

Concept of Operations	Emergency Support Function (ESF) # 14 Public Information
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Lead Agency	Franklin County Emergency Management Department (FCEMD)
Support Agencies	2-1-1 Big Bend (211) Franklin County Planning and Building Department (FCPBD)

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1.0 – Introduction

1.1 – Purpose

The purpose of this ESF is to provide guidance to staff assigned with the dissemination of disaster-related information to the public via various multi-media outlets.

1.2 – Scope

During a declared disaster, the dissemination of all disaster-related information to the public will be coordinated through the FCEMD.

The FCEMD will rely upon local and regional radio, television, newspapers, internet sites, telephone referral systems and various electronic notification systems to disseminate the information.

1.3 – Assumptions



In the aftermath of a disaster, information is sometimes erroneous and difficult to confirm.

Damage to local media outlets may make the dissemination of information difficult.

The demand for information in the hours and days after a disaster may overwhelm local capabilities.

If local resources are insufficient to meet demand, assistance will be requested through the SEOC¹.

2.0 – Concept of Operations

2.1 – General

The FCEMD has identified and trained PIOs².

The PIO will be responsible for collecting information, preparing releases for the media, and responding to requests for information and interviews.

The FCEMD will prepare pre-scripted news releases that can easily be edited to include disaster specific information.

FCEMD will utilize 211 as its primary telephone information and referral center.

2.2 – Organization

This ESF is part of the Logistics Section of the county's EOC³. The county's EOC utilizes the ICS⁴ structure during all activations.

2.3 – Primary Activities

2.3.1 – Information Gathering

The FCEMD will serve as the agency responsible for gathering and analyzing information about the disaster.

FCEMD may receive information from a number of sources. These include:

- Telephone.

¹ State Emergency Operations Center

² Public Information Officer

³ Emergency Operations Center

⁴ Incident Command System



- Satellite Phone.
- ESATCOM⁵.
- Tallahassee Forecast Office – National Weather Office.
- Various web sites.
- SEOC.
- County Warning Point.
- Local response agencies / organizations.

2.3.2 – Information Dissemination – General Population

The FCEMD, through the PIO, will serve as the primary resource for providing up-to-date disaster-related information to the public. This includes information about all preparedness, response, recovery and mitigation activities.

The county’s residents and visitors may receive disaster preparedness, response, recovery or mitigation information from a variety of sources including:

- Radio.
- Television.
- Telephone.
- Telephone Referral Service.
- Blast Fax.
- E-Mail List Serve.
- Internet.
- Wireless Emergency Notification System.
- Broadcast sirens from law enforcement and fire department vehicles.
- Loudspeakers or public address systems.
- Door to door notification using law enforcement officers and volunteer fire fighters.

The PIO will send daily situation reports to all lead and support agencies identified in the county’s CEMP⁶.

FCEMD will utilize 211 as its primary telephone information and referral center. The PIO will provide continuous countywide situational awareness to 211 so operators will have current information to provide to county residents calling 211.

In addition, the FCSO⁷ has the capability to notify the public regarding disaster response and recovery activities utilizing WENS⁸.

⁵ Emergency Satellite Communications System

⁶ Comprehensive Emergency Management Plan

⁷ Franklin County Sheriff’s Office

⁸ Wireless Emergency Notification System



2.3.2 – Information Dissemination – Special Population

Notification of special populations residing in the county will be accomplished by:

- Utilization of all resources identified in the previous section of this document.
- Individuals who have pre-registered on the county's Special Needs Registry will be contacted directly via telephone.

3.0 – Responsibilities – Lead and Support Agencies

3.1 – Lead Agency

Franklin County Emergency Management Department – Is responsible for the coordinating the gathering and dissemination of disaster related information to the public in an accurate and timely fashion.

3.2 – Support Agencies

2-1-1 Big Bend – Serves as the telephone information and referral system for the county during disasters and emergencies.

Franklin County Planning and Building Department – Provides staff to support the PIO function during all activations of the county EOC.

