Bull Horns, Billboards, **Banner Planes & Beyond** Todd Dunn, APIO, Ashley Turner, EPIO & Gloria Rybinski, EPIO



### Todd Dunn, APIO, Gloria Rybinski, EPIO & Ashley Turner, EPIO

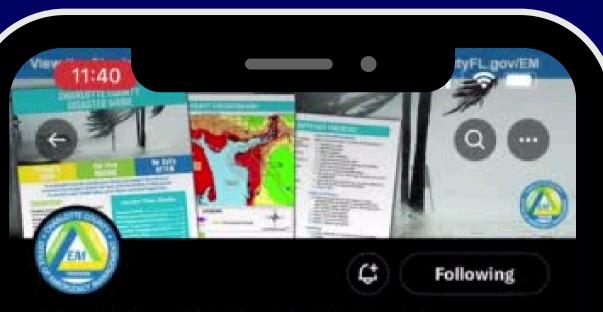
## What DOES a PIO even Do?











### Charlotte County Emergency Management

@CCOEM

### Official page for Charlotte County Emergency Management

Punta Gorda, FL @ charlottecountyfl.gov/services/emerg...

Joined June 2009

79 Following 4,356 Followers



Followed by Florida Association of Public Information Officers

Tweets

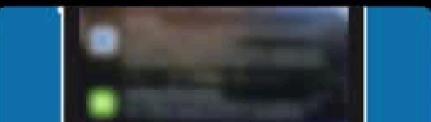
Replies

Likes



Charlotte County Emergency Manage... 19h .... Please don't turn off emergency alerts on your phone, even if you were awakened by one from the state this morning! It may have been inconvenient, but we STRONGLY discourage you from disabling these alerts, they can be lifesaving, especially when it comes to severe weather.

Media



Getting the Right Information to the **Right People at the Right Time so they** can make the **Right Decisions.** 

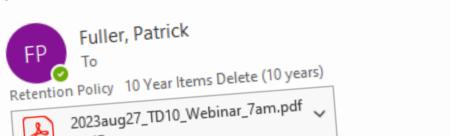
## EOC's Large & Small







### 7am TD10 Update August 2



Expires 8/24/2033

Attached is the 7am Tropical Depression 10 briefing from NWS Tampa. The forecast is now anticipating that TD10 will be a Cat 1 hurricane upon landfall as this system slowly develops. Our chances of tropical force winds locally have gone up due to the increase in expected intensity. Though Charlotte County is not in the cone of uncertainty, it is important that we communicate that impacts can and are felt well outside of the forecast cone. Landfall is expected Tuesday night or Wednesday somewhere between Hillsborough County and Bay County but most of the weather from TD10 is

likely to be east of its center.

FP

<mark>ک</mark>ے PDF

-Chances for tropical storm force winds have increased for Charlotte County to 41% and 12% for strong tropical fc

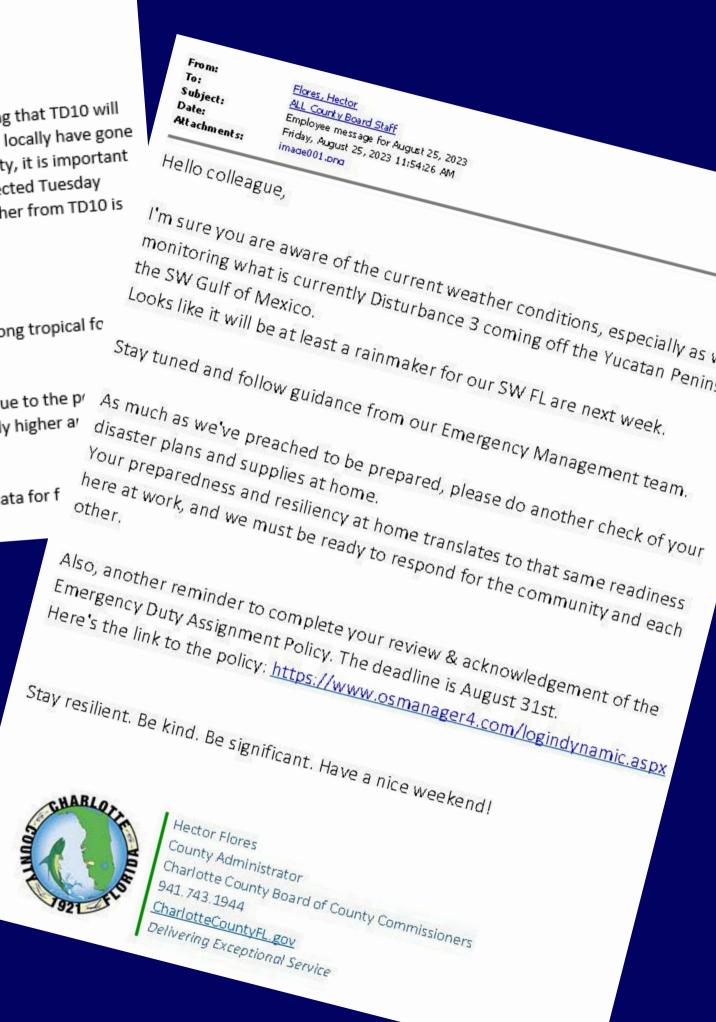
-There is a flooding threat for all of the west coast of Florida from Monday night thru Wednesday due to the p for heavy rainfall. Up to 4" countywide rainfall with areas near the coast seeing 6' of higher. Locally higher a

-A hurricane hunter aircraft is set to fly the system this morning which should provide important data for f

forecasts.

# Interna communications is just as important





Message Amplified by PlOs

**Emergency Management Director:** Red (Zone A) **Evacuation and mobile** homes ordered.



### NEWS RELEASE

### **Charlotte County Zone A - Red Evacuation Ordered**

CHARLOTTE COUNTY, Fla. (Sept. 26, 2022) - Charlotte County Emergency Management has issued evacuation orders for residents in Zone A - Red areas. This includes those living on the barrier islands of Don Pedro Island, Knight Island (Palm Island), Little Gasparilla Island, Gasparilla Island, and Manasota Key, as well as residents in any zone living in mobile homes and trailers.

To find your zone, visit www.CharlotteCountyFL.gov/knowyourzone.

This is in addition to the recommended evacuation for

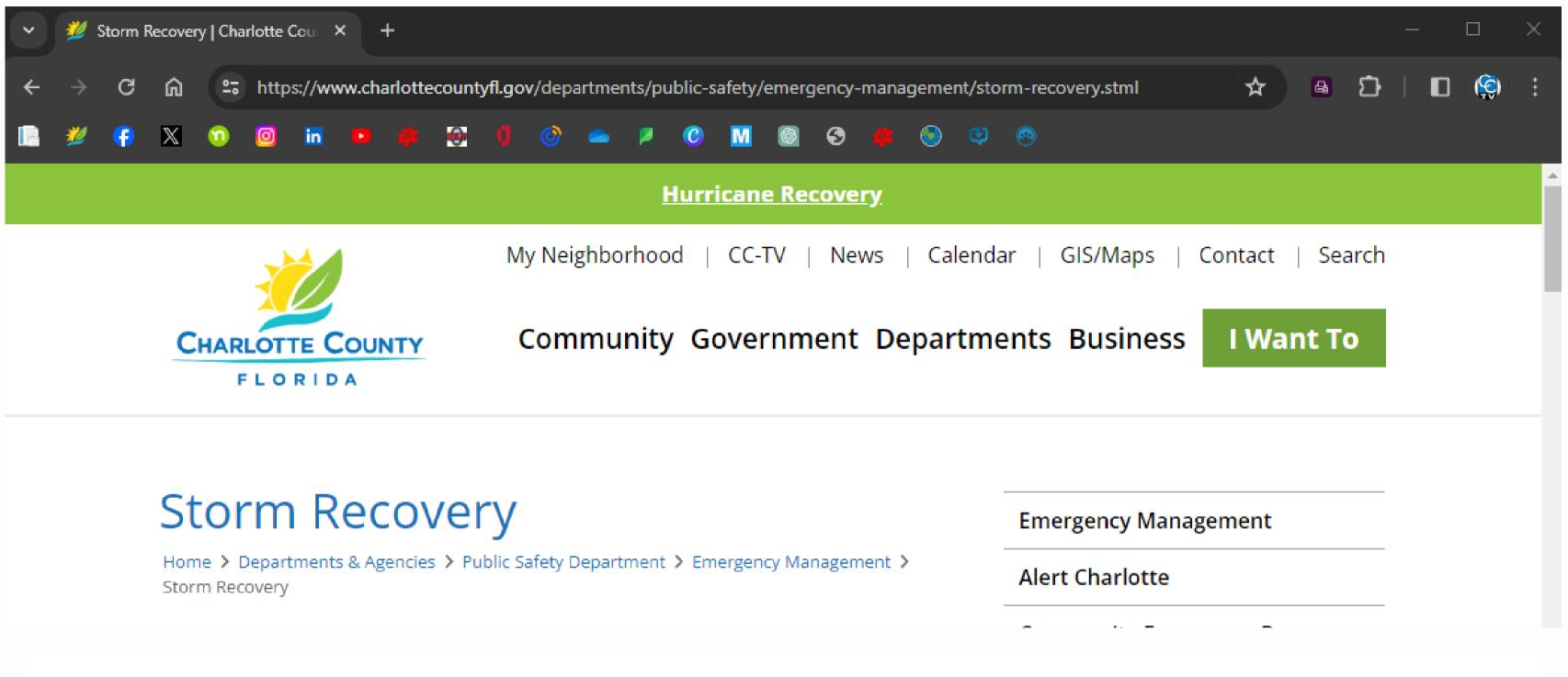
Secure your home before you leave. Be sure to take essential items for all family members:

- Medicine
- Important Papers
- Personal Items
- Clothing
- Baby supplies
- Pet Supplies
- Cash

Reminder, when islands are evacuated, Charlotte County Fire and EMS Station 10 staff are required to evacuate as well. (No helicopters are available during the storm.)

For Hurricane Ian information, call the Charlotte County Emergency Operations Center at 941-833-4000.

Media and public can follow Charlotte County Emergency Management important emergency information at www.charlottecountyfl.gov/em, www.facebook.com/oemcharlottecounty, and www.twitter.com/ccoem.



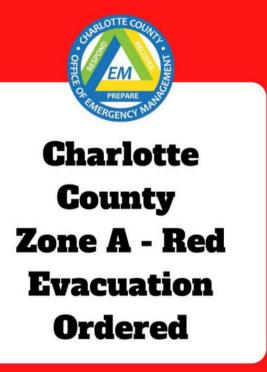


### Past Evacuation Orders

For Hurricane Ian in 2022:

- Sept. 27, 2022 Evacuations Ordered for Zone A-Red and Zone B-Orange
- Sept. 26, 2022 Evacuations Ordered for Zone A-Red

# Message Example





Charlotte County Emergency Management September 26, 2022 · 🕲

Charlotte County Emergency Management has issued evacuation orders for residents in Zone A -Red areas. This includes those living on the barrier islands of Don Pedro Island, Knight Island (Palm Island), Little Gasparilla Island, Gasparilla Island, and Manasota Key, as well as residents in any zone living in mobile homes and trailers.

To find your zone, visit www.CharlotteCountyFLgov/knowyourzone.

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- Personal Items
- Clothing
- Baby supplies
- Pet Supplies
- Cash

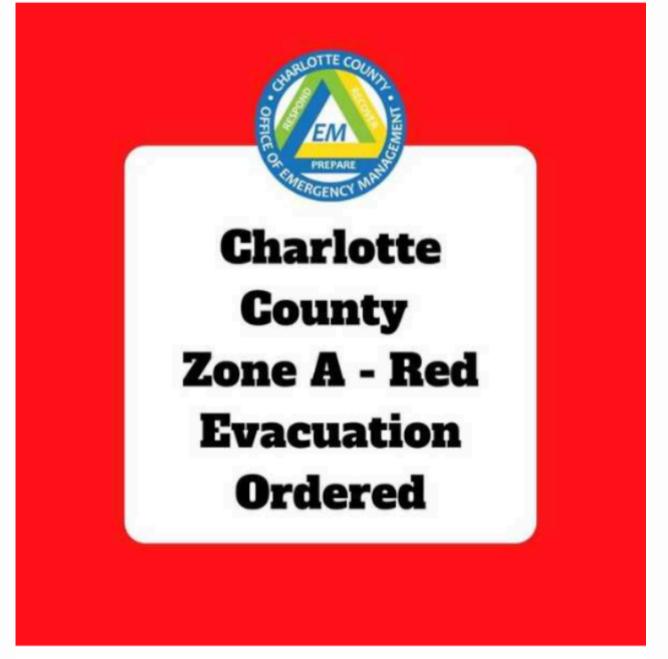
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For Hurricane Ian information, call the Charlotte County Emergency Operations Center at 941-833-4000.

### 🚹 Emergency Alert



Charlotte County Emergency Management Social Media Manager Ashley Turner • 26 Sep



...

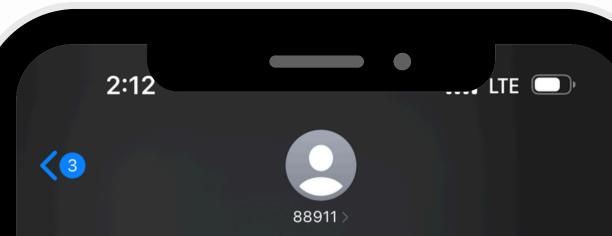
Emergency Alert. Charlotte County Emergency Management has issued evacuation orders for residents in Zone A - Red areas. This includes those living on the barrier See more...

Posted to Subscribers of Charlotte County Emergency Management



# Message Example





Hurricane Watch A Hurricane Watch has been issued for your area For more info <u>https://evbg.co/5r7zhp</u> . Reply with YES to confirm receipt.

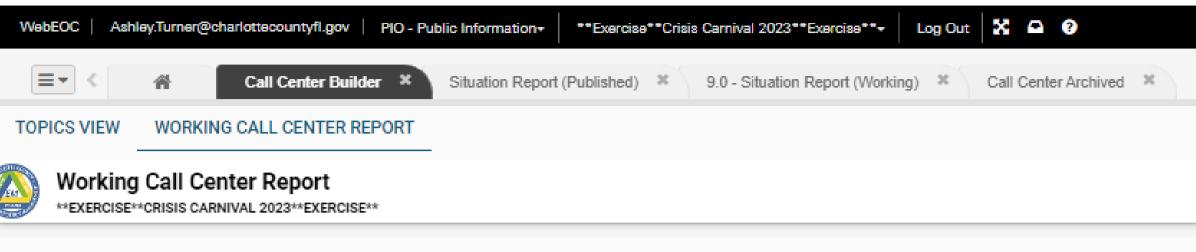
Sep 27, 2022 at 5:16 PM

Tornado Watch A Tornado Watch has been issued for your area For more info <u>https://evbg.co/5lp4xl</u>. Reply with YES to confirm receipt.

Char. Co. Emergency Management issued evacuation orders for everyone in mobile or manufactured homes in any zone and everyone in Zone A-red and Zone Borange.

Sep 28, 2022 at 5:25 AM

Tornado Watch A Tornado Watch has been issued for your area For more info <u>https://evbg.co/hljuc0</u>. Reply with YES to confirm receipt.



### Miscellaneous

Hours of operations for Libraries are extended to 8:00 p.m. due to extreme heat conditions. Tringali Recreation Center, 3460 N Access Center, Englewood, FL will be open as a cooling station until 7 p.m.

First Responders Services: When wind exceeds sustained speeds (not gusts) of specified levels, usually 40 mph, first responders such as the Sheriff's Office and

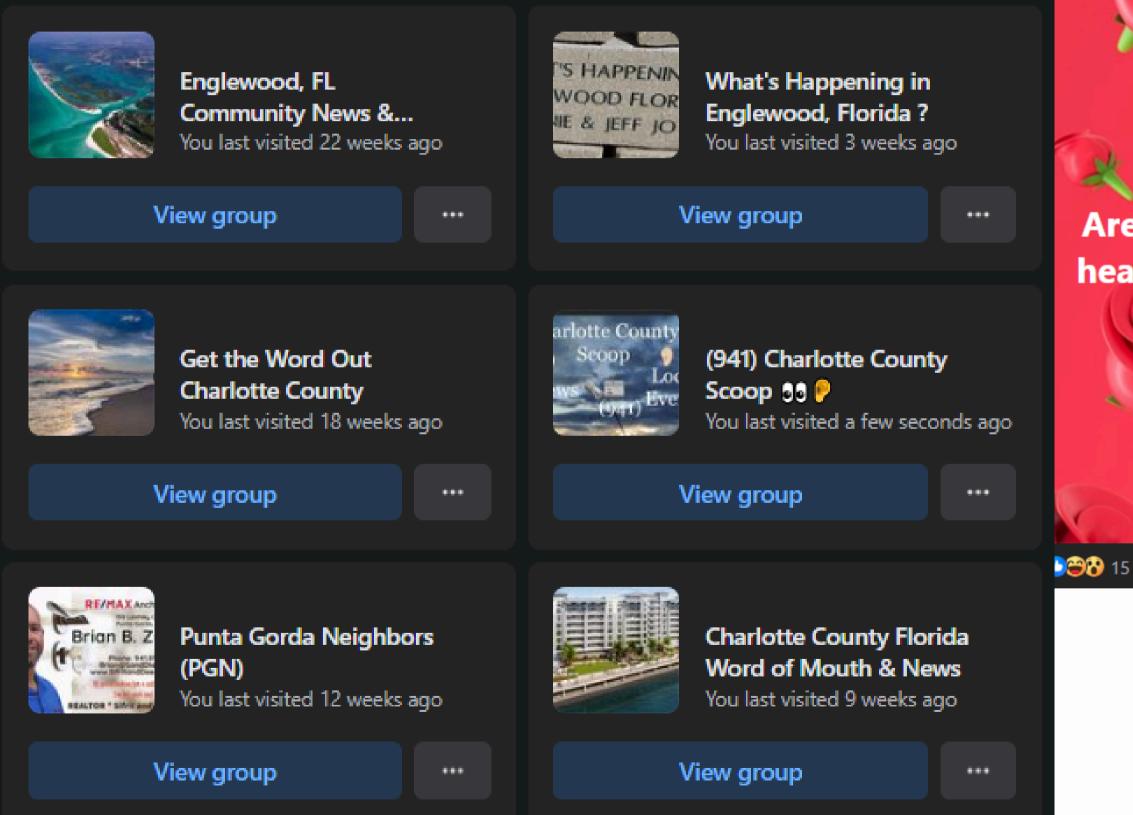
Last Update: Kimberly Kelley on 11/03/2023 09:37

### **Roads and Bridges**

Please avoid the following locations: Himalayan Ave., 6th Ave., US 41 and Burnt Store Rd., in Punta Gorda Wildcat St. in Port Charlotte

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### What Are People Saying? Rumor Control

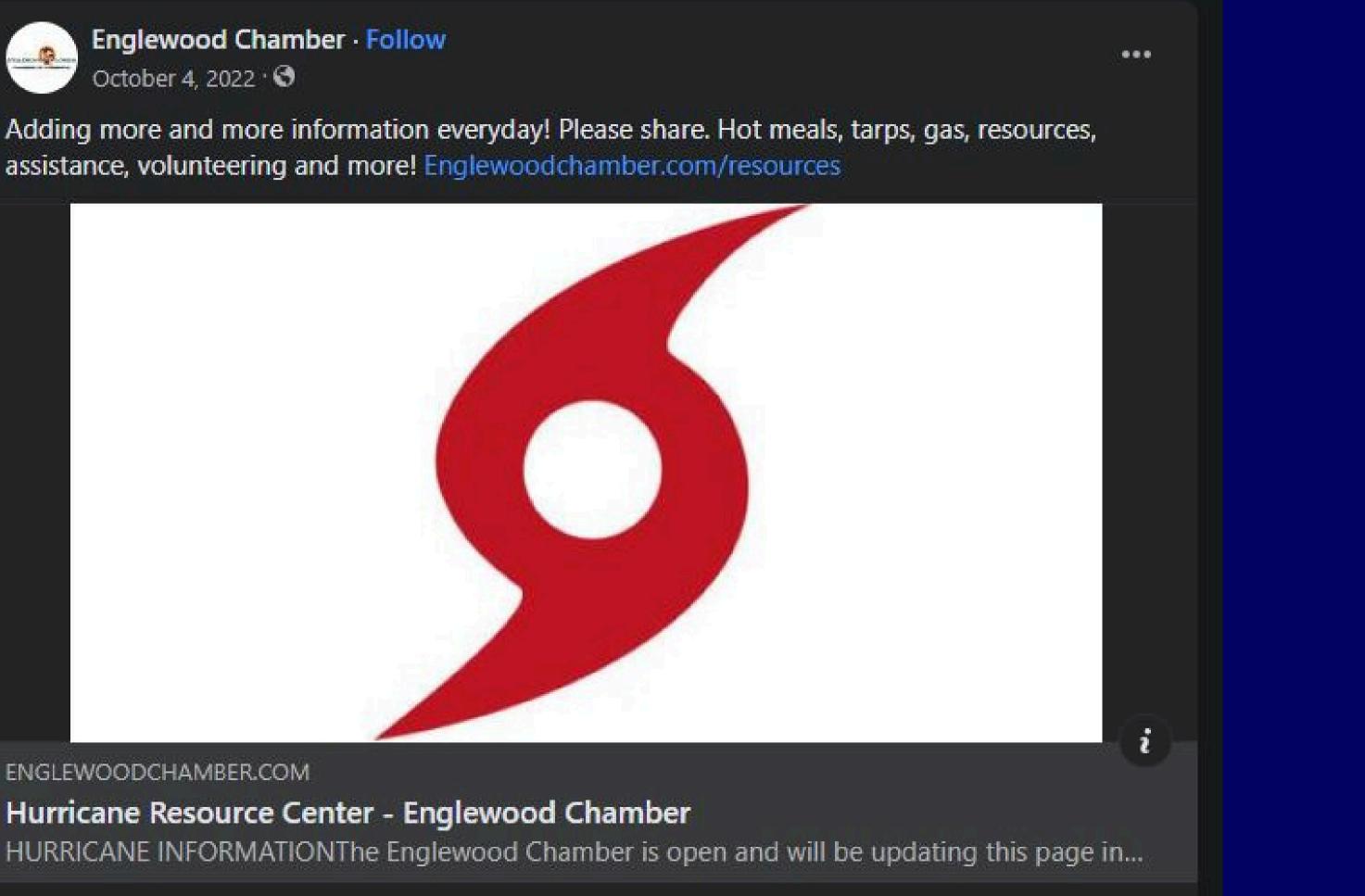


### Are they closing the bridges at 5? We just heard this. Or is it someone wanting to go home early!!

81 comments



assistance, volunteering and more! Englewoodchamber.com/resources



### ENGLEWOODCHAMBER.COM

### Hurricane Resource Center - Englewood Chamber

# Traditional & Non Traditional Media Options

- Social Media
- Newspaper
- Newsletter
- Radio
- TV
- Text Messaging
- Bulletin Boards
- Information Center



• Emails Emergency Messaging Variable Message Boards • Electronic Signs • Flyers • Sandwich Boards • Yard Signs



www.CharlotteCountyFL.gov/ian



### **Charlotte County Resources**

Charlotte County, we are in this together. Call Center: 941-833-4000 or 941-743-1320

### FEMA ASSISTANCE

FEMA individual assistance filing deadline: Jan 12, 2023.

FEMA Disaster Recovery Centers at 2280 Aaron St., Port Charlotte and Tringali Park Recreation Center, 3460 N. Access Road, Englewood, 8 a.m.-7 p.m., Mon.-Sat., closed Sunday. Agencies available include:

- FEMA
- Fla. Dept. of Veterans Affairs .
- **UNITE Florida**
- Fla. Dept. of Children and Families
- Fla. Dept. of Financial Services
- Fla. Dept. of Business and Professional Regulation
- Agency for Persons with Disabilities

### Apply for FEMA disaster assistance. Submit:

- by phone at 800-621-3362,
- online at DisasterAssistance.gov, or
- in person (tinyurl.com/FindDRC) at a Disaster Recovery Center: 2280 Aaron St., Port Charlotte and Tringali Park

Recreation Center, 3460 N. Access Road, Englewood 8 a.m.-7 p.m., Mon.-Sat.

### DISASTER LOANS

Apply for U.S. SBA disaster loans at

disasterloanassistance.sba.gov or the Disaster Recovery Centers or call 800-659-2955. Deaf, hard of hearing, or speech disability, dial 7-1-1 or email

### disastercustomerservice@sba.gov.

Interest rate waived and no payments for 12 months. Filing deadline: Jan. 12.

### PARTIAL PROPERTY TAX REFUND APPLICATION

Charlotte County Property Appraiser's office accepting applications for partial property tax refunds for a residential improvement which was destroyed or rendered uninhabitable for at least 30 days due to hurricanes lan or Nicole. Applications, along with support documentation, must be received on or before April 3, 2023. To apply or view qualifying requirements, visit www.ccappraiser.com or call 941-743-1498.



Please have the following available: · Address & condition of damaged home · Insurance info, & social security number Phone number, address, email for notifications

Disaster assistance is available without regard to race, color, religion, national origin, sex, age, disability, English proficiency, or econo

Information subject to change. Use the QR code to get the most updated information.

### **TEMPORARY SHELTERING OPTIONS**

To apply for temporary sheltering options (RVs/trailers) and temporary or permanent home repairs for households whose needs are not met through insurance or FEMA's Individual Assistance program, visit lanRecovery.fl.gov.

### LAST DAY TO PLACE STORM DEBRIS DEC. 31

The last day to place storm debris for collection was Saturday, Dec. 31. Debris already placed will be collected.

### **PRIVATE STORM DEBRIS PICK-UP**

FDEM accepting applications from private and commercial property owners for assessment and removal of or debris, including vehicles.

To apply, visit www.lanDebrisCleanup.co 2002 or call the Hurricane Ian Debris hot Monday-Friday and 9 a.m.-5 p.m., weeke

IanDebrisCleanup@em.myflorida.com.

### GET HELP

Emergency: 911 | Non-Emergency: 941-6 Red Cross Wellness Checks: 1-800-733-2 email reunification@redcross.org

### **CHARCOCARES**

Text CHARCOCARES to 888-777 to receiv Hurricane lan, area resources and more.

PARKS AND RECREATION FACILITI Find a complete list of open/closed

schedules and more at CharlotteCounty

### **RV/TRAILERS REGISTRATION**

Residents displaced by Hurricane Ian ma vehicles or trailers on developed resider bit.ly/rvregistration to register your RV guidelines for electric, water and wastev

### 1-800-621-3362 DisasterA 711 or Video Relay Service (VRS): 1-8

Direct Deposit: Disaster assistance funds can be sent of bank account (provide your bank type, account & routing Stay in touch with FEMA: You will receive a FEMA reg number when you apply. Save this number when you co

2:12

< 4

Thu, Jun 2 at 5:34 PM

**Tropical Storm Watch** A Tropical Storm Watch has been issued for your area For more info https://evbg.co/xi6pwe. Reply with YES to confirm receipt.



Tornado Watch A Tornado Watch has been issued for vour area For more info https://evbg.co/8c6dha. Reply with YES to confirm receipt.

Sun, Jan 16 at 7:17 AM

### Tornado Warning

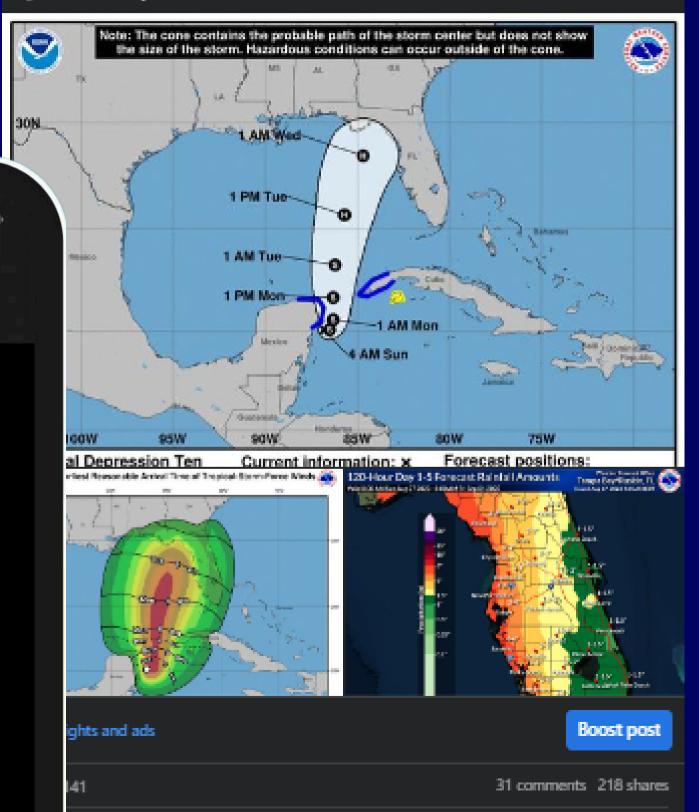
A Tornado Warning has been issued for Charlotte County. Monitor I... https:// evb.gg/n#4jjjjj4top1/08x6ISID or Reply with YES to confirm receipt.



### Charlotte County Emergency Management 🜻 Published by Ashley Turner (0 - sh - 3

Aug. 27 Morning Update | TD10 is now expected to hit as a Category 1 hurricane. Our local chance of tropical storm force winds has increased. While Charlotte County isn't in the direct forecast cone, remember that effects can be felt outside it. Landfall is currently predicted to be between Tuesday night and Wednesday, from Hillsborough to Bay County. Most weather from TD10 will be east of its center.

Chances for tropical storm force winds have increased for Charlotte Cou... See more





# Variable Message Boards

Do you have them?
How many?
Where should we put them?
Character limits



### **ANOTICE** THIS AREA IS UNDER A PRECAUTIONARY

BOIL WATER NOTICE UNTIL FURTHER NOTIFICATION.

FIND MORE INFORMATION AND UPDATES AT: CCU-ALERTS.COM

CHARLOTTE COUNTY UTILITIES 941.764.4300



www.CharlotteCountyFL.gov/ian

CHARLOTTE COUNTY

### Charlotte County Resources

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Hurricane lan, area resources and more.

PARKS AND RECREATION FACILITIES

debris, including vehicles.

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To apply, visit www.lanDebrisCleanup.com or call 850-961-

2002 or call the Hurricane Ian Debris hotline 8 a.m.-8 p.m.,

Monday-Friday and 9 a.m.-5 p.m., weekends or email

Emergency: 911 | Non-Emergency: 941-639-2101

Red Cross Wellness Checks: 1-800-733-2767, option 4 or

Text CHARCOCARES to 888-777 to receive text updates on

Find a complete list of open/closed facilities, program

schedules and more at CharlotteCountyFL.gov/activeagain

Residents displaced by Hurricane Ian may live in recreational

bit.ly/rvregistration to register your RV or trailer and view

vehicles or trailers on developed residential lots. Visit

guidelines for electric, water and wastewater services.

1-800-621-3362 DisasterAssistance.gov

711 or Video Relay Service (VRS): 1-800-621-3362

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### Please have the following available:

- Address & condition of damaged home
- Insurance info, & social security number
  Phone number, address, email for notifications

Direct Deposit: Disaster assistance funds can be sent directly to your bank account (provide your bank type, account & routing number). Stay in touch with FEMA: You will receive a FEMA registration number when you apply. Save this number when you contact FEMA.

Disaster assistance is available without regard to race, color, religion, national origin, sex, age, disability, English proficiency, or economic status.



Information subject to change. Use the QR code to get the most updated information.

1/12/2023

Haddenie G BACKES COVENANT STATETALKS.

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Join of its Worship All including the local division of

Jako wa chila Sanatayi

# **Church Bulletins** & School Flyers

• Great way to reach your community Already work with faith-based for other operations.



# Call Tree & Phone Tree

In simple terms, a phone tree is a system for contacting a large number of people quickly in which each person called, then telephones a number of other designated people.





- Local businesses and popular community
- Elected Official Offices
- Gas stations
- County facilities
- Established
  - relationships beforehand

### Posters

places

# Plastic Sleeves









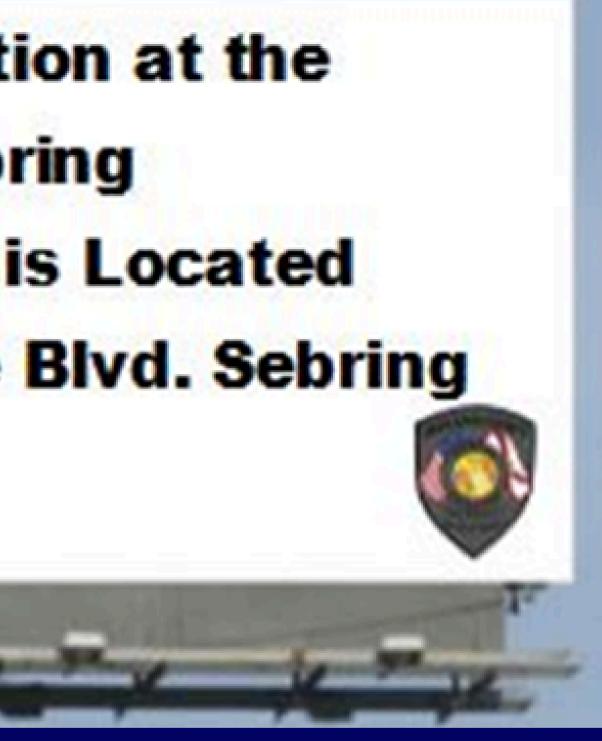
### **Food and Water Distribution at the** Fairgrounds in Sebring FEMA Assistance Center is Located At Civic Center 4509 George Blvd. Sebring





# Digital Bilboards

 Do you have any in your community? • Will the owner let you use them for free?





### Public Meetings & Elected Officials



### Cultural Differences & Trusted Messengers



Screens Inside Businesses, Banks Schools, Hotels Hospitals, Rec Centers & More!

### Charging Station, C.O.W., & Comfort Stations

- Another option when power and Internet are out is to provide Internet access and the opportunity for residents affected to charge their equipment.
- Internet providers are able to do just that with Cell on Wheels (COW)





- Podcasts
- audio files.

# Racio

 Radio is a leading reach platform because 93% of the population listen to the radio. More than 243 million Americans adults with a diverse background listen to the radio every month" (Radio Facts and Figures | News Generation | Broadcast Media Relations, 2019). • Generational Gaps: Spotify &

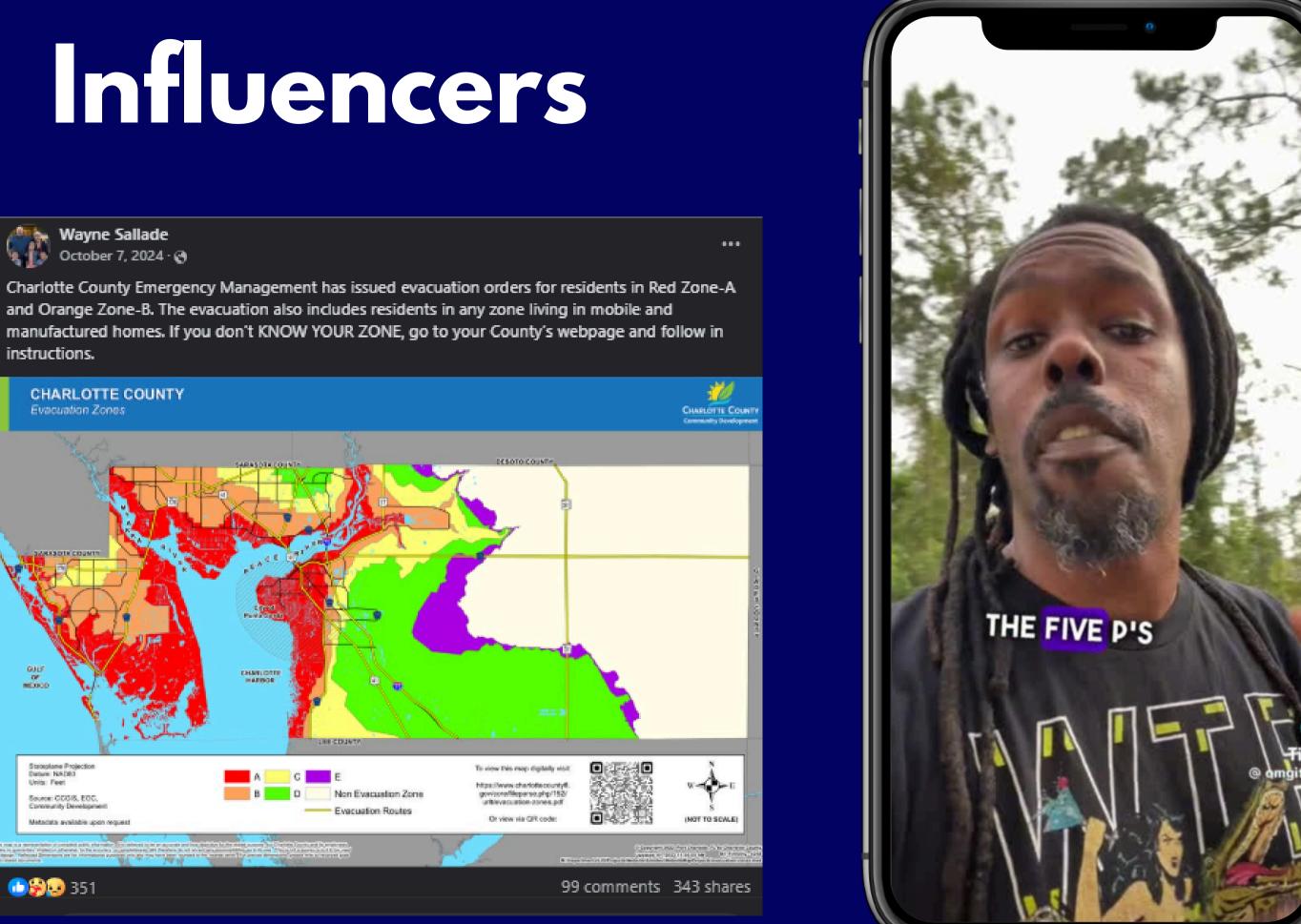
Turning press conferences into















# Success during a crisis starts before a crisis ever happens.

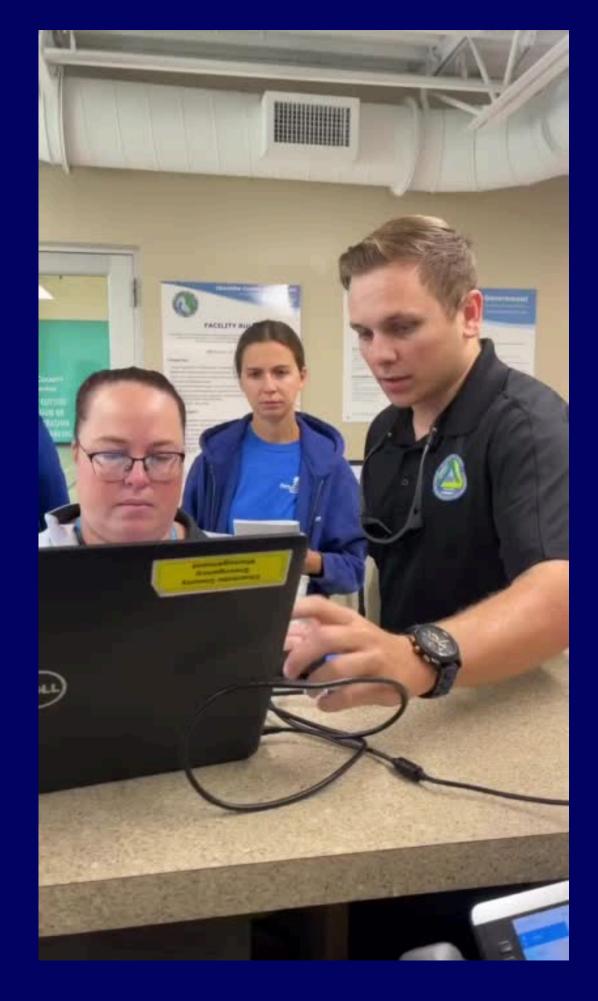


### If we can't REACH you, we can't ALERT you!

Get alerted about emergencies by signing up for our emergency alert program.



Bue Sky Messaging: t Buids Trust.







## Disaster Supply Kit

Have enough food, water, and other supplies to support your needs for several days.

### CHARLOTTE COUNT FLORIDA **WHO IS RESPONSIBLE?**

Property owner is responsible for anything that has fallen onto their side of the property line.

PROPERTY LINE

> Property owner is responsible for anything that has fallen onto their side of the property line. Not what fell on to their

### FloridaDisaster.org/Kit

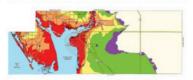


### Flood Zone vs. Storm Surge

### Flood Zone

Geographic areas defined by FEMA as having varying levels of flooding risk.

### **Storm Surge**



Storm Surge is the abnormal rise of water pushed onto shore by hurricanes or tropical storms.

### Storm Surge Evacuation Zones

Storm Surge Evacuation Zones are areas vulnerable to storm surge. They are broken down into five color-coded zones. This is how we communicate who needs to evacuate.

### **Evacuation Zones** RED A ORANGE B YELLOW C GREEN D PURPLE E

### Find your evacuation zone at CharlotteCountyFL.gov/KnowYourZone



### If we can't REACH you, we can't ALERT you!

Get alerted about emergencies by signing up for our emergency alert program.

2:12

# Prescripted Messages & Graphics

Pet Disaster

**Supply Checklist** 

\*\*

### ТАСО WATCH

BE AWARE: Tacos are possible. We have the ingredients to make tacos



### TACO WARNING

TAKE ACTION: Tacos are happening now. Get to your seat.



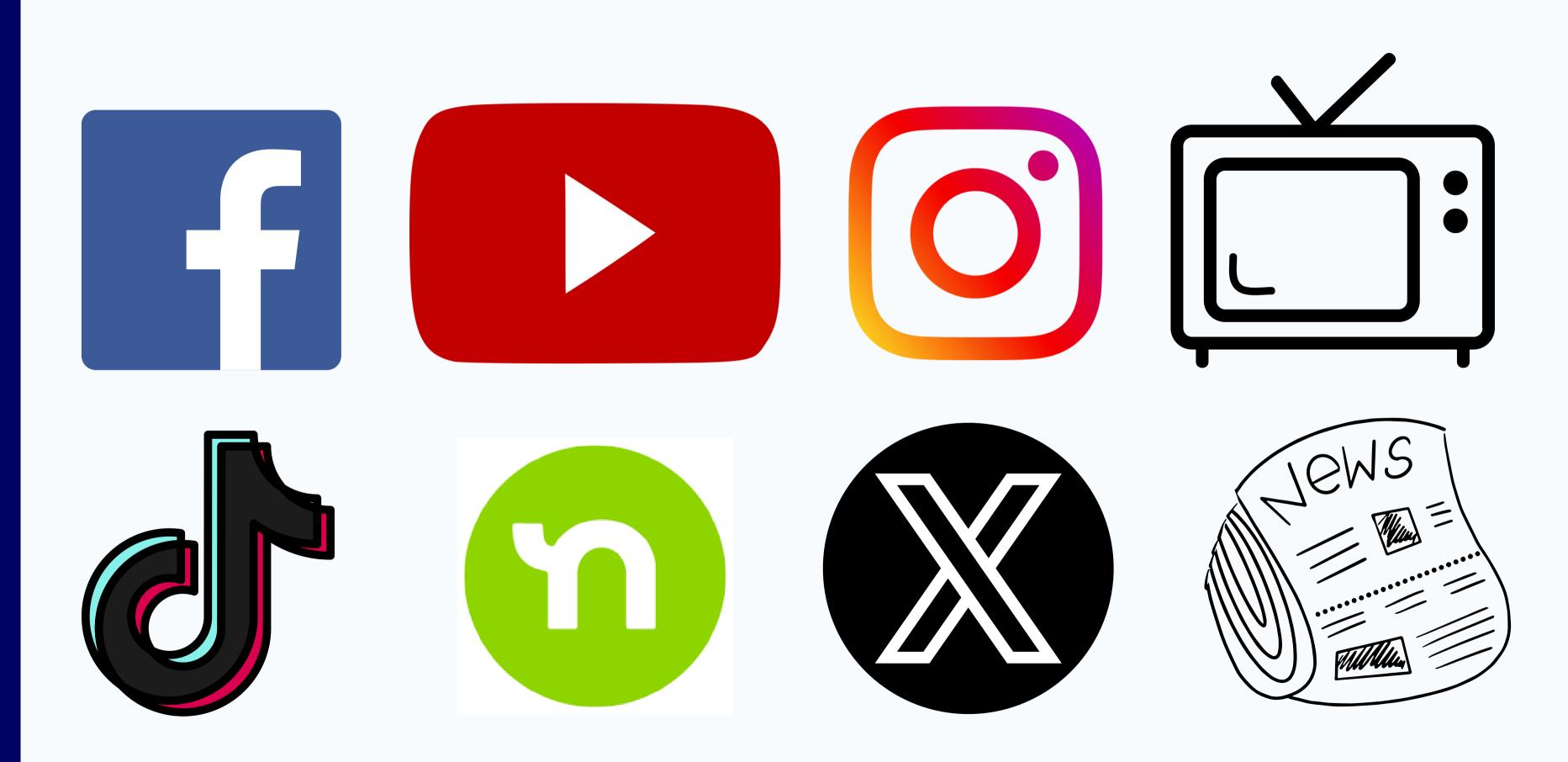


### Secure Your Work Sites

# WHERE THEY WANT



### **EVERYONE IS NOT ON EVERY PLATFORM!**

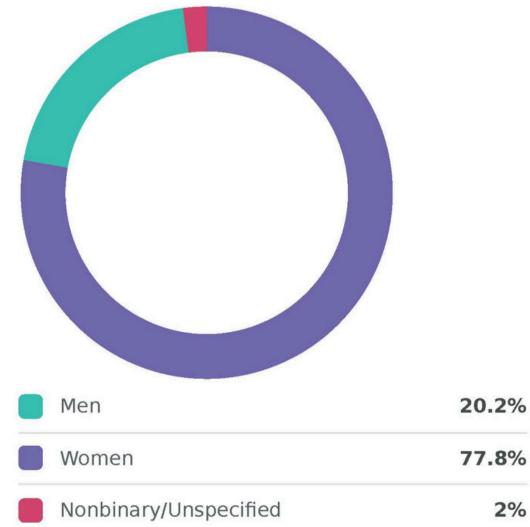


## Know Your Demographic

## 13 - 170.1% 18-24 2.3% 25-34 9.7% 35-44 15.3% 45-54 17.9% 55-64 25.4% 65 +29.3%

**People Engaged by Age** 

### **People Engaged by Gender**

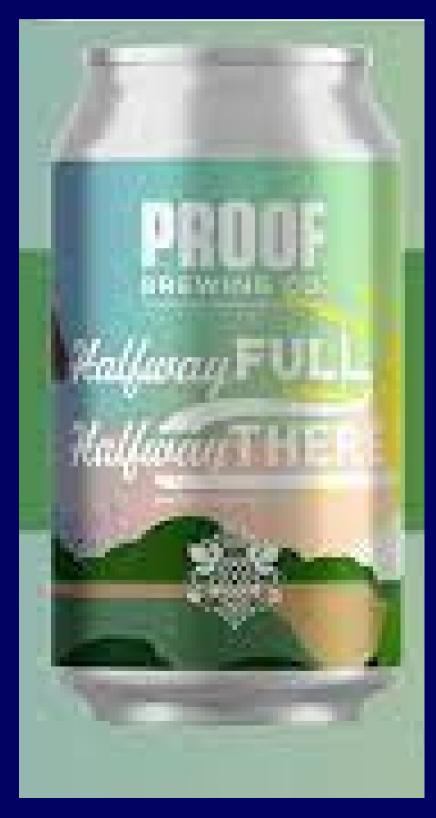






## Know Your Communities • Languages • Famliy Demographics Common issues

## Outside of the Box Thinking



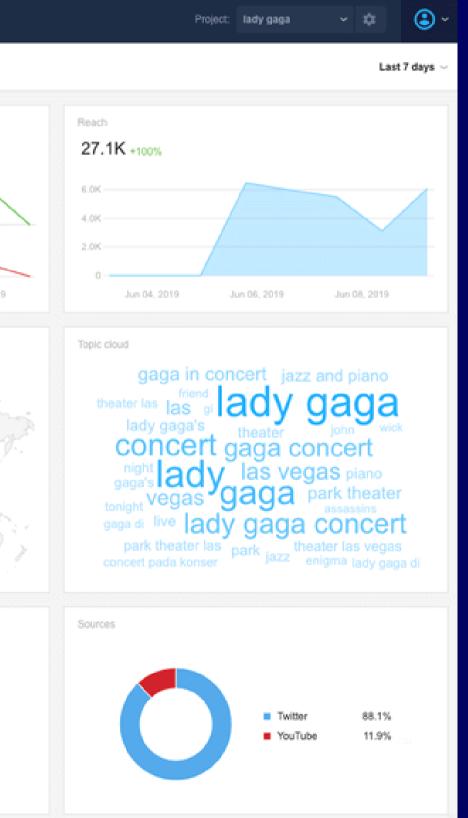


## Outside of the Box Thinking



## Sentiment Reports

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💬 Mentions 🛛 🕀		
lady gaga 💿 6.2K	Mentions	Sentiment
bradley cooper 🛛 🔞 2.3K	42 +100%	Positive Negative 71.4% 9.5%
lady gaga concert 😥 147	10	
🔥 Leads 🖽		
Reports		
Mention Statistics	0	0
Alert Comparison	Jun 04, 2019 Jun 06, 2019 Jun 08, 2019	Jun 04, 2019 Jun 06, 2019 Jun 08, 201
Influencers	Mentions Influencers	Countries
	Concertabolic + 9 United States     Lady Gaga & Tony Bennett - Cheek to Cheek - Jazz and Pi     The Concertabolic + 9 United States     Lady Gaga performing Cheek to Cheek with Tony Bennett     live during her concert residency, "Lady Gaga Jazz and     Plano", at the Park Theater in Las Vegas.     O Private Concert With Lady GaGa @ SAP Sapphire Now - O	
	Nick Pamaby Never seen her live before and, despite the nose-bleed seats we got (they were included in the conference registration I guess) it was amazing. She's	
	georgia_Rolle -      United States      i deserve to see lady gaga in concert.	Languages
	Veut aller voir lady gaga et ariana en concert pln	English 85.7%
	09062019 Jeong eunji hyeHwa first concert shallow ( lady	French 9.5%
	in Justess	



## Staff Training & Development



## **Guest PIO Toolkit**

- Access (Website/Alert System)
- Temporary Badges/Branded Shirts
- Brand Guide
- Social Media Passwords
- Staff Directory/Elected Officials
- Media Contact List
- Community Leaders
- Community Demographics





## **Gloria Rybinski, EPIO** GRybinski@highlandsfl.gov 863-402-6832



## **Todd Dunn, APIO** TDunn@englewood-fire.com 941-949-2328



## **Ashley Turner, EPIO** Ashley.Turner@CharlotteCountyFL.gov 941-833-5610



# Lessons Learned Hurricane Ian

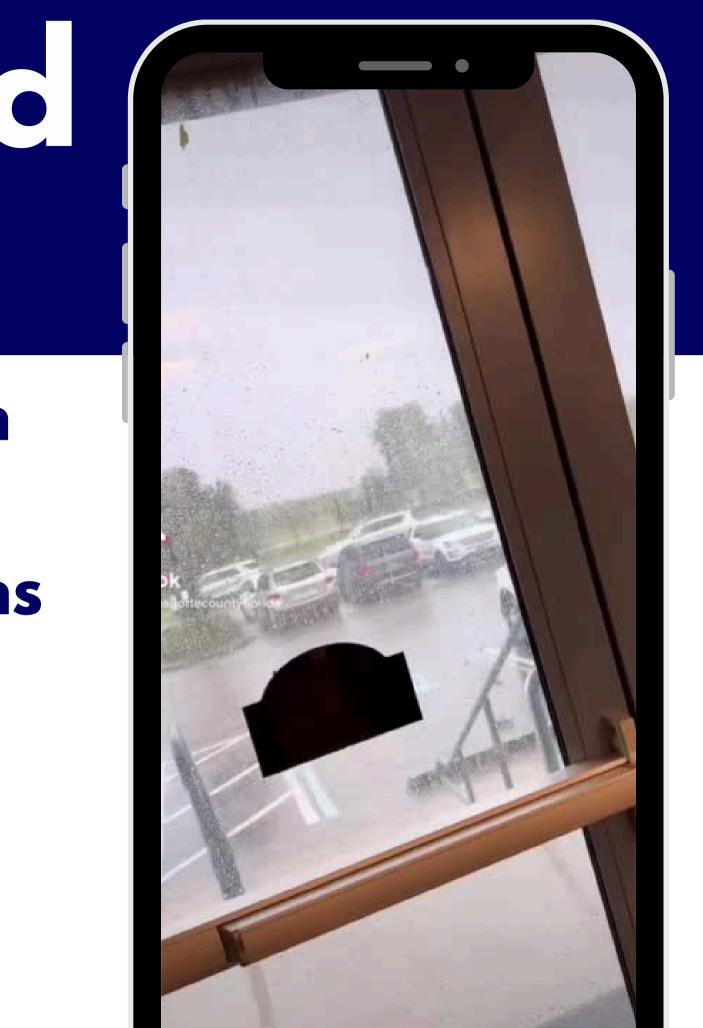


## It's is not a sprint, it's a marathon

- Take breaks and have a coverage plan in place so you can rest
- Practice what you preach (ensure you and your family are prepared so you can focus)
- Exercise together quarterly (this boosts confidence and reduces stress)

# Lessons Learned Tactics

- Have pre-written posts for each phase of a disaster
- Use graphics to share the actions people need to take
- Use pictures and videos and show people what is going on





# **FLOOD WATER** CLEANUP



## **AFTER THE CLEANIP**

- After completing the cleanup, wash your hands with soap and warm water.
- Wash all clothes worn during the cleanup in hot water and detergent. These clothes should be washed separately from uncontaminated clothes and linens.





**Charlotte County Emergency Management** 

**Charlotte County Emergency Management** 



- Keep children and pets out of the affected area.
- Wear rubber boots, rubber gloves, and goggles during cleanup.
- Private wastewater systems should be professionally inspected and serviced if damaged.
- Seek immediate medical attention if you become injured or ill.

- diseases, and injuries.
- disease.

- have an open wound.

**Charlotte County Emergency Management** 

Charlotte County Emergency Management





**Charlotte County** Emergency Management



various risks, including infectious diseases, chemical hazards, diarrheal

• Eating or drinking anything contaminated by flood water can cause diarrheal

• Flood waters may contain sharp objects, such as glass or metal fragments, that can cause injury and lead to infection. • Avoid exposure to floodwater if you



- Invest in preparing your residents year round
- Invest in relationship with local, state and NGO partners
- Prioritize informing your residents before national media





- Make it human "We are going through this too, this affects us too, we can relate"
- Ask, listen to and respond to requests and insights from your residents
- Keep your residents informed throughout the event





## Charlotte County Emergency Management Published by Ashley Tumer () - August 30, 2023 - (3)

Paws-itively heartwarming reunion alert! 🐁 🔯 A furry detective tale unfolded in Harbour Heights today. A pup named Copper went on an unexpected adventure, but fear not! Our superhero Sr. Animal Control, Emily Graham, sprung into action and after some top-notch detective work, Emily cracked the case with the help of social media magic! She spotted a pic of Copper along with the owner's details that led to a heartwarming reunion!

If you spot a stranded furbaby after Hurricane Idalia, don't fret! Call 941-833-4000 and let the animal-saving magic begin! Let's keep those tails wagging! 19



See insights and ads



whatever come our way.

Inside the Emergency Operations Center, we're gearing up for Hurricane Idalia. Our teams are in action, ready to tackle any potential impacts on Charlotte County. With the combined efforts of county, city departments, and community allies, we're united to ensure we're well-prepared for

This hub of activity keeps us connected and informed. We're strategizing resource management, keeping lines of communication open with partners on regional, state, and federal levels, all while orchestrating a seamless response.





See insights and ads

000 206

9 comments 13 shares



## Charlotte County Emergency Management Published by Ashley Tumer () - August 29, 2023 - (3)

### Boost post

18 comments 10 shares



### Charlotte County Emergency Management Published by Ashley Turner () - August 30, 2023 - (3)

The Charlotte County Call Center is still here for you! J Our hours will now be from 8 a.m. to 8 p.m. starting today, Aug. 30. Reach out at 941-833-4000 for the latest on Hurricane Idalia updates and essential resources.



### See insights and ads

### Boost post

106 😳 😳

21 comments 21 shares





### **Theresa Sweeney**

Thank you to everyone for helping I used to live in Charlotte County my daughter still lives there. Went through Charley but I see how much devastation is there . She's relocating . Prayers for all of you ! Thank you again you guys are amazing

16w Like Reply



### **Ruta Barchutis**

Their management office has flyers for people that don't have access to our electronics

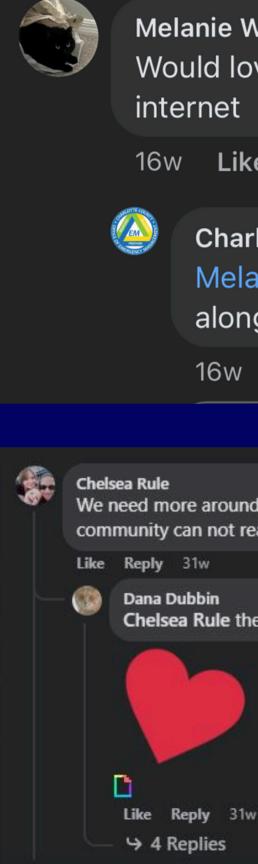
Like Reply 16w



### 🚩 Milestone follower

### **Jane Stenger**

Ruta Barchutis It is great they are doing that. Yet some people are not able to get out about for a variety of reasons. So it's really important to use every communication medium available.



nie Woo	od							
ld love	more	texts	as	we	do	not	have	е
net								

Reply Like



Charlotte County Emergency Management 😔 Melanie Wood we will pass that feedback along!

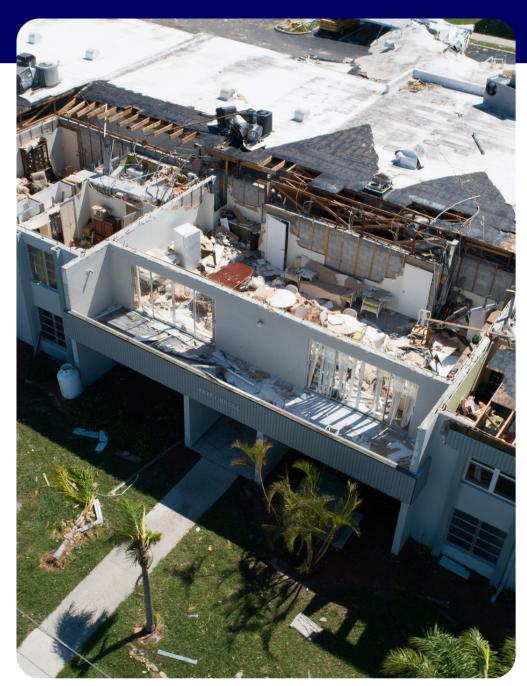
Like Reply

We need more around or even Mobil ones going into neighborhoods directly. The community can not reach these resources

Chelsea Rule the Red Cross came down our street with food and water.



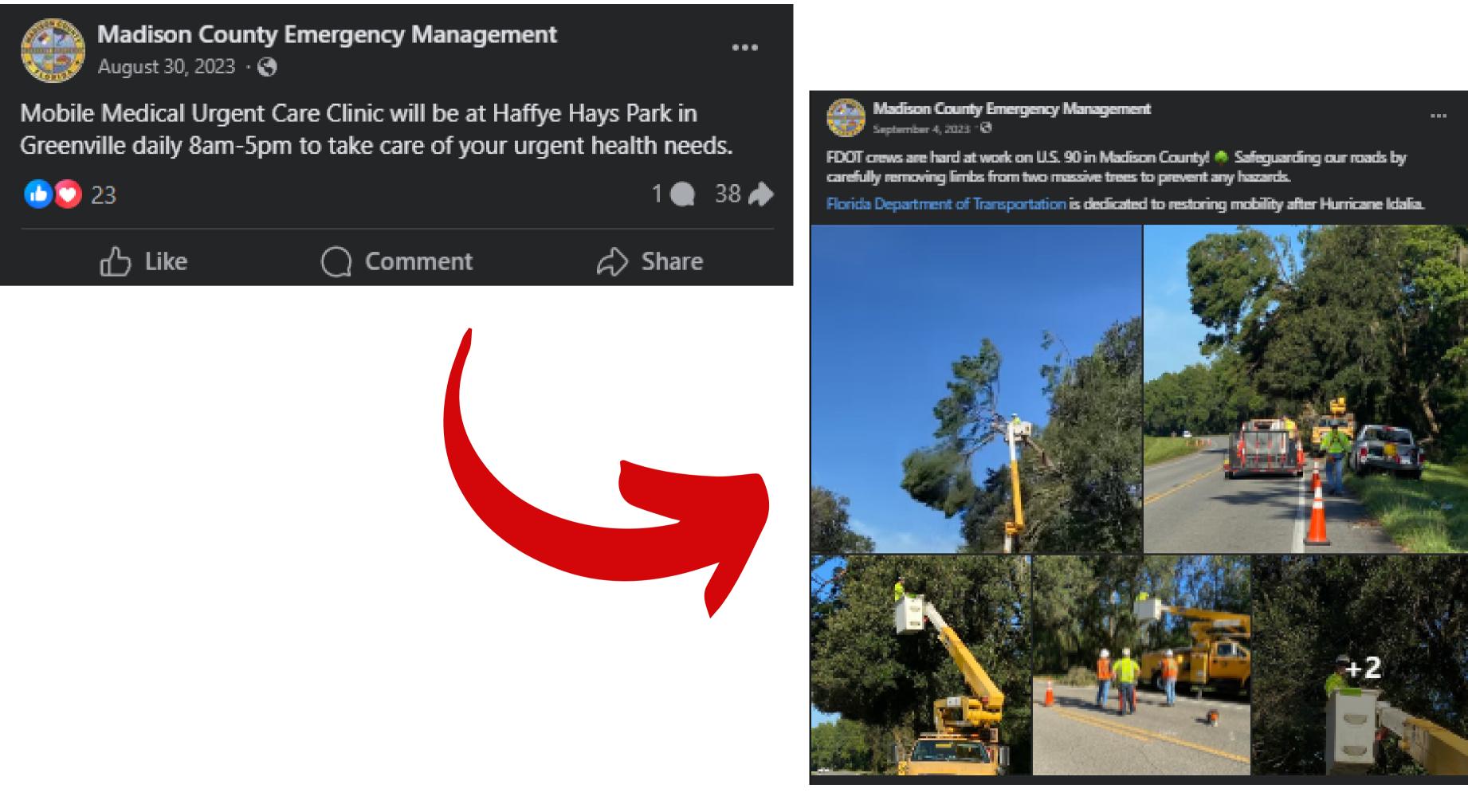
- Provide a daily resource list
- Write talking points for our commissioners
- Have a plan in place that we follow







# LESSONS ecree Hurricane Idalia Deployment



## Messages of Hope



Madison County Emergency Management September 7, 2023 - 🚱

School is back in session and some of our youngest residents have left sweet messages for the crews in our community 🤩



September 8, 2023 · 🕅

....

As our county lights up again, the need and demand for our community services sites has gone down. Madison County's Community Services Sites will be closing their doors at 6 p.m. on Sun, Sept. 10.

However, fear not! Our central hub at Lanier Field will still be open, offering laundry, showers, and restroom facilities to serve our community.





3 comments 23 shares

## Madison County Emergency Management

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## **Gloria Rybinski, EPIO** GRybinski@highlandsfl.gov 863-402-6832



## **Todd Dunn, APIO** TDunn@englewood-fire.com 941-949-2328



## **Ashley Turner, EPIO** Ashley.Turner@CharlotteCountyFL.gov 941-833-5610