



# FLORIDA WING CRISIS COMMUNICATIONS ACTION PLAN

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HEADQUARTERS - FLORIDA WING  
PUBLIC AFFAIRS DIRECTORATE

13601 South West 176th Street  
Miami, Florida 33177-2502

REV 2.0

18 SEPTEMBER 2008

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**HEADQUARTERS  
FLORIDA WING, CIVIL AIR PATROL**

United States Air Force Auxiliary  
Public Affairs Directorate

510 North West 199<sup>th</sup> Avenue, Pembroke Pines, Florida 33029-3348

18 September 2008

MEMORANDUM TO: Commander, Florida Wing  
Commander, South East Region  
IN TURN

FROM: FLWG / PA

SUBJECT: Wing Crisis Communications Plan

1. In accordance with CAPR 190-1, Chapter 7, a (3), the undersigned presents this plan for your review and implementation Florida Wing at all echelons.
2. To ensure its continued effectiveness, this directorate strongly recommends that once implemented, this plan is updated on a regular basis. In particular, mission base information should be reviewed and updated quarterly, or at least at the beginning of hurricane season.
3. We request it's approval and implementation into Wing operations at your soonest opportunity, to be ready to fulfill our emergency services missions to the State of Florida during the present Hurricane Season and beyond.

A handwritten signature in black ink, appearing to read "G. Navarini".

GEORGE NAVARINI, Lt Col, CAP  
Director, Marketing & Public Affairs  
Florida Wing

Distribution:  
FLWG / CC, CV, CS, DO, DA  
File



**HEADQUARTERS**  
**FLORIDA WING, CIVIL AIR PATROL**  
United States Air Force Auxiliary  
Office of the Wing Commander  
13601 South West 176th Street Miami, Florida 33177-2502

18 September 2008

MEMORANDUM TO: SEE DISTRIBUTION

FROM: FLWG / CC

SUBJECT: Wing Crisis Communications Plan

1. The attached Florida Wing Crisis Communications Plan is approved as submitted.
2. Effective this date, all subordinate command and staff within Florida Wing will incorporate this plan into their operations and public affairs procedures.
3. Recommendations and improvements to this plan are encouraged. Members wishing to do so are requested to do so in writing, through channels, to FLWG/PA, Attn: Director.

A handwritten signature in black ink, appearing to read "Ch F Moresch".

CHRISTIAN F. MORESCH, III  
Colonel, CAP  
Commander

Distribution:  
SER / CC, PA  
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## **CRISIS COMMUNICATION**

When a crisis happens, Civil Air Patrol Mission Information Officers must be ready to respond to questions from the news media and the public. Failure to address concerns and questions quickly, accurately, and completely can lead to the perception that Civil Air Patrol is not qualified to respond and that we do not care about our community.

**WHY WE DO IT** – Effective crisis communication with the public through the media generates many long- and short-term benefits, including:

- Getting important information to the public when they need it,
- Creating and/or enhancing Civil Air Patrol's credibility,
- Calming public fear and anger,
- Enhancing control over media "spin", and
- If the situation warrants, providing damage control for CAP image.

Ineffective crisis communication can result in many negative consequences, including fatalities, injuries, and property loss.

**MAKE A PLAN** – No crisis communication effort will be successful without a clear and comprehensive plan. Make sure the plan addresses how information is gathered and verified; how the Joint Information System is utilized; how and when to activate a Joint Information Center; how to craft a message; how to work with other agencies; and how to work with the media.

**WHEN YOU CAN'T SAY ANYTHING** – In some circumstances, information must be withheld from the public. Classified information, details of law enforcement investigations, private medical reports, and some personal data cannot be discussed. If these issues arise, explain why the information cannot be discussed and then bridge back to key messages. Avoid talking about cause, blame, and costs. These issues can be addressed following the crisis.

**KEY MESSAGES – WHO IS YOUR AUDIENCE** - When dealing with the media during a crisis, it is often easy to forget that the people we are actually trying to reach are the members of the public. When developing statements about the crisis, remember that you have multiple audiences:

- Community, state and nation
- Local populations, including non-English speaking, special needs, etc.
- Friends and family of Civil Air Patrol members.
- Civil Air Patrol members not responding to the event.
- Other agencies responding to the incident and their families
- Other stakeholders
- Media

# CRISIS COMMUNICATION

## HOW TO SAY IT

- Determine what information and messages you want to communicate, and know what you do not want to say or what you cannot discuss.
- Be clear and concise – don't ramble. Keep your statements short. Phrase things so that a 12-year-old could understand.
- Stick to the facts and key messages.
- If you don't know, say so. Never lie.
- Never speculate ("what if" questions). Speculation can lead to the perception that the crisis is much more severe than it is.
- Be first with the information – slow release of verified information will lead the media to other, possibly less credible, sources.
- Be empathetic and reassuring – even a small crisis can be devastating to those involved.
- Stay positive yet realistic – public confidence in the response effort is critical.
- Communicate technical details clearly – avoid jargon and acronyms; have visuals such as maps or models available for enhanced explanations.
- Do not repeat negative words from questions.
- Speak only about your agency and what it is doing.
- **Off the record? No such thing.**

**KEY MESSAGE DEVELOPMENT** – All statement should consist of no more than three or four key messages you want to convey to the public. In the initial stages of a crisis, information about health and safety should constitute the primary message. Other key messages should have information to calm the public, such as what is being done to respond and recover from the crisis, commitment to solving the problem, levels of expertise involved, and statements of concern. Try to phrase your key messages in 10- to 12-word sound bites for ease of understanding.

## CRISIS COMMUNICATION MESSAGE TRIANGLE

Immediately following a crisis, the public will want to know three things:



I

**What happened?** These facts should be released as soon as the information is confirmed. Updates should be frequent and numerous.

**What does it mean to me?** Place yourself in the public's shoes. Provide people with information to enhance their safety and address potential concerns they may have. Fear of the unknown is greater than fear of the facts.

**What are you doing about it?** The public wants to get "back to normal" as soon as possible. Tell people what you are doing to control the situation and return order. Explain how the process will work, how long it could take, and what can be expected.

## **MEDIA CRISIS COVERAGE CYCLE**

Most crises tend to follow a cycle. Media coverage will mirror this cycle in the form of news content and issues covered. Know these phases and anticipate the questions/stories the media will pursue.

- **Breaking Phase**—Media arrives on scene requiring access and information; basic coverage of who, what, when, where, why and how.
- **Sustaining Phase**—Media attention grows, use of subject matter experts to fill immediate information void.
- **Recovery Phase**—Crisis is defined, questions on cause, problems, and blame surface. A reduction in media interest may occur.
- **Anniversary Phase**—Spike in interest, questions on current status or lessons learned.

## ROLE AND SCOPE

**INTRODUCTION** – Crises take many forms anywhere, and often occur unexpectedly. Because a crisis situation demands a quick response to sometimes rapidly unfolding events, preparation is key.

Although some situations can be predicted and prevented, others can be minimized if handled in a swift, organized, informed, and caring manner. A prolonged crisis can wreck an organization's reputation if mishandled, eroding public support, morale, membership, and funding. This crisis communication policy complements existing safety and emergency plans. CAP unit Public Affairs Officers (PAOs) and Mission Information Officers (MIOs) will incorporate this policy into their unit crisis response plans, as required, but other unit members should be aware of the policy and their possible roles in a response.

This policy offers possible broad crisis scenarios, suggestions for handling those crises, how to inform external and internal constituencies and general crisis-reaction guidelines. It also outlines what must be done in times of crisis, but should be adapted to the unique scenarios an actual crisis can produce.

**ROLE** – The role of the Florida Wing Crisis Communications plan is to ensure the timely and accurate flow of essential information from and to the command echelon to the membership and the citizens of the State of Florida.

The implementation of this plan is to complement the usual and customary command and control functions of the incident command staff. It is recommended that the contents of this plan be incorporated in future training to ensure that said implementation is in-place but at the same time does not interfere or override normal ICS operations.

**SCOPE** – For the purpose of this plan, a *crisis situation* is any natural, man-made or technological situation deemed by the command echelon as having an impact to the organization, or to the community, state or nation in a way that involved Civil Air Patrol or any of its subordinate units.

These would include, but be limited to, any incident or mishap involving CAP assets or CAP personnel at an organizational activity or event involving serious injury or loss of life. This would also include CAP response to a local, regional or national event of national significance.

A *crisis situation* may also include investigations by outside civil or military law enforcement or regulatory organizations or similar situations that may require a public response.

## INITIAL PLAN OF ACTION

**FIRST OFF...** When an internal or external incident occurs that has the potential to elevate to crisis level, it is imperative to lead based on good information. When a crisis occurs, it is essential to quickly gather and confirm the relevant facts of the situation, distribute these facts to key decision-makers across the Wing, then to prepare to address the situation in a coordinated manner.

When the crisis is verified, the following facts should be taken:

**GATHER THE FACTS** – To respond to the developing crisis in an intelligent manner, the Public Affairs Officers / Mission Information Officers (PAOs/MIOs) must quickly gather and confirm the relative facts on the situation.

**CONVENE THE CRISIS COMMUNICATIONS TEAM** – The core team members should immediately convene and decide the first course of action.

## CRISIS COMMUNICATION TEAM

**MEMBERS** – The permanent members of the Florida Wing Crisis Communications team shall be as follows:

<b>Position</b>	<b>Incumbent</b>
Wing Commander	Col Christian F. Moresch – Chair <i>Ph: 386-562-4400</i> <i>CMoresch@flwg.us /</i>
Vice Commander	Lt Col Arthur Giles <i>Ph: 305-804-7039</i> <i>AGgiles@flwg.us /</i>
Chief of Staff	Lt Col Valerie Brown <i>Ph: 904-236-9698</i> <i>VBrown@flwg.us / ValerieFLWG@comcast.net</i>
Director, Public Affairs	Lt Col George Navarini – Vice Chair <i>Ph: 954-600-3843</i> <i>GNavarini@flwg.us / 407@spatz.org</i>

The following personnel may be added to the team at the discretion of the Wing Commander, depending on the nature of the event:

<b>Position</b>	<b>Incumbent</b>
Wing Judge Advocate	Maj Michael Godwin <i>Ph: 850-494-0931 / 850-435-1615</i> <i>mgodwin@ci.pensacola.us /</i>
DCS - Operations	Lt Col Gary Nelson <i>Ph: 904-993-4879 / 850-855-0592</i> <i>GNelson@flwg.us / GaryJSO@aol.com</i>
Director, Cadet Programs	Maj Margarita Mesones-Mori <i>Ph: 305-301-4162</i> <i>MMesones@flwg.us / majormesones@aol.com</i>

Other staff officers with positions relevant to the crisis, or expert sources as needed, should be added to team as conditions warrant, without making the team so cumbersome as to not be able to function in a timely manner.

In the case of a more localized event, it is recommended (but again, at the discretion of the Wing Commander) to add the Group Commander and Public Affairs Officer of the affected area.

## CRISIS COMMUNICATION TEAM

In the case of a more localized event, it is recommended (but again, at the discretion of the Wing Commander) to add the Group Commander and Public Affairs Officer of the affected area.

<b>Position</b>	<b>Incumbent</b>
Group 1	
Commander	Lt Col Rogers Porter <i>Ph: C 850-562-2459 / H 850-626-5648</i> <i>RPorter@flwg.us / ckride@bellsouth.net</i>
Public Affairs Officer	Lt Col Rogers Porter <i>Ph: C 850-562-2459 / H 850-626-5648</i> <i>RPorter@flwg.us / ckride@bellsouth.net</i>
Group 2	
Commander	Lt Col John Edsal <i>Ph: C 352-342-3101 / H 352-526-9654</i> <i>JEdsal@flwg.us /</i>
Public Affairs Officer	Lt Col John Edsal <i>Ph: C 352-342-3101 / H 352-526-9654</i> <i>JEdsal@flwg.us /</i>
Group 3	
Commander	Maj David Leach <i>Ph: C 813-244-6011</i> <i>DLeach@flwg.us / serfl032@tampabay.rr.com</i>
Public Affairs Officer	Maj David Leach <i>Ph: C 813-244-6011</i> <i>DLeach@flwg.us / serfl032@tampabay.rr.com</i>
Group 4	
Commander	Maj Scott Martin <i>Ph: C 321-947-4422</i> <i>SMartin@flwg.us / smmartin@myuw.net</i>
Public Affairs Officer	1 Lt William Weiler <i>Ph: C 913-488-5392 / 321-795-0107</i> <i>H 321-453-9656 / W 913-488-5392</i> <i>WWeiler@flwg.us / weilerb@earthlink.net</i>

## CRISIS COMMUNICATION TEAM

<b>Position</b>	<b>Incumbent</b>
Group 5 Commander	Lt Col Fran Gleockler <i>Ph: C 863-835-2424 / H 863-655-4009</i> <i>Fgleockler@flwg.us / frangl@hotmail.com</i>
Public Affairs Officer	Lt Col Fran Gleockler <i>Ph: C 863-835-2424 / H 863-655-4009</i> <i>Fgleockler@flwg.us / frangl@hotmail.com</i>
Group 6 Commander	Maj Nicholas Sacco <i>Ph: C 954-562-4755 / H 954-916-1138 / W 954-838-2553</i> <i>NSacco@flwg.us / nicholassacco@yahoo.com</i>
Public Affairs Officer	1 Lt Jacquelyn L Stoerzinger-Zarrilli <i>Ph: H 561-394-7758</i> <i>JZarrilli@flwg.us / vincent_zarrilli@yahoo.com</i>
Group 7 Commander	Maj Manny Alfaro <i>Ph: C 305-522-1648 / H 305-522-1848 / W 954-724-6906</i> <i>MAlfaro@flwg.us /</i>
Public Affairs Officer	Maj Manny Alfaro <i>Ph: C 305-522-1648 / H 305-522-1848 / W 954-724-6906</i> <i>MAlfaro@flwg.us /</i>
Group 8 Commander	Maj Rod Miles <i>Ph: C 727-709-0607 /</i> <i>RMiles@flwg.us / nobleshadow65@yahoo.com</i>
Public Affairs Officer	Maj Douglas E Jessmer <i>Ph: C 941-993-5828 / H 727-723-8815</i> <i>DJessmer@flwg.us / buckeyedej@aol.com</i>

## **PROCEDURE FOR WING INFORMATION CENTER ACTIVATION**

Presentation of a unified and coordinated Wing-wide message in the event of a major emergency or disaster requires that local units and out-of-wing elements responding under a unified, Wing-level command structure provide accurate and timely information to local, state-level, and national media, and through the media, to the people of the State of Florida.

Through a Wing Information Center, it is possible for all internal and external information releases to be coordinated by developing cooperative working relationships between local squadrons and groups, wing headquarters; our local, state and federal government agency partners and clients; and the news media.

A Wing Information Center needs to establish written procedures for operation during times of emergency or disaster. Procedures need to develop around the following functions:

- a. General WIC operation and guidance
- b. Gathering and verifying information.
- c. Information Coordination
- d. Rumor control
- e. Information dissemination.

# PROCEDURE FOR WING INFORMATION CENTER ACTIVATION

## A – General WIC Operation and Guidance

The Wing Information System is intended to meet the needs of commanders and public information officers across Florida in a wide variety of situations. At the direction of the Florida Wing DCS – Operations, with concurrence from the Commander, Florida Wing; the Wing Information Center may be activated during major emergencies/disasters or other situations deemed appropriate by the command echelon.

When feasible, the WIC should be collocated at the Incident Command Post (ICP), in a separate room or adjacent building, but close enough to allow rapid and unfiltered movement of information. If this is not possible, the procedures in this chapter have been developed for use in any location.

### General Guidelines

1. The overriding concept of the WIC is that it recognizes that each officer represented at the WIC may continue to represent their own Group, while at the same time receiving the benefits of coordinated public information approach.
2. A WIC operation can result in the pooling of assets so that each Group will have far greater resources available than it is functioning alone.
3. The results of 1 and 2 above are, that if implemented effectively, the media will receive information faster, more accurately, more thoroughly, and with less risk of conflicting statements.
4. To ensure coordination among the parties present at the WIC, all MIO's will assemble in one general work area, and at briefings speak from one platform. Any conflict of information and opinion will be immediately identified, discussed, and hopefully resolved prior to news media briefings. All written releases will be coordinated through the lead MIO's staff before their release to the public. To ensure coordination between the WIC and those parties not present, the following principles will be followed, to the extend possible:

## **PROCEDURE FOR WING INFORMATION CENTER ACTIVATION**

### **General Guidelines, continued**

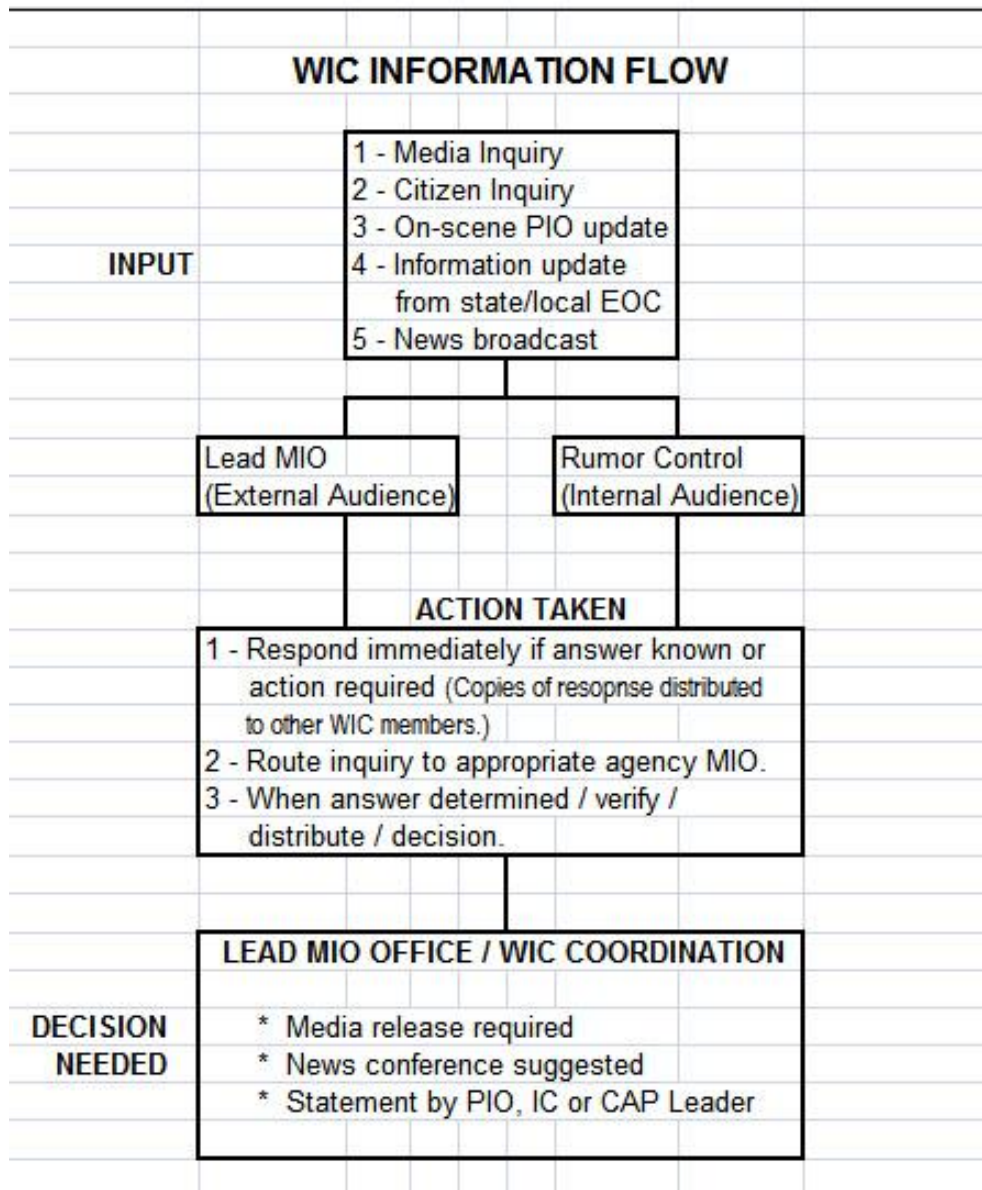
- a. Joint news conferences and briefings are preferred; however, in the event this not possible, scheduling will be coordinated to avoid conflict.
  - b. Hard-copy releases and broadcast scripts will be exchanged whenever possible before release time.
  - c. The WIC will refer news media inquirers to appropriate official spokespersons. If requested, WIC members will assist in responding to inquiries.
  - d. The WIC will make summaries of news conferences and fact sheets, etc. available to all organizations.
  - e. The WIC will make every effort to assemble spokespersons from all responding Groups in one location.
5. The information flow to and from the WIC can come from many directions. A system has been established to for information flow within the WIC.

WIC participants will more then likely be receiving information from the following sources: media inquiries, update from ICP and on-scene personnel, updates from the local and/or state EOC, and from news broadcasts.

- a. The information coming into the WIC will go to one of two areas – the local working MIO's (external audience desk or the rumor control (internal audience) desk.
- b. Once the information request is in the WIC system an action must be taken. Several types of action may be necessary – the person receiving the request may be able to respond to the inquiry immediately if the answer is known. The information may be of the type that must be disseminated immediately. The inquiry may need to be routed to another agency PIO. The inquiry may require some research or verification.

## PROCEDURE FOR WING INFORMATION CENTER ACTIVATION

- c. As the information is being coordinated, a decision will be need to be made on what to do about the information. A media release may be required, or a news conference may be needed to address the issue.
- d. Once a decision has been made on the information, arrangements need to be made to disseminate the information



## **PROCEDURE FOR WING INFORMATION CENTER ACTIVATION**

### **B – Gathering and Verifying Information**

The function of gathering and verifying information rests with the Local Working MIO's assigned to the WIC. The Local Working MIO's will have access to information from on-scene PIO's, ICP staff members, state and local ECO staff members, a from news broadcasts.

The following checklist has been established for the Local Working PIO's who will be functioning in the WIC:

- Report to the WIC when notified.
- Bring the Florida Wing Crisis Communication Plan with you to the WIC.
- Receive update on situation from Lead MIO.
- Report to work space and test equipment.
- Assist in the internal coordination within the Local Working MIO desk and keep the Lead MIO informed of any problems.
- Respond to media inquiries and disseminate media releases and fact sheets relative to you Group.
- Assist in making arrangements for news conferences, interviews, tours, etc.
- Provide background information to the media on such things as handouts, special requests, and special briefings.
- Answer inquiries from the media, either in person or by telephone.
- Disseminate media releases and fact sheets via fax, email, or media contacts.
- Monitor media reports and public perception of the event to ensure accuracy of reporting and public understanding

## PROCEDURE FOR WING INFORMATION CENTER ACTIVATION

### B – Gathering and Verifying Information, continued.

- Correct erroneous information.
- Distribute information copies of release and materials to other MIO's
- Assist in the Rumor Control Desk if activated.
- Maintain a log of media inquiries.
- Coordinate information with the Lead MIO whenever appropriate.

On-scene Mission Information Officers will also be responsible for gathering and verifying information. The following checklist has been developed for MIO's in the field:

- The on-scene MIO serves as the principle link to the emergency. The MIO must have access to information at the incident site, must be knowledgeable about the needs of the WIC, and must maintain communications with the WIC at all times.
- Provide information for release preparation to WIC personnel.
- Supervise media tours of on-scene operations.
- Respond to inquiries from the WIC.

## **PROCEDURE FOR WING INFORMATION CENTER ACTIVATION**

### **C – Information Coordination**

The Lead MIO Desk in the WIC will handle information coordination. The Lead MIO Desk will assist the Local Working MIO's in the WIC in the coordination of information prior to its release to the media.

Coordination will consist of verbal briefings between all MIO's prior to news conferences. If information is then documented in the form of a media release or fact sheet, the Lead MIO Desk ensures that all MIO's have access to current information.

The following checklist has been established for the Lead MIO desk:

- Responsible for promoting coordination all parties at the WIC.
  
- Any conflict, information, or opinion will immediately be identified and brought to the attention of the Lead MIO Desk. The Lead MIO should endeavor to resolve all conflicts
  
- Working with the event Incident Commander (IC) and if necessary, the National Operations Center (NOC) the Lead MIO will clear all written media releases.
  
- The Lead MIO will handle all coordination with units and agencies not present in the WIC.
  
- The Lead MIO will coordinate all media presentations.

## **PROCEDURE FOR WING INFORMATION CENTER ACTIVATION**

### **D – Rumor Control (Internal Information)**

If deemed necessary the LEAD MIO will activate the rumor control / internal information desk of the WIC. The following checklist has been established for the Rumor Control Desk of the WIC:

- The Rumor Control Desk of the WIC will be staffed with a manager.
- Rumors coming into the WIC should be given to the appropriate MIO.
- The MIO will contact on-scene MIOs and Group-level contacts to verify rumors about their activities.
- Rumors and rumor disposition should be logged and made available to all MIO's through status boards, log sheets, or other mutually acceptable methods.
- The Manager of the Rumor Control Desk is responsible for delivering rumors to the MIO's and ensuring that response is documented and shared with other WIC members (usually by giving the information to the Lead MIO Office).

## **PROCEDURE FOR WING INFORMATION CENTER ACTIVATION**

### **E – Information Dissemination**

An individual with media and administrative experience functions as a facilitator for news interviews. The WIC Coordinator and staff will function in this role in the WIC.

The following checklist has been established for the WIC Coordinator:

- The WIC Coordinator will coordinate arrival of spokespersons for group briefing or one-on-one interviews.
- The WIC Coordinator will set parameters for briefings such as length, question and answer periods, requests reports to identify media affiliation, etc.
- The WIC Coordinator also advises the media of the next briefing, distributes media kits or media manuals, familiarizes the media with WIC operations, and provides telephone numbers for public and media contacts.
- The WIC Coordinator facilitates overall operation of the WIC with assistance from the Lead MIO and Rumor Control Manager.
- The WIC Coordinators ensure that the MIO's have assistance disseminating written news releases and fact sheets.
- The WIC Coordinator in conjunction with the Lead MIO will establish conditions which warrant media releases, news conferences, briefings, and interviewers.

## **GENERAL GUIDELINES FOR WORKING WITH THE MEDIA**

Part-time or full-time Mission Information Officers across Florida Wing will need to deal with the media. A good working relationship with the media will make the job of the MIO somewhat easier!

These general guidelines should be reviewed periodically by MIO's and should be used as reminders whenever problems with the media arise or when you may need the media to assist you. The checklist should be revised annually. Any specific techniques you have utilized over the past year should be included in the revision of this checklist.

- The media, for the most part, are not that bad! Most of the time, they are just doing their job like you!
- The media should be part of your emergency planning process – they should be utilized in awareness campaigns and plan and procedure development especially in the areas of alert, notification, and warning.
- The media can help you in many ways – prepare for actions, notifying members, telling the local, state and national audiences what Civil Air Patrol does in the performance in our disaster relief missions.
- The media can be used as a source of information during time of emergency – television can provide you with information about your own disaster!
- Get to know your media – personal contacts with your local media are extremely important in developing stories or getting your information told to the public.
- When meeting with the media before an emergency explain to them various CAP and Florida Wing policies, procedures and tactics.
- Meet with top editors in addition with reporters. Meet with television station managers as well as other broadcast personnel. Know radio station managers and other key radio personnel.

## **GENERAL GUIDELINES FOR WORKING WITH THE MEDIA**

- It is important that you know the different types of media in your community.
  
- Remember it is the reporter's business to ask questions – even those that you may not like to answer. Be prepared for the questions – preparation can be the key in any interview or news conference situation.
- Bad news travels fast – news coming out of a negative nature will reach the media. Expect to be contacted and, once again – by prepared!
  
- Utilize various ways to reach the media to include: telephone or personal contact, news releases, briefings, backgrounders, media advisories, radio public service announcements, audio clips, spot announcements, television releases, and/or interviews.
  
- Remember any public information programs, preparedness or awareness campaigns will need the cooperation and support of the media.
  
- During emergency situations, the importance of the media is increased – because the public often needs information quickly, the media can provide the means for transmitting this information.
  
- Treat all branches of the media equally! Try to stay away from special relationships and trusts.

## **CHECKLIST FOR MEDIA CONSIDERATIONS**

Included in this section are three checklists of media considerations. The checklists should be reviewed periodically and used as reminders when media concerns arise.

The checklists include the following:

- a. Normal (Day-to-Day) activities
- b. Emergency Incidents
- c. Disaster or Major Emergencies

The section should be updated annually or whenever you come across media tips or concerns that can be included here.

## **CHECKLIST FOR MEDIA CONSIDERATIONS**

### **A - Normal (Day-to-Day) Activities**

- Maintain updated media contact list
  
- Keep the media informed of all awareness and preparedness campaigns.
  
- Know your local media – there may be specialized newspapers in your community that reach certain audiences. These audiences may need to be targeted during awareness or recruiting campaigns. Radio stations also reach certain audiences. Know the formats of the various radio stations in your community. A rock and roll station that generally has a teenaged audience may be used for a public service spot for cadet recruiting. Be creative!
  
- Make sure the media knows what your role is in the community joint information system.
  
- Explain to the media the various CAP and Florida Wing policies, procedures and tactics.
  
- Involve the media in all SAREX's, SAREVAL's, preparedness drills and exercises – have them play their real roles during the exercise in addition to covering the event.
  
- Make an attempt to treat the various branches of the media equally – this will benefit you during emergency situations.
  
- Explain to the media Civil Air Patrol and Florida Wing public information policies and procedures during emergency incidents (at an Incident Command Post) and during WIC activation. An understanding of how official information will be disseminated during these conditions will help you in your role as a Mission Information Officer when something actually does occur.
  
- During preparedness training sessions invite local media to participate in the program - have them explain their roles in disseminating information.

## **CHECKLIST FOR MEDIA CONSIDERATIONS**

### **B - Emergency Incidents**

- Maintain updated media contact list.
  
- Make sure you have enough staff on-scene at the incident to handle media requests.
  
- Contact with the Incident Commander must be maintained at all times – even when members of the Information Officer’s staff are briefing the media.
  
- Allow television and print photographers to get as close to the scene as possible. This must be an organized effort!
  
- Consider a pool set-up if that is the only way access to the scene can be arranged.
  
- Do not use danger as an excuse for keeping the media completely at bay – in most cases you will be able to arrange for footage and pictures to be taken near the actual scene of the incident.
  
- Know which media you have on-the-scene with you – this may prove to be beneficial later in the event!
  
- Remember that normal procedures change during emergency situations – the same media that has worked with you over the past several months during a cadet recruiting program will begin to question aspects of policy decisions during the incident. Mistakes are often magnified during emergency situations. Rely on the relationship you have built during normal (day-to-day) activities.
  
- Preparation is the key when dealing with the media at the scene of an incident. Although you may be under extremely different time factors – make sure the Incident Commander has briefed you on all happenings at the incident. Take a little extra time and make sure you have everything you need before you release any information.

## **CHECKLIST FOR MEDIA CONSIDERATIONS**

### **B - Emergency Incidents, continued.**

The media is going to want to talk to the Incident Commander at some point in the operation. Depending on the incident, this may prove to be quite difficult. If you have built a strong relationship with the media – as your role as a Civil Air Patrol Mission Information Officer – you may be able to avoid putting the IC in front of the cameras for a while. Regardless, the media is eventually going to want to talk to the IC – be prepared to free up a few minutes of the IC's time for a media briefing.

Positive relationships built during normal (day-to-day) activities will be valuable during emergency situations. People who have worked together on a regular basis everyday – will work better together when the community is facing a crisis.

## **CHECKLIST FOR MEDIA CONSIDERATIONS**

### **C - Disasters or Major Emergencies**

- Maintain updated media contact list.
- Keep in mind that the media may be camped on the steps of the ICP or WIC before you even arrive! Be prepared to move quickly into action in the event of a sudden emergency or disaster!
- It is extremely important to get out at least a summary statement or fact sheet as soon as possible after the emergency or disaster has happened.
- If you do not get the information out quickly, the media will make every attempt to find out what is going on – this will certainly be disruptive to any system you have previously established.
- Remember that the media can provide MIO's with information – they have cameras in the field and may have access to some information before you do! Plan for this to happen and build it into your system.
- Provide timely briefings from the ICP or WIC – schedule them in advance. Make sure proper Civil Air Patrol and Florida Wing officers are available to answer technical questions.
- MIO staff members should monitor press briefings and news conferences, Questions may come up during the briefings that staff members can immediately begin to verify, confirm, or research.
- Know which media are present at your briefings. This may be beneficial to you later when you want to target a specific media or audience.
- Be prepared for the media – coordination of information is essential. No one wants to be blind-sided with a question they know nothing about – especially when the information was available somewhere in the system!
- Make sure all media releases are posted in the briefing room and copies are distributed to members of the media.
- Be prepared to give tours of the ICP and WIC to the media. Have a system worked out ahead of time.
- Select your spokespersons carefully. Preplanning in this area is strongly recommended.

## MEDIA RELEASES

Media releases should be used if the information can get to the broadcast stations on time. Broadcast stations often receive releases long after the newspapers have run the story and long after the event has taken place. Media releases are fine if there is a lot of information to be relayed and if there is plenty of time for delivery. The phone, email or fax is the best way to get information to the broadcast people quickly, so they can release the information to the public as soon as possible.

The section of the plan will review how media releases are written and include specific instructions on how to complete a media release.

MIO's should periodically review these guidelines and instructions when tasked to write a media release. These materials should be updated annually.

- Cover the Who, What, When, Where and How portions of information as soon as you can in the release.
- Double-space with two-inch margins. Print only on one side of the paper.
- Releases should be dated. If multiple releases are expected during the day, they should also include the time of release.
- Make sure all media releases include a contact person – “For More Information, contact...”
- Insert “For Immediate Release”... unless the release is of a preparedness or awareness nature and needs to be dated.
- Multi-paged releases need to have numbered pages.
- Insert “MORE” at the bottom of continued pages.
- Insert “-- 30 --”, “-- ### --”, or “END” after the end of the last paragraph.

## **MEDIA RELEASES**

- Get the release out as soon as possible – make sure your system for approving and signing off on releases is smooth and quick!
- Follow-up releases should contain new information.
- Keep a file of all released information so you can refer back to them when needed.
- Make sure everyone who needs to know about the release is informed ahead of time – make sure your boss is not caught off guard!
- Remember media deadlines – write them down, have them posted, do not miss a deadline. This keeps your message “in” on every news cycle.
- Use of emails and fax machines can help you meet deadlines.
- Remember that release may generate requests for phone interviews, video and audiotape sessions, and news conferences. Be prepared!
- Clearly identify all quotes by name and title in the release. Keep the quotes short, and avoid any technical jargon.
- Develop a comprehensive mailing list for the releases.
- Have all background information related to the release prepared – so when questions come up, you are ready.

## **MEDIA RELEASES**

### **Media Release Information Instructions**

The purpose of the form is for gathering information needed about a given situation in an orderly fashion, to brief and update media on a current situation. This form can also be used to gather information to write a media release, but should not be used as the media release itself. It also gives the MIO a formal record of all information released to the media.

It is suggested that one of these forms be prepared for every release of information to the media. A copy of the actual media release issued should be attached to this form for the record.

### **Instructions for completing this Form**

- 1 - MIO: The name of the mission information officer assigned to this situation. This may or may not be the same person preparing the form.
- 2 - LOCATION: The physical location of the media release point. Can be the location of the Incident Command Post, Wing Information Center, local or state Emergency Operations Center, etc.
- 3 - DATE: The date of release.
- 4 - TIME: The time of release.
- 5 - RELEASE: Initial / Update / Final.
- 6 - INCIDENT NAME: Every incident is given a name.
- 7 - INCIDENT NUMBER: Every incident is given a number for reference purpose.
- 8 - INCIDENT COMMANDER: The name of the Incident Commander in-command during the Operational Period this report is generated.
- 9 - JURISDICTIONS INVOLVED: List all counties, major cities, etc. involved in this report. Although our response may be statewide, each element of our response is in a smaller geographic area. List that location.
- 10 - TYPE OF INCIDENT: List general type of incident – aircraft search, flood, hurricane, tornado, terrorist act, etc.

## **MEDIA RELEASES**

### **Instructions for completing this Form, continued**

11 - AREA INVOLVED IN INCIDENT: Indicate area involved in the incident – river flood basin, coastal area, major city, etc.

12 - START TIME: Approximate time and date the incident began to unfold, when it was first reported or declared to be an emergency situation.

13 - RESPONSE TIME: Approximate time and date when Civil Air Patrol was asked to respond to the event.

14 - GEOGRAPHIC AREA OF INVOLVEMENT: The actual borders of the situation. Use streets, highways, city, county or states boundaries, etc.

15 - CURRENT THREATS: List things that are being watched out for and attempts are being made to protect from damage or injury.

16 - CURRENT PROBLEMS / POTENTIAL THREATS: What special problems are currently faced; wing, heavy rain, access problems, equipment or human resources shortages, etc.

17 - COOPERATING AGENCIES: List all agencies participating with CAP in the response.

18 - CURRENT WEATHER CONDITIONS: Temperature, humidity, winds, and any other important general weather information should be listed.

19 - PREDICTED WEATHER – NEXT 24 HOURS: From the National Weather Service forecast.

20 - NUMBER OF PERSONNEL INVOLVED: List total number of aircrew, ground crew and mission base personnel involved in the incident during the operational period this report is generated.

21 - NUMBER OF VEHICLES INVOLVED: List total number of operational aircraft, vans and other corporate, and privately-owned surface vehicles involved in the incident during the operational period this report is generated.

22 - PREPARED NARRATIVE / REMARKS: Write in any comments you want to release or general remarks or continued information from any of the above boxes. Use the reference numbers to ease organization.

## **MEDIA RELEASES**

### **Instructions for completing this Form, continued**

23 - PLANS FOR THE NEXT 24 TO 48 HOURS: General plans that have been formulated for dealing with the situation.

24 - PREPARED BY: Name of the person who collected the information contained on this form, and the time and date they collected it.

25 - RELEASE AUTHORIZED BY: The Incident Commander or other appropriate official will indicate if the information can be release immediately or the earliest date and time that this information is authorized for release by the MIO.

## STATEWIDE MEDIA LISTING – TELEVISION

### Ft Myers / Naples / Port Charlotte Statistical Market Area

#### ABC WZVN-TV (Ch. 7)

Ph: (239) 939-6223 Ft Myers / Lee County  
(941) 833-5595 Punta Gorda / Charlotte County  
(239) 643-3400 Naples / Collier County

Fax: (239) 939-3244 all locations

eMail: Newsroom: [newstips@abc-7.com](mailto:newstips@abc-7.com)

#### CBS WINK-TV (Ch. 11)

Ph: (239) 344-5500 Ft Myers / Lee County  
(941) 629-9465 Punta Gorda / Charlotte County  
(239) 263-6511 Naples / Collier County

Fax: (239) 338-4383 Ft Myers / Lee County  
(941) 627-9513 Punta Gorda / Charlotte County  
(239) 263-6552 Naples / Collier County

eMail: Newsroom: [assignments@winktv.com](mailto:assignments@winktv.com)

#### NBC WBBH-TV (Ch. 2)

Ph: (239) 939-6223 Ft Myers / Lee County  
(941) 833-5595 Punta Gorda / Charlotte County  
(239) 643-3400 Naples / Collier County

Fax: (239) 939-3244 all locations

eMail: Newsroom: [newstips@nbc-2.com](mailto:newstips@nbc-2.com)

## STATEWIDE MEDIA LISTING – TELEVISION

### Gainesville / Ocala Statistical Market Area

#### **ABC WCJB-TV (Ch. 20)**

Ph: (352) 416-0615 Gainesville / Alachua County

Fax: (352) 371-0747

eMail: Newsroom: desk@wcjb.com  
News tips: tv20news@wcjb.com

#### **FOX WOGX-TV (Ch. 51)**

Ph: (407) 741-5027 Lake Mary / Orange County

Fax: (407) 741-5189

eMail: Newsroom: news@foxwofl.com

## STATEWIDE MEDIA LISTING – TELEVISION

### Jacksonville / St. Augustine / Fernandina Beach Statistical Market Area

#### **ABC WJXX-TV (Ch. 25)**

Ph: (904) 633-8808 Jacksonville / Duval County

Fax: (904) 633-8899

eMail: Newsroom: [news@firstcoastnews.com](mailto:news@firstcoastnews.com)  
News tips: [newstips@firstcoastnews.com](mailto:newstips@firstcoastnews.com)

#### **CBS WJXT-TV (Ch. 4)**

Ph: (904) 393-9844 Jacksonville / Duval County

Fax: (904) 393-9822

Email: Newsroom: [producer@wjxt.com](mailto:producer@wjxt.com)  
News tips: [jaxnews@news4jax.com](mailto:jaxnews@news4jax.com)

#### **NBC WTLV-TV (Ch. 12)**

Ph: (904) 633-8808 Jacksonville / Duval County

Fax: (904) 633-8899

eMail: Newsroom: [news@firstcoastnews.com](mailto:news@firstcoastnews.com)  
News tips: [newstips@firstcoastnews.com](mailto:newstips@firstcoastnews.com)

## STATEWIDE MEDIA LISTING – TELEVISION

### Miami / Ft Lauderdale / Florida Keys Statistical Market Area

**ABC: WPLG-TV (Ch. 10)**  
Ph: (305) 325-2365 Miami / Miami-Dade County  
(954) 763-4577 Broward County

Fax: (305) 325-2480

Email: Newsroom: [newsdesk@wplg.com](mailto:newsdesk@wplg.com)

**CBS: WFOR-TV (Ch. 4)**  
Ph: (305) 639-4500 Doral / Miami-Dade County  
(954) 463-6397 Broward County

Fax: (305) 477-3040

eMail: Newsroom: [news4@wfor.cbs.com](mailto:news4@wfor.cbs.com)  
News tips: [wfor@wfor.cbs.com](mailto:wfor@wfor.cbs.com)

**FOX: WSVN-TV (Ch. 7)**  
Ph: (305) 795-2777 Miami / Miami-Dade County

Fax: (305) 795-2746

eMail: Newsroom: [newsdesk@wsvn.com](mailto:newsdesk@wsvn.com)

**NBC: WTVJ-TV (Ch. 6)**  
Ph: (954) 622-6111 Miramar / Broward County

Fax: (954) 622-6107

Email: Newsroom:

**UNI: WLTV-TV (Ch. 23)**  
Ph: (305) 471-4234 Doral / Miami-Dade County

Fax: (305) 471-4236

Email: Newsroom: [noticias23@univision.net](mailto:noticias23@univision.net)

## STATEWIDE MEDIA LISTING – TELEVISION

### Orlando / Central Florida / Palm Bay Statistical Market Area

#### **ABC WETV-TV (Ch. 9)**

Ph: (407) 822-8353 Orlando / Orange County

Fax: (407) 481-2891

eMail: Newsroom: news@wftv.com

#### **CBS WKMG-TV (Ch. 6)**

Ph: (407) 521-1323 Orlando / Orange County

Fax: (407) 298-2122

eMail: Newsroom: desk@wkmg.com

#### **FOX WOFL-TV (Ch. 35)**

Ph: (407) 741-5027 Lake Mary / Orange County

Fax: (407) 741-5189

eMail: Newsroom: news@foxwofl.com

#### **NBC WESH-TV (Ch. 2)**

Ph: (407) 539-7878 Orlando / Orange County

Fax: (407) 539-7948

eMail: Newsroom: desk@wesh.com

#### **UNI WVEN-TV (Ch. 26)**

Ph: (407) 774-2626 Orlando / Orange County

Fax: (407) 774-3384

eMail: Newsroom: Kmendez@entravision.com

## STATEWIDE MEDIA LISTING – TELEVISION

### Panama City / Apalachicola Statistical Market Area

#### **ABC WMBB-TV (Ch. 13)**

Ph: (850) 763-6000 Panama City / Bay County

Fax: (850) 872-0922

eMail: Newsroom: [wmbbnews@wmbb.com](mailto:wmbbnews@wmbb.com)

#### **NBC WJHG-TV (Ch. 7)**

Ph: (850) 230-5221 Panama City / Bay County

Fax: (850) 234-5771

eMail: Newsroom: [rex.ogburn@wjhg.com](mailto:rex.ogburn@wjhg.com)

## STATEWIDE MEDIA LISTING – TELEVISION

### Pensacola, Fla / Mobile, Ala. Statistical Market Area

#### **ABC WEAR-TV (Ch. 3)**

Ph: (850) 455-4593 Pensacola / Escambia County

Fax: (850) 455-8972

eMail: Newsroom: rwood@sbgnet.com  
News tips: news@weartv.com

#### **CBS WKRK-TV (Ch. 5)**

Ph: (251) 479-5555 Mobile, Ala

Fax: (251) 662-3071

eMail: Newsroom: communitycoverage@wkrk.com

#### **NBC WPMI-TV (Ch. 15)**

Ph: (850) 476-1508 Mobile, Ala

Fax: (850) 484-2662 Mobile, Ala

Email: Newsroom: news@nbc15online.com  
News tips: nbc15@nbc15online.com

## STATEWIDE MEDIA LISTING – TELEVISION

### Tallahassee Statistical Market Area

#### **ABC WTXL-TV (Ch. 27)**

Ph: 850-580-9527 Tallahassee / Leon County

Fax: 850-668-1460

eMail: Newsroom: kferrell@wtxl.tv  
News tips: abc27news@wtxl.tv

#### **CBS WCTV-TV (Ch. 6)**

Ph: (850) 957-2126 Tallahassee / Leon County

Fax: (850) 665-3851

eMail: Newsroom: news@wctv.tv

#### **FOX WTLH-TV (Ch. 49)** (same as WCRV-TV CBS above)

Ph: (850) 957-2126 Tallahassee / Leon County

Fax: (850) 665-3851

eMail: Newsroom: news@wctv.tv

## STATEWIDE MEDIA LISTING – TELEVISION

### Tampa / St. Petersburg Statistical Market Area

#### ABC WFTS-TV (Ch. 28)

Ph: (813) 354-2800 Tampa / Hillsborough County

Fax: (813) 870-2828

eMail: Newsroom: [newstips@wfts.com](mailto:newstips@wfts.com)

#### CBS WTSP-TV (Ch.10)

Ph: (727) 577-8550 St. Petersburg / Pinellas County

Fax: (727) 576-6924

eMail: Newsroom: [10news@tampabay10.com](mailto:10news@tampabay10.com)

#### FOX WTVT-TV (Ch.13) No information available

Ph: (000) 000-0000

Fax: (000) 000-0000

eMail: Newsroom:

#### NBC WFLA-TV (Ch. 8)

Ph: (813) 221-5788 Tampa / Hillsborough County  
(727) 536-9603 Clearwater / Pinellas County  
(863) 284-1418 Lakeland / Polk County

Fax: (813) 225-2770 (all locations)

eMail: Newsroom: [news@wfla.com](mailto:news@wfla.com) (all locations)

#### UNI WVEA-TV (Ch. 66)

Ph: (813) 998-3662 Tampa / Hillsborough County  
(813) 998-3674 News Director (direct line)

Fax: (813) 998-3660

eMail: Newsroom: [sandragomez@entravision.com](mailto:sandragomez@entravision.com)  
[racha@entravision.com](mailto:racha@entravision.com), [cserna@entravision.com](mailto:cserna@entravision.com)  
News tips: [noticiastampa@entravision.com](mailto:noticiastampa@entravision.com)

## STATEWIDE MEDIA LISTING – TELEVISION

### West Palm Beach / Jupiter / Martin County Statistical Market Area

#### **ABC WPBF-TV (Ch. 25)**

Ph: (561) 694-2525 West Palm Beach / Palm Beach County

Fax: (561) 624-1089

eMail: Newsroom: wpbnews@hearst.com

#### **CBS WPEC-TV (Ch. 12)**

Ph: (561) 881-0796 West Palm Beach / Palm Beach County

Fax: (561) 842-5642

eMail: Newsroom: newstips@csb12.com

#### **FOX WFLX-TV (Ch. 29)**

Ph: (561) 845-2929 West Palm Beach / Palm Beach County

Fax: (561) 881-0731

eMail: Newsroom: newstip@wflx.com

#### **NBC WPTV-TV (Ch. 5)**

Ph: (561) 653-5700 West Palm Beach / Palm Beach County

Fax: (561) 653-5719

eMail: Newsroom: contact5@wptv.com

News tips: newstips@wptv.com

## STATEWIDE MEDIA LISTING – RADIO

The following radio stations are listed by the Federal Communications Commission as “News” and “News-Talk stations. All information provided is derived from numerous Internet sources, and are current as of the date of revision.

They are listed by city of registration, FCC call-sign, and frequency.

**Boynton Beach**      **WJNO** (1040 AM)  
*Ph: 561-616-6758, 561-616-6600*  
*Fax 561-881-8553*  
*eMail: brianmudd@clearchannel.com*

**Clearwater**      **WTAN** (1340 AM)  
*Ph: 727-441-3311, 727-441-3000*  
*Toll-free 866-826-1340*  
*eMail: Lola@TanTalk1340.com*

**Cocoa Beach**      **WTKS** (104.1 FM)  
*Ph: 407- 916-1041, 407- 916-7800*  
*Toll-free 888-978-1041*  
*Fax (407) 916-7511*  
*eMail: ProgramDirector@wtks.com*

**Daytona Beach**      **WNDB** (1150 AM)  
*Ph: 386-257-1150, 386-257-1150*  
*Fax 386-872-2225*  
*eMail: mrnews70@yahoo.com*

**Ft. Walton Beach**      **WFTW** (1260 AM)  
*Ph: 850-664-1260, 850-243-7676*  
*Fax 850-664-0203*  
*eMail: ken@wftw.com*

**Gainesville**      **WRUF** (850 AM)  
*Ph: 352-392-6397*  
*Fax 352-392-7183*  
*eMail: tkrynski@wruf.com*

## STATEWIDE MEDIA LISTING – RADIO

**Jacksonville**      **WOKV** (690 AM)  
*Ph:* 904-245-8866, 904-245-8500  
*Fax* 904-245-8501  
*eMail:* Rich.Jones@coxradio.com

**Jacksonville**      **WZNZ** (1460 AM)  
*Ph:* 704-555-6519  
*Fax* 000-000-0000  
*eMail:* mail@1460.us

**Lake Wales**      **WIPC** (1280 AM)  
*Ph:* 863-679-7178, 863-679-9315  
*Fax* 863-679-9395  
*eMail:* wipc1280@yahoo.com

**Lakeland**      **WLKF** (1430 AM)  
*Ph:* 863-682-8184, 863-682-1430  
*Fax* 863-683-2409  
*eMail:*

**Marco Island**      **WODX** (1480 AM)  
*Ph:* 000-000-0000  
*Fax* 000-000-0000  
*eMail:*

**Marianna**      **WTYS** (1340 AM)  
*Ph:* 850-482-2131  
*Fax* 000-000-0000  
*eMail:*

**Miami**      **WINZ** (940 AM)  
*Ph:* 954-862-2000  
*Fax* 954-862-4013  
*eMail:* kencharles@clearchannel.com

## STATEWIDE MEDIA LISTING – RADIO

**Miami**                    **WIOD** (610 AM)  
*Ph:* 954-862-2000  
*Fax* 954-862-4013  
*eMail:* kencharles@clearchannel.com

**Mims**                    **WPGS** (840 AM)  
*Ph:* 321-383-1000  
*Fax* 000-000-0000  
*eMail:* wpgs840@aol.com

**Ocala**                    **WOCA** (1370 AM)  
*Ph:* 352-732-8000  
*Fax* 352-732-0174  
*eMail:* WOCA@woca.com

**Orlando**                **WDBO** (580 AM)  
*Ph:* (321) 281-2000  
*Fax* (407) 297-0156  
*eMail:* marsha.taylor@coxradi.com

**Orlando**                **WWNZ** (740 AM)  
*Ph:* 000-000-0000  
*Fax* 000-000-0000  
*eMail:*

**Palm Beach**           **WDJA** (850 AM)  
*Ph:* 561-2781420, 561-265-2121  
      Toll-free 877-278-1420  
*Fax* 000-000-0000  
*eMail:*

**Pinellas Park**        **WHNZ** (570 AM)  
*Ph:* 813-832-1418, 813-832-1000  
*Fax* 000-000-0000  
*eMail:* mikekillabrew@clearchannel.com

## STATEWIDE MEDIA LISTING – RADIO

**Port St. Lucie**      **WPSL** (1590 AM)  
*Ph:* 772-340-1590  
*Fax* 000-000-0000  
*eMail:* carol@wpsl.com

**Sarasota**            **WTMY** (1280 AM)  
*Ph:* 000-000-0000  
*Fax* 000-000-0000  
*eMail:*

**Sarasota**            **WSPB** (1450 AM)  
*Ph:* 000-000-0000  
*Fax* 000-000-0000  
*eMail:*

**Sarasota**            **WKXY** (930 AM)  
*Ph:* 000-000-0000  
*Fax* 000-000-0000  
*eMail:*

**St. Augustine**      **WFOY** (1240 AM)  
*Ph:* 904-797-1955  
*Fax* 000-000-0000  
*eMail:* kris@1240news.com

**Tallahassee**        **WFSU** (88.9 FM)  
*Ph:* 850-487.3293, 850-487-3086  
*Fax* 850-487.2611  
*eMail:* wfsufm@wfsu.org

**Tampa**                **WFLA** (970 AM)  
*Ph:* 813-831-9797, 813-990-9352, 727-461-9352  
Toll-free 800-969-9352  
*Fax* 000-000-0000  
*eMail:* rcbauer@970wfla.com

**West Palm Beach**   **WBZT** (1290 AM)  
*Ph:* 561-616-6600  
*Fax* 561-881-8880  
*eMail:* brianmudd@clearchannel.com

# **STATEWIDE MEDIA LISTING – NEWSPAPER**

## LISTING OF MISSION INFORMATION OFFICERS

All qualified CAP Mission Information Officers are listed below. They are listed by name, grade, special qualifications, unit of assignment, city of residence, telephone number(s), and email address(es).

All information provided is derived from CAP National Headquarters eServices and is current as of the date of revision.

**Ronald G. Arrowsmith**, Maj, CAP, MIO / 178373 / FL-361  
*Marion County Composite Squadron,  
Ph: H 352-873-2515 - 828-926-9133 / F 352-873-2515 - 828-926-9133  
RArrowsmith@flwg.us / Ronapilot@aol.com*

**Pablo Bassabe**, Capt, CAP, MIO / 414769 / FL-383  
*Jacksonville Composite Squadron, Jacksonville Beach, Fla  
Ph: C 404-401-7978 / H 404-401-7978  
PBassabe@flwg.us*

**Robert Bayless**, Maj, CAP, MIO / 238519 / FL-044  
*SRQ Composite Squadron / Terra Cera, Fla  
Ph: C 941-737-5847 / H (941)729-8441  
Rbayless@flwg.us / RBayles1@tampabay.rr.com*

**John Bayne**, Capt, CAP, MIO / 116649 / FL-001  
*Headquarters, Florida Wing, Ormond Beach, Fla  
Ph: C 386-453-6226 / H 386-615-9351  
Jbayne@flwg.us / jjbayne@mindspring.com*

**Luca Bencini-Tibo**, Lt Col, CAP, MIO / 116319 / FL-249  
*Headquarters, Group Six, Weston, Fla  
Ph: H 954-448-2126  
LBenciniTibo@flwg.us / luca\_bencini@alum.mit.edu*

**Jeffrey Carlson**, 1 Lt, CAP, MIO / 396796 / FL-044  
*SRQ Composite Squadron, Sarasota, Fla  
Ph: C 941-228-4254 / H (941)951-6489  
JCarlson@flwg.us /*

## LISTING OF MISSION INFORMATION OFFICERS

**Jim Clark**, Maj, CAP, MIO / 253958 / FL-249  
*Headquarters, Group Six, Fla*  
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## RECORD OF REVISIONS

NUMBER	PAGE	SUBJECT	REVISION DATE	APPROVAL
Rev 1.0		All pages, new text	21 Jul 2008	GN
Rev 1.1	3-1, 2	Quarterly revision of Group CC, PA	28 Aug 2008	GN
	4-1, 9	Addition of new section	28 Aug 2008	GN
	5-1, 2	Addition of new section	28 Aug 2008	GN
	6-1, 5	Addition of new section	28 Aug 2008	GN
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