. ESF-14 serves as Florida's central source of information and Joint Information Center (JIC). This structure is consistent with the National Incident Management System (NIMS).

Should an event occur requiring the deployment of an Area Command or All Hazards Incident Management Team (AHIMT), a Public Information Officer (PIO) may also be deployed.

ESF-14 disseminates information to the media and general public on all phases of an emergency or disaster event. Information regarding state actions and services during an event are collected from all SERT partners and messaging is coordinated with the Executive Office of the Governor. The SERT will support local jurisdiction messaging by amplifying via social media.

3.2 Operational Objectives

3.2.1 Preparedness

- a. Prepared public service announcements in multi-lingual formats applicable to the impacted population.
- b. Emphasize family preparedness through a coordinated print and broadcast campaign.
- c. Train state agency public information personnel in ESF-14 operations to ensure an adequate source of capable assistance during emergencies.

3.2.2 Response

- 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.
- c. Coordinate with SAIL staff to ensure they have up-to-date information to share with the public.
- d. Respond, coordinate and monitor media that accompany the AHIMT or other field operational teams.

3.2.3 Recovery

- a. Provide up-to-date information on status of recovery, including damage assessments and the status of disaster declarations. Work with local, state and federal partners to identify and promote all available resources to support the recovery of those impacted.
- b. Provide staff to support the JIC at the Disaster Field Office (DFO) if needed.

3.2.4 Mitigation

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

3.2.5 Dissemination of Emergency Information Objectives

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

- a. Press Conferences: ESF-14 is solely responsible for coordinating and executing any press conferences involving the SERT.
- b. Emergency Updates: ESF-14 will release periodic emergency updates to the media and public via traditional and social media, as well as statewide alert notification system where appropriate.
- c. Press Releases: ESF-14 will coordinate and distribute all SERT press releases regarding the emergency event.

- 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 or comment should route that request to ESF-14.
- e. State Assistance Information Line (SAIL): ESF-14 will regularly coordinate with SAIL staff to ensure call representatives have up-to-date information to share with citizens.
- 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 immediately.
- 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.