

Appendix D

Sample Documents

Unified Command News Release

Unified Command

Type unified command entities here

For more information contact:
POC name and telephone number

Release #: _____

Date: ____/____/____

Type News Release headline and text here

News Conference

General Guidelines:

As the moderator it is your responsibility to set the tone for the news conference

Have a predetermined message for each news conference. If you do not have a message, you do not need a news conference.

Provide correct spellings for any of the names with peculiar spellings. Ensure you state the person's position in the Unified Command.

Set a time with the your speakers prior to starting the news conference. Stick to that time. Do not let any one person dominate the time during the news conference. Take charge and use time as your authority.

Make yourself available at the end of the news conference. This will build relationships and your trust and credibility with the members of the media attending your news conference.

Moderator Script:

*Welcome, Ladies and Gentlemen to today's (this morning's, tonight's) NEWS
CONFERENCE.*

We will be presenting information on _____ today.

With us today is _____.

*We will begin today with some brief statements from the representatives of the Unified
Command. Then we will open the floor to your questions. Because of the on-going
operations we will be available for _____ minutes today. Please allow time for
everyone here to ask questions.*

*Following the news conference, the Joint Information Center staff and myself will be
available to help you with any further needs.*

Sample Advisory

(DR-##)-DR-(STATE)-(ADV#)
(DATE)

DISASTER INFORMATION FROM:

(Organization)
(Street Address)
(City, State, Zip)

MEDIA ADVISORY – NOT FOR PUBLICATION OR BROADCAST

JIC AND (STATE) SET UP DISASTER FIELD OFFICE IN (CITY, STATE)

(CITY, STATE) A JIC/State Disaster Field Office (DFO) is being established in (CITY, STATE) to administer assistance programs available as a result of the President's disaster declaration, (DAY). The Presidential declaration is in response to the damages and losses resulting from (DISASTER).

The address of the DFO is: (LOCATION)

Public affairs officers are available to help with facts about recovery programs and any assistance you may need in providing information to the public about disaster response and recovery programs. (LIST PAO NAMES AND PHONE NUMBERS).

A toll-free disaster registration line is in operation. The number is **1-800-XXX-XXXX**. People with speech or hearing impairments may apply by calling the TTY registration line at **1-800-XXX-XXXX**.

Sample Advisory

(DR##)-DR-(STATE)-(PR#)
(DATE)

DISASTER INFORMATION FROM:

(Organization)
(STATE Emergency Operations Center)
(Street Address)
(City, State, Zip)

MEDIA CONTACTS: JIC (PAO name) (phone)
(State Agency) (PIO name) (phone)

MEDIA ADVISORY – NOT FOR PUBLICATION OR BROADCAST

JIC, (STATE) EMERGENCY MANAGEMENT AGENCY TO HOLD NEWS CONFERENCE ON FEDERAL/STATE DISASTER RESPONSE

WHAT: Officials from the Joint Information Center (JIC) and the (STATE) Emergency Management Agency will hold a news conference to discuss the federal/state response to the (DISASTER) and answer questions about the response and recovery effort following President (NAME)'s major disaster declaration for (NUMBER) counties in (STATE).

WHEN: (TIME), (DAY)
(DATE)

WHERE: (BUILDING NAME)
(ROOM NUMBER, FLOOR, EXACT LOCATION)
(STREET ADDRESS)
(CITY, STATE)
(ON-SITE TELEPHONE NUMBER)

PARTICIPANTS: (FCO NAME), JIC
Federal Coordinating Officer
(SCO NAME), (STATE) EMA
State Coordinating Officer

BACKGROUND: President (NAME)'s designation of (NUMBER) counties in (STATE) opens the way for a wide range of disaster assistance for (DISASTER) victims affected by the disaster as well as emergency protective measures and assistance to repair and replace public facilities. Federal Coordinating Officer (FCO NAME) will provide information on the response and recover process now under way and specifics regarding the kinds of assistance available to the residents of (STATE). The (NUMBER) counties designated disaster areas include (LIST COUNTIES).

Sample Press Release

(DR###)-DR-(STATE)-(PR#)

(DATE)

DISASTER INFORMATION FROM:

(Organization)
(Street Address)
(City, State, Zip)

MEDIA CONTACTS:

JIC	(PAO name)	(phone)
(State Agency)	(PIO name)	(phone)

INSPECTORS VISITING DAMAGED PROPERTIES

(CITY, STATE)—Damage inspectors are now in the field visiting people who have filed applications for assistance, (FCO NAME), an official with Joint Information Center (JIC), said in a joint statement with the State Coordinating Officer (SCO NAME).

Residents who have applied for disaster assistance can expect to hear from one or more inspectors who will schedule a visit to look at damaged property, according to the federal and state disaster recovery officials.

One or more different inspectors may come to look at damaged property. FEMA schedules inspections within 7 to 10 days to verify losses. The U.S. Small Business Administration sends loss verifiers to inspect damaged property of those who have submitted completed loan applications. And the Red Cross also sends inspectors to meet with disaster victims and local building and safety inspectors may come to see if damaged structures are safe, (FCO NAME) said.

“We are advising applicants to ask for identification from everyone saying they are damage inspector,” (FCO NAME), serving as federal coordinating officer for disaster recovery operations, said. All inspectors and verifiers carry official photo identification. “If an inspector is not wearing an identification card or badge, ask to see it.”

Almost (NUMBER) (STATE) residents have applied for aid by calling the toll-free registration number at **1-800-XXX-XXXX**. And assistance is still available. Persons who are speech- or hearing-impaired can call **TTY 1-800-XXX-XXXX**.

Sample Public Service Announcement

(DR##)-DR-(STATE)-(PSA##)
(DATE)

DISASTER INFORMATION FROM:

(Organization)
(Street Address)
(City, State, Zip)

MEDIA CONTACTS:

JIC	(PAO name)	(phone)
(State Agency)	(PIO name)	(phone)

PSA: APPLY FOR DISASTER ASSISTANCE BY PHONE

kill date: until further notice

:20 SEC

(STATE) (Pennsylvanians, Marylanders) WHOSE HOMES AND PROPERTY WERE DAMAGED BY THE RECENT (DISASTER) CAN APPLY FOR DISASTER ASSISTANCE BY PHONE. CALL JIC TOLL-FREE AT **1-800-XXX-XXXX**. IF YOUR HOME OR BUSINESS WAS DAMAGED BY THE (DISASTER)... AND IF YOU LIVE OR DO BUSINESS IN (COUNTY) OR (COUNTY)... YOU COULD BE ELIGIBLE FOR DISASTER ASSISTANCE... BUT YOU HAVE TO APPLY... CALL **1-800-XXX-XXXX**. APPLY NOW.