

ST. JOHNS COUNTY
COMPREHENSIVE EMERGENCY
MANAGEMENT PLAN

2016

NIMS | ESF Emergency Support Functions

Public Information



INCIDENT MANAGEMENT SYSTEM FUNCTIONS

NIMS Function: **PUBLIC INFORMATION**
Emergency Support Function 14

I. GENERAL

- A. Primary Agency:** St. Johns County Administration
Communications Division
- B. Support Agencies:** City of St. Augustine Beach
City of St. Augustine
GTV
Florida Department of Health St. Johns
St. Johns County Clerk of the Court
St. Johns County Emergency Management
St. Johns County Property Appraiser
St. Johns County School District
St. Johns County Sheriff's Office
St. Johns County Supervisor of Elections
St. Johns County Tax Collector
St. Johns County Fire Rescue
Members of the Citizen Information Center

II. INTRODUCTION

A. Purpose

This plan provides procedures for the timely and accurate collection, coordination, and dissemination of emergency information to the public. St. Johns County Administration, Communications Division is responsible for coordination of emergency information. The County Public Information Officers (PIO) will be responsible for authorizing the release of public information. The Emergency Management Director is responsible for emergency preparedness education in the County will ensure educational material regarding emergency preparedness is presented and distributed to the public.

B. Public Information

ESF-14 – Public Information coordinates public information and rumor control. The PIO will establish a Joint Information Center (JIC) when the County EOC is activated and / or when a Local State of Emergency has been declared for the County. The JIC will be under the direction of ESF-

14 (SJC Administration / PIO). The County's PIO will double as Rumor Control Officer.

C. Media Area

The area available for mass media, within the County EOC, is the Media Room which is identified as such. There are parking spaces and connections for media trucks directly behind the EOC. The St. Johns County Sheriff's Office UCC can be used as a Mobile JIC.

III. PUBLIC INFORMATION OFFICER

A. St. Johns County Communications Division staff will perform the duties of Public Information Officer (PIO) and will have responsibilities to release news and background information to the media, monitor events and summarize information for distribution to the media, coordinate and verify information from and with all entities, and support Emergency Management to endure timely notification to the public. Specific duties to be performed by PIO's include the following:

1. Establish contact with the media.
2. Collect, edit, and release information and instructions to the media.
3. Assist media personnel in the performance of their functions, including credentialing and identification.
4. Coordinate the release of information with agency representatives.
5. Coordinate and schedule news conferences/briefings.
6. Keep staff informed through "in-house" news summary bulletins and / or briefings.
7. Establish a Joint Information Center with other key agencies involved in the disaster.
8. Supervise the Citizens Information Center / Rumor Control for accuracy and needed resources.
9. Escort media representatives into the EOC or disaster sites on informational tours.

B. The County's Public Information Officer (PIO) will coordinate the release of information to the news media, in coordination with Emergency Management, in the event of a Local State of Emergency.

IV. JOINT INFORMATION CENTER

A. The County Joint Information Center (JIC) serves as the focal point for news and information releases during an emergency. From this location, public information staff will provide news releases. Spokespersons from each organization will conduct periodic press conferences as conditions warrant. The Public Information Officer will activate the JIC during a

declared "State of Emergency". The County PIO will be responsible for the overall management and coordination of media activities.

- B.** The County PIO will assure adequate physical accommodations (including space and equipment), schedules for briefings, provision of background information (including press kits), notice of events such as evacuations or other noteworthy occurrences, security (to include identification procedures), and periodic update releases to wire services. The location of the JIC will be determined, based on the event, at the time of activation.

V. COORDINATION OF MEDIA RELEASES

The PIO will be the central point for all news releases during a state of emergency. The dissemination of information to the news media and public will be coordinated by the PIO who will collect from the respective response and recovery personnel their emergency response action and recommended course of action to recover from the emergency as quickly as possible. From the verified information from the response personnel, the PIO will develop a coordinated news release. The Board of County Commissioners and Administration will be kept informed of all news releases. The following guidelines will be followed in the release of information to the public:

- A.** Initial or pre-hazard strike press releases will appropriately cover information shown below:
 - 1. Identification of vulnerable or potentially vulnerable areas for each hazard;
 - 2. Pre-disaster measures to alleviate loss;
 - 3. Preparedness tips;
 - 4. Response information, especially evacuation and sheltering;
 - 5. Information on what to bring to a shelter.

NOTE – The above information will also be included in the ongoing public information program, which is accomplished by the Emergency Management Director.

- B.** Post-hazard strike press releases will appropriately cover the following:
 - 1. Recovery information to include where to go and who to contact for assistance;
 - 2. Safety tips and information for clean up and debris removal;
 - 3. Information on re-entry;
 - 4. Status of Government offices, schools, electricity and road closures.

VI. CITIZENS' INFORMATION CENTER

- A.** ESF-14 members will manage the Citizens' Information Center (CIC) for citizen inquiries and rumor control during an emergency. County personnel and / or volunteers will staff these phones. These telephone numbers will be released to the general public upon activation of the EOC.
- B.** The CIC will also assist in providing information to and notifying families of survivors (injured or missing) as to their status. This service may also be used for the reuniting of separated families.
- C.** The Citizens Information Center will be located in the EOC.

VII. PUBLIC INFORMATION AND EDUCATION ON YEAR ROUND BASIS

- A.** St. Johns County Emergency Management will accomplish the task of providing information and materials to advise residents, seasonal visitors and transients of appropriate protective measures to prepare for an emergency.
- B.** Emergency Public Information (EPI) materials which are designed to educate the public on emergency preparedness measures and what protective actions to take (EAS Stations to tune to, Disaster Check List, etc.), vulnerable areas within the County, shelter and evacuation information including maps and directions, recovery information (Disaster Recovery Centers, Red Cross, other local relief agencies), and local contacts for additional information will be made available to the public each year. These materials will address all hazards affecting County residents and will be disseminated through local newspaper, radio and television stations, special mail-outs, and other means.
- C.** Special Needs emergency public information will be developed by Emergency Management to include:
 - 1. Identification of target groups – Elderly, handicapped, non-English speaking populations through social service agencies and census information.
 - 2. Utilization of the St. Johns County Council on Aging and other community organizations to provide information on potential Special Needs populations and assistance in preparing EPI materials.
 - 3. All EPI materials will include this number where special needs populations can contact Emergency Management, (904) 824-5550.

- 4. Less than 8% of the County’s population is non-English speaking. St. Johns County Emergency Management is implementing the Functional Needs Support Services (FNSS) criteria with the intent of being able to assist groups including those who do not speak English.

- D. The hearing impaired will be kept informed through the use of visual aids and the TDD. The visually impaired populations will be kept informed through the use of radio and TV emergency announcement. In addition, home health care agencies and social service organizations and the Florida Deaf Relay, will be asked to assist in keeping the hearing and visually impaired populations informed.

- E. Mobile Home occupants are specifically addressed in EPI on the risk of high wind events such as tornadoes and hurricanes.

- F. In addition to educating the public, Emergency Management will undertake efforts to educate the media by conducting, at least annually, briefings advising the media of emergency plans and procedures, of the flow of information, role of the media during an emergency, and the names of emergency contact persons.

VIII. MEDIA RESOURCES

Area television stations, St. Johns County radio stations and print media as well as the Emergency Alert System (EAS) primary locals (LP1 and LP2, and GTV) will be requested to support and air local emergency messages and announcements that are generated by the EOC. Press releases will be posted on the St. Johns County and St. Johns County Emergency Management websites and social media pages.

A. Area Radio and Television Stations

Television Stations	Telephone / Fax
Government TV 4020 Lewis Speedway St. Augustine 32084	904-209-0557 phone 904-209-0556 fax
News 4 Jax WJX-TV 4 Broadcast Place Jacksonville 32207	904-393-9844 phone 904-393-9822 fax
First Coast News NBC 12 ABC 25 1070 East Adams Street Jacksonville 32202	904-633-8808 phone 904-633-8899 fax
Fox 30 CBS 47 11700 Central Parkway Jacksonville 32224	904-564-1599 phone 904-642-5665 fax

Local Radio Stations	Contact Person	Telephone / Fax
WSOS 3000 N. Ponce De Leon Blvd. St. Augustine 32084	Susan Donohoe	904-819-6313 phone 904-826-3471 fax
WAOC WFOY 567 Lewis Point Road Ext. St. Augustine 32086	Matt Kraycinovich, Station Manager	904-797-4444 phone 904-797-3446 fax

B. Emergency Alert System (EAS) Radio Stations *Serving St. Johns County*

St. Johns County Emergency Operations Center (EOC) is capable of direct EAS input using EMNet. Additional emergency notification information is located in Appendix S.

Primary 1: WFOY-AM | 1240 AM
567 Lewis Point Road Ext.
St. Augustine 32086
904-797-4444 | phone
904-797-3446 | fax

Primary 2: WOKV | AM 690 | FM 106.5
8000 Belfort Parkway
Jacksonville
904-245-8500

Primary 3: WROO-FM | 107.3
11700 Central Parkway
Jacksonville
904-636-0507 | phone
904-997-7713 | fax

Secondary: WMXQ-FM | X 102.9
8000 Belfort Parkway
Jacksonville
904-245-8500 | phone
904-245-8501 | fax

C. Other Available Resources

The following list of organizations will be contacted and requested to provide alert, warning and other emergency information to all the members of their particular group:

1. St. Johns County Chamber of Commerce
2. St. Johns County COA
3. Florida School for the Deaf and Blind
4. Flagler College
5. St. Johns County School District

D. Printed Media

<u>Florida Times Union</u> <i>Jacksonville</i>	1 Riverside Avenue Jacksonville 904-359-4111 phone 904-359-4478 fax
<u>Florida Times Union</u> <i>St. Augustine</i>	One News Place St. Augustine 32086 904-819-3546 phone 904-819-3545 fax
<u>Ponte Vedra Recorder</u>	100 Executive Way Ponte Vedra Beach 32082 904-285-8831 phone 904-285-7232 fax
<u>St. Augustine Record</u>	One News Place St. Augustine 32086 904-829-6562 phone 904-819-3558 fax
<u>The Beaches Leader</u>	1114 Beach Boulevard Jacksonville Beach 32250 904-249-9033 phone 904-249-1501 fax

IX. PRESCRIPT PUBLIC SERVICE ANNOUNCEMENTS

See pre-scripted announcements in Appendix O.