

FLOOD RESPONSE PREPARATIONS (FRP)

Procedure and Content Prepared for the City of Pompano Beach

By CRS Max Consultants, Inc.

Last Reviewed/ Released by: _____

Title: _____

Effective Date: **April 30, 2018**

GENERAL INFORMATION

Purpose: The following preparations are designed to guide the municipality through community outreach efforts immediately before, during and after a possible flood event. Once storm conditions arrive, it is not uncommon for municipal offices to become very busy and human resources to be overworked. The purpose of this plan is to prepare Flood Response messages and materials before the threat of a storm, thereby reducing the time, effort, and resources required to disseminate important information when needed.

Review/ Approval Process: This procedure will be reviewed and, if necessary, updated at least once per year, preferably before the onset of Hurricane Season. An additional review may be appropriate following any major organizational or management change. During a review of these preparations, the community may choose to check all information for accuracy and complete any necessary information such as image file locations, personnel/ municipality names, web/ physical addresses, local channels/ stations, and contact information.

Structure: The process is summarized in a table titled “Message Matrix” designating each message, the time it should be released and the media by which it should be distributed. The items in the message matrix are then grouped and explained. The items are first grouped into sections by time relative to a storm:

Section 1: Before the Storm (72hrs prior – onset of storm)

Section 2: During the Storm (onset of storm – absence of dangerous weather)

Section 3: After the Storm (Immediately after storm - days/ weeks of recovery)

Within each Section the items are then grouped by media:

- a. Facebook,
- b. Twitter,
- c. Email,
- d. Handout,
- e. Radio/ Television,
- f. Reverse 911 (or CodeRed),
- g. Newspaper,
- h. Other EOC Communications,

Message Matrix

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Section 1: Before the Storm

A Time to Prepare and Protect

The following materials are to be distributed in the time prior to an imminent storm. If possible, they should be distributed 72-48 hrs. before the adverse weather is expected. Each is to be distributed according to its instructions. Should flooding be anticipated in the foreseeable future, every effort should be made to make sure affected populations receive the information they need to **prepare** for the storm, **protect** themselves and **protect** their property.

Facebook

In these technologically advanced times, people are ever more accessible through electronic media and digital devices. During times of re-location, transition, turmoil and power outage, people are relying more and more on mobile handheld electronic devices to stay in touch with loved ones, as well as, provide and receive vital, real-time information. If the possibility exists to reach your residents through these media, every effort should be made to do so without sacrificing or neglecting efforts related to more traditional means of communication.

Instructions: Select the appropriate messages and post intermittently to the municipal Facebook page. If other individuals/ organizations or government bodies are also posting pertinent information which may be valuable to your residents, share or link their posts so that your fan base may also be reached. Place a ✓ beside each message as it is posted. Sign and date below each item.

Messages/Links to be Posted:

____ #1) Turn around don't drown meme:



Image File Name: _____ Turn Around Don't Drown Meme _____

Location: _____ usb drive accompanying this procedure _____

(Note: must notify NWS of intent to use trademarked phrase
http://tadd.weather.gov/resources/NWS_policy_TADD_use.pdf)

Completed by: _____ Date: _____

____ #2) "Gather your important documents before the storm. Locate your flood insurance policy and know how to contact your agent. For help understanding how your flood insurance policy protects you, visit: <http://www.floodsmart.gov>"

Completed by: _____ Date: _____

____ #3) "Watch (and share) this amazing video to see why you should NOT drive on flooded roads: https://www.youtube.com/watch?v=p_uqPR4lr5o"

Completed by: _____ Date: _____

____ #4) "A storm is coming! Do you have a Family Emergency Plan? Download this one at <https://docs.google.com/file/d/0BzZcp6mNtlhOYIVmNEFrSEeZyUE/edit?usp=sharing>"

FAMILY EMERGENCY PLAN

Be prepared for an emergency. We know with your family and decide what you will do in an emergency, where you will go, and how you will get in contact with each other. Keep a copy of this plan in your emergency kit or in another safe place where you can access it in the event of a disaster.

MEETING PLACES

Primary meeting place: _____

Secondary meeting place: _____

Out of town instructions: _____

Family Members Fill out the following information for each family member. Date Completed: _____

NAME	TITLE / CELL #	AGE	NOTES / IMPORTANT MEDICAL INFORMATION

Residence Keep a record of your insurance policies and contact information.

STREET ADDRESS	CITY	STATE	ZIP CODE

YEAR BUILT	COLOR / CONET. TYPE	HOME PHONE #	NEAREST STORM SHELTER

Other Locations Write down where your family spends the most time, such as work, school, and other places you frequent. Also list the address of all the places your family spends time. Keep a record of your insurance policies and contact information.

LOCATION	ADDRESS	PHONE #	EVALUATION INFORMATION

Insurance Information Keep a record of your insurance policies and contact information.

POLICY TYPE	POLICY NUMBER	PHONE #	COMPANY / AGENT

Emergency Contacts Enter the names of your "Must-Have" Family Emergency contacts in the list below.

NAME	RELATIONSHIP	PHONE #	ADDRESS

Image File Name: _____ Family Emergency Plan

Location: _____ usb drive accompanying this procedure

Completed by: _____ Date: _____

____ #5) “Stay informed as the storm unfolds. Tune into your local stations for up-to- date notifications or visit www.weather.gov”

Special Instructions: Fill in the table below, then save as an image file to be posted with the above message.

AM Radio	FM Radio	TV Stations	Website Address
WINZ (AM 9410)	WZTA (FM 94.9)	WFOR (Ch. 4)	www.miamicbslocal.com
WFTL (AM 1400)	WHYI (FM 100.7)	WTVJ (Ch. 6)	www.nbcmiami.com
WRBD (AM 1470)	WHQT (FM 105.1)	WSVN (Ch. 7)	www.wsvn.com
		WPLG (Ch. 10)	www.local10.com

Image File Name: _____ Local Stations- Broward

Location: _____ usb drive accompanying this procedure

Completed by: _____ Date: _____

____ #6) “Be prepared! Get the FEMA smartphone App today:
<http://www.fema.gov/smartphone-app>”

Completed by: _____ Date: _____

____ #7) “Be prepared! Visit <http://www.broward.org/Hurricane/Pages/Shelters.aspx> for info about local shelters”

Completed by: _____ Date: _____

____ #8) “Be prepared! Visit <http://www.broward.org/Hurricane/Pages/EvacuationRoutes.aspx> for a map of local evacuation routes”

Completed by: _____ Date: _____

____ #9) “Be prepared! Download the Red Cross Flood Safety Checklist: http://www.redcross.org/images/MEDIA_CustomProductCatalog/m4340128_Flood.pdf”

Completed by: _____ Date: _____

____ #10) “Be Prepared. Flooding is a possibility. Learn about the dangers. Check out NOAA’s Floods; The Awesome Power Booklet: http://www.nws.noaa.gov/floodsafety/resources/FloodsTheAwesomePower_NSC.pdf”

Completed by: _____ Date: _____

____ #11) _____

Image File Name: _____

Location: _____

Completed by: _____ Date: _____

____ #12) _____

Image File Name: _____

Location: _____

Completed by: _____ Date: _____

Twitter

In these technologically advanced times, people are ever more accessible through electronic media and digital devices. During times of re-location, transition, turmoil and power outage, people are relying more and more on mobile handheld electronic devices to stay in touch with loved ones, as well as, provide and receive vital, real-time information. If the possibility exists to reach your residents through these media, every effort should be made to do so without sacrificing or neglecting efforts related to more traditional means of communication.

Instructions: Select the appropriate messages and post intermittently to the municipal Twitter account. **Note:** Tweets must contain less than 141 characters including links. If other individuals/ organizations or government bodies are also posting pertinent information which may be valuable to your residents, share or link their “tweets” so that your fan base may also be reached. Place a ✓ beside each message as it is “tweeted”. Sign and date below each item.

Messages/Links to be “Tweeted”:

___ #1) “#BePrepared Turn around don’t drown @usNWSgov”



Image File Name: _____ Turn Around Don't Drown Meme

Location: _____ usb drive accompanying this procedure

(Note: must notify NWS of intent to use trademarked phrase
http://tadd.weather.gov/resources/NWS_policy_TADD_use.pdf)

Completed by: _____ Date: _____

___ #2) “#BePrepared Gather your important documents before the storm. Locate your flood insurance policy and know how to contact your agent”

Completed by: _____ Date: _____

___ #3) “#BePrepared For help understanding how your flood insurance policy protects you, visit: <http://www.floodsmart.gov>”

Completed by: _____ Date: _____

____ #4) “#BePrepared Do you have a Family Emergency Plan?”

FAMILY EMERGENCY PLAN

Be prepared for an emergency. Sit down with your family and decide what you will do in an emergency, where you will go, and how you will get in contact with each other. Keep a copy of this plan in your emergency bags for an another safe place where you can access it in the event of a disaster.

MEETING PLACES

Primary meeting place: _____

Secondary meeting place: _____

Out of town institutions: _____

Family Members Fill out the following information for each family member. Date Completed: _____

NAME	TITLE/ CELL #	AGE	NOTES/ IMPORTANT MEDICAL INFORMATION

Residence Keep a record of your residence address and contact information.

STREET ADDRESS: _____ CITY: _____ STATE: _____ ZIP CODE: _____

YEAR BUILT: _____ COLOR/ CONST. TYPE: _____ HOME PHONE # _____ NEAREST STORM SHELTER: _____

Other Locations Write down where your family spends the most time, such as work, school, and other places you frequent. Your knowledge should allow you to evacuate emergency plan that you and your family need to know.

LOCATION	ADDRESS	PHONE #	EVAUATION INFORMATION

Insurance Information Keep a record of your insurance policies and contact information.

POLICY TYPE	POLICY NUMBER	PHONE#	COMPANY/ AGENT

Emergency Contacts Enter the name of your Primary Family Emergency contact in the first line.

NAME	RELATIONSHIP	PHONE#	ADDRESS

Image File Name: _____ Family Emergency Plan

Location: _____ usb drive accompanying this procedure

Completed by: _____ Date: _____

____ #13) “Stay informed as the storm unfolds. Tune into your local stations for up-to- date notifications or visit www.weather.gov”

Special Instructions: Fill in the table below, then save as an image file to be posted with the above message.

AM Radio	FM Radio	TV Stations	Website Address
WINZ (AM 9410)	WZTA (FM 94.9)	WFOR (Ch. 4)	www.miamicbslocal.com
WFTL (AM 1400)	WHYI (FM 100.7)	WTVJ (Ch. 6)	www.nbcmiami.com
WRBD (AM 1470)	WHQT (FM 105.1)	WSVN (Ch. 7)	www.wsvn.com
		WPLG (Ch. 10)	www.local10.com

Image File Name: _____ Local Stations- Broward

Location: _____ usb drive accompanying this procedure

Completed by: _____ Date: _____

____ #5) “#BePrepared Get the @FEMA smartphone App today:
<http://www.fema.gov/smartphone-app>”
Completed by: _____ Date: _____

____ #6) “Be prepared! Visit <http://www.broward.org/Hurricane/Pages/Shelters.aspx> for info
about local shelters”
Completed by: _____ Date: _____

____ #7) “Be prepared! Visit
<http://www.broward.org/Hurricane/Pages/EvacuationRoutes.aspx> for a map of local
evacuation routes”
Completed by: _____ Date: _____

____ #8) “#BePrepared 4a flood @RedCross What do u need? Go2
http://www.redcross.org/images/MEDIA_CustomProductCatalog/m4340128_Flood.pdf”
Completed by: _____ Date: _____

____ #9) “#BePrepared 4a hurricane Make a kit @RedCross:
http://www.redcross.org/images/MEDIA_CustomProductCatalog/m4340160_Hurricane.pdf”
Completed by: _____ Date: _____

____ #10) “#BePrepared A storm is coming. Close Shutters. Board Windows. Secure loose
items. Park car on high ground.”
Image File Name: _____
Location: _____
Completed by: _____ Date: _____

____ #11) _____

Image File Name: _____
Location: _____
Completed by: _____ Date: _____

Email

Email has become a reliable, cost effective and immediate form of communication. For many, it has become a primary and preferred method of two-way communication. In an effort to save time, money and man power, items which would have in the past been printed, transported and distributed by hand can now be distributed with just the click of a button. Even in the absence of lengthy email lists, emails strategically sent to organizations such as churches, community centers, professional societies, social clubs and HOA's (all examples of community stakeholders) can then be further distributed to additional recipients. Rare is it these days, that an organization does not have direct access to its members via email. The ability to partner with these organizations greatly increases the number of affected parties that can be reached with each message.

Instructions: Distribute the following emails to as many individuals, businesses and organizations as possible.

Email Messages:

____ #1) **Subject:** Be prepared for the upcoming storm

Attachments: Flood Safety Checklist

Source: http://www.redcross.org/images/MEDIA_CustomProductCatalog/m4340128_Flood.pdf

Attachment File Name: _____ Red Cross Flood Safety Checklist

Location: _____ usb drive accompanying this procedure

Body:

Attention Residents, Businesses, Organizations and HOAs:

Adverse weather conditions are expected/ possible in the near future. The following information is provided by the City of Pompano Beach to help you prepare. Please make this information available to your residents/ members/ affected parties by printing out and distributing the information or simply forwarding this email.

Thank you kindly for your cooperation.

As always, your safety is our highest concern.

Sincerely,

Before the Storm

- Know the flood warning procedures of your City/Town and Broward County.
- Know the locations of local shelters and specifically shelters for pets and special-need populations.
- Have emergency cash on hand.
- Plan and practice a flood evacuation route with your family. Visit the Red Cross website at: www.redcross.org to get a copy of the brochure, Your Family Disaster Plan.
- Upon the advice of the Sheriff's Department or the Fire Department, turn off all circuit breakers at the fuse panel and disconnect electrical appliances and all other electrical equipment. If instructed to do so, turn off utilities at the main switches or valves and shut off the gas valves.
- Move all outside furniture, plants, toys, etc. inside to a secure location to prevent them from becoming dangerous flying objects that will cause damage.
- Take photos and/or videos of important possessions.
- If you must evacuate, secure your home. Move essential items to a higher level or upper floor.

- Ask an out-of-state friend or relative to be the “family contact” in case your family is separated during a flood. Make sure everyone in your family knows the name, address, and phone number of this contact person.
- Make sure you have emergency supplies (water, battery operated radio, medicines, pet supplies, flashlights, batteries, first aid kit, food, blankets, etc.) for each family member to last at least 3-7 days.
- Fill bathtubs, sinks and jugs with clean water in case water becomes contaminated.
- Pay your bills before the storm, as the internet may be down and/or the post office may not be able to pick up or deliver mail after the storm.
- Charge cell phones, and have a car cell phone charger handy; also, have a corded, non-electric phone handy for land-line use.
- Fill-up all vehicles with gasoline prior to a pending storm.

During the Storm:

- Listen to a battery-operated radio for the latest storm information.
- Do not touch electrical equipment if you are wet.
- If you do not have to evacuate STAY INSIDE and keep your children inside.

DROWNING IS THE NUMBER ONE CAUSE OF FLOOD DEATH

- If the waters start to rise and enter your house before you can evacuate, retreat to the second floor, attic, and if necessary, the roof.

After the Storm:

- Call your flood insurance company and file a claim. If you are unable to stay in your home, make sure to tell them where and how you can be reached.
- Do not walk through flowing water. Use a pole or stick to ensure that the ground is still there if you have to walk through a flooded area.
- Do not drive through a flooded area. More people drown in their cars than anywhere else. Do not drive around road barriers; the road or bridge may be washed out.
- Stay away from power lines and electrical wires. The number two flood killer after drowning is electrocution. Electrical current travels through water. Report downed power lines by calling 911.
- Flooding can cause familiar places to change. Flood debris may hide animals, red ants, snakes, broken glass, and toxic water as well as being very slippery.
- Always be alert for gas leaks. Use a flashlight to inspect for damage. Don’t smoke or use candles, lanterns or open flames unless you know the gas has been turned off and the area has been ventilated.
- Use flashlights for lighting when the power goes off. Do not use candles or any other type of open flame. The Fire Department may be unable to respond during a hurricane.
- Clean everything that got wet. Flood waters have picked up sewage, farm and landscaping chemicals, toxins from factories and roads, etc. Spoiled food, flooded cosmetics, and medicine can be health hazards. When in doubt, throw it out.
- Carbon monoxide exhaust kills. Use a generator or other gasoline-powered machine outdoors. The same goes for camping stoves. Charcoal fumes are especially deadly so cook with charcoal outdoors.
- Take good care of yourself. Recovering from a flood or hurricane is a big job. It is tough on both the body and the spirit and the effects a disaster has on you and your family may last a long time. Keep your eyes open for signs of anxiety, stress, and fatigue in you and your family.

Email List/ Audience: General Email List

Number of recipients: _____

Completed by: _____ Date: _____

____ #2) **Subject:** Protect Property Before the Storm

Attachments: Hurricane Preparedness Guide for Businesses

Sources: <https://www.dps.texas.gov/internetforms/Forms/TDEM-31.doc>, <http://www.sfrpc.com/ftp/pub/Hurricane%20Survival%20Guide.pdf>,
https://www.fema.gov/media-library-data/1409933369110-5d82e4e75ba272f6c6fd656ff190c422/prepareathon_playbook_hurricane_final_090414_508.pdf

Attachment File Names: 'hurr planning businesses' & 'South FL Hurricane Survival Guide for Businesses' &
'FEMA Prepare your Organization for a Hurricane Playbook'

Location: _____ USB drive accompanying this procedure

Body:

Attention Businesses:

Adverse weather conditions are expected/ possible in the near future. The attached brochures are being provided to help you secure your businesses and protect your vital assets in the event of a Hurricane. Although one of the brochures has been prepared for businesses in Texas, we believe the hurricane related information is applicable and useful for our local businesses owners. If you are receiving this as the point of contact for a business club or organization, please forward to all members who may benefit from the information.

Contact the Planning and Zoning Dept. at (954) 786-4634 to get info about your local hazards such as flood zones and elevations, then:

- Evaluate your risk
- Inventory assets
- Write a plan
- Assign tasks
- Gather supplies
- Secure buildings
- Safeguard yourself and your employees
- Determine the best time to evacuate
- If evacuation becomes impossible, know how to safely shelter in place
- Know the dangers of returning after the storm
- Evaluate the damage
- Contact your insurance company
- Begin the recovery process

For detailed information about each of these steps, please reference the attached documents. Do not wait until it is too late. Prepare for the storm before it arrives. The survival of your business depends on it.

Your business is import to our community and, as always, your safety is our highest concern.

Sincerely, _____

Email List/ Audience: info@pompanobeachchamber.com [Pompano Beach Chamber of Commerce]; General Business email list

Number of recipients: _____

Completed by: _____ Date: _____

____ #3) **Subject:** _____

Attachments: _____

Attachment File Name: _____

Location: _____

Body:
(MESSAGE ATTACHED)

Email List/ Audience: _____

Number of recipients: _____

Completed by: _____ Date: _____

____ #4) **Subject:** _____

Attachments: _____

Attachment File Name: _____

Location: _____

Body:
(MESSAGE ATTACHED)

Email List/ Audience: _____

Number of recipients: _____

Completed by: _____ Date: _____

____ #5) **Subject:** _____

Attachments: _____

Attachment File Name: _____

Location: _____

Body:
(MESSAGE ATTACHED)

Email List/ Audience: _____

Number of recipients: _____

Completed by: _____ Date: _____

Handouts

Even with all the diverse means of communication available, few methods of communication are as appropriate for reliably reaching people of diverse economic and technological backgrounds as printed materials. Although it may cost more to distribute these materials, the costs can be mitigated by partnering with local businesses, organizations and clubs. By providing the materials to partners who can then print/ distribute them, the cost is spread out among the stakeholders and the reach is amplified throughout the community.

Instructions: Distribute the following handouts to as many individuals, businesses and organizations as possible. Whenever possible, provide the material directly to community organizations, clubs and churches, then enlist their assistance with printing and distribution. Make handouts available in municipal offices, libraries and post offices. Deliver handouts directly to locations likely to attract people before or after a storm (i.e., grocery stores, hardware stores, gas stations, storm shelters, insurance agencies, churches, schools, police and fire departments).

Handouts:

____ #1) **File Name:** Red Cross Flood Safety Checklist

Source: http://www.redcross.org/images/MEDIA_CustomProductCatalog/m4340128_Flood.pdf

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #2) **File Name:** NFIP Understanding Your Flood Insurance Coverage

Source: No longer available online. Suggested replacement: NFIP Summary of Coverage

https://www.fema.gov/media-library-data/20130726-1620-20490-4648/f_679_summaryofcoverage_11_2012.pdf

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #3) **File Name:** Turn Around Don't Drown Brochure

Source: http://www.nws.noaa.gov/os/water/tadd/resources/TADD_6_Arial.pdf

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #4) **File Name:** NOAA Guide to Hydrological Information on the Web

Source: <http://www.nws.noaa.gov/os/water/ahps/resources/FINAL%20version%20ghiwbrochure2-1.pdf>

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #5) **File Name:** Family Emergency Plan

Source: <https://docs.google.com/file/d/0BzZcp6mNtLhOYIVmNEFrSEeZYUE/edit?usp=sharing>

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #6) **File Name:** _____

Source:

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #7) **File Name:** _____

Source:

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

Television/ Radio

Television and Radio are traditional means of communication that have proven effective at reaching a diverse audience within a specific geographic region. As long as reliable electrical service allows (and longer in the case of automobiles and mobile devices) television or radio programs are still the primary source of information for many people.

Instructions: Print out the PSA template included on the next page(s). Check the boxes next to the messages for release. Complete each message by entering all pertinent information. Provide the PSA printout to local Radio and Television stations for immediate release. Retain a copy for future reference. Complete the following table:

Note: See file for Local Radio/ Television Contact Information.

File Name: TV Radio Contact Info- South Broward Miami-Dade

Location: USB drive accompanying this procedure

Date	Message #s Provided	Released to the following local Radio/ Television Stations:	Completed By:

PSA Alert

For Immediate Release

Contact:

Name: _____

Date: _____

Title: _____

Phone: _____

Email: _____

PSA Package Prepared for the City of Pompano Beach to be distributed in the event of Eminent Flooding

Background: As part of the City of Pompano Beach's Flood Response Preparations (FRP), the following messages have been prepared, reviewed and approved for use in the event that flooding is eminent, possible or expected within the next 72 hours. The alerts to be issued immediately are indicated by a check (☑).

PSAs:

☐

#1) RE: WARNING

Length: 30 seconds

Attention Residents! At _____ (time) today a (check all that apply) ☐ flood, ☐ hurricane, ☐ tropical storm, ☐ severe thunderstorm, ☐ tornado **WARNING** has been issued for this area. A warning indicates that dangerous weather is imminent or occurring. Please heed evacuation notices and seek shelter immediately. For your safety and the safety of first responders avoid traveling on the roads unless absolutely necessary. Please stay tuned to your local news and refer to the National Weather Service website, www.weather.gov, for the most up-to-date information.

☐

#2) RE: WATCH

Length: 30 seconds

Attention Residents! At _____ (time) today a (check all that apply) ☐ flood, ☐ hurricane, ☐ tropical storm, ☐ severe thunderstorm, ☐ tornado **WATCH** has been issued for this area. A watch indicates that dangerous weather is possible within the next 48 hrs. Please take this time prepare your family and property. Stay tuned to your local news and refer to the National Weather Service website, www.weather.gov, for the most up-to-date information.

☐

#3) RE: PROPERTY

Length: _____ seconds

Attention Residents! Due to adverse weather conditions with the possibility of (check all that apply) ☐ flooding, ☐ storm surge, ☐ damaging winds, ☐ severe thunderstorms expected within the next _____ hours, we ask you to take measures NOW to protect your property and animals. Such measures include (check all that apply):

- ☐ If possible, bring potted plants and animals indoors
- ☐ If animals must be left outdoors, see that they are contained with food, water and shelter located on high ground away from possible flooding
- ☐ Secure loose items such as trash cans and patio chairs
- ☐ Board windows or secure hurricane shutters
- ☐ Place sandbags around low lying doorways
- ☐ Fill your vehicle with gas and park in an area not subject to flooding or falling limbs
- ☐ Gather valuables, irreplaceable items and important documents. Secure them up high in water-tight bags or containers.
- ☐ Relocate appliances and furniture to higher floors/ sections of the home
- ☐ Have tarps, flash light, duct tape and a basic tool kit available

- ☐ #4) **RE: CURFEWS** Length: 30 seconds
Attention Residents! Due to adverse weather conditions with the possibility of flooding, the City of Pompano Beach will adhere to all curfews established by Broward County, unless otherwise announced in future press releases. Please stay tuned to your local news and refer to Broward County's website, www.broward.org for the most up-to-date information.

- ☐ #5) **RE: SHELTERS** Length: ____ seconds
The following is a list of Red Cross Storm Shelters serving the residents of Broward County that are **OPEN** at this time (check all that apply):

- ☐ Watkins Elementary School in Pembroke Park
- ☐ Falcon Cove Middle School in Weston
- ☐ Plantation Elementary School in Plantation
- ☐ West Broward High School in Pembroke Pines
- ☐ Everglades High School in Miramar
- ☐ New Renaissance Middle School in Miramar
- ☐ Park Lakes Elementary School in Lauderdale Lakes
- ☐ Rock Island Elementary/ Arthur Ashe Middle School in Fort Lauderdale
- ☐ Fox Trail Elementary School in Davie
- ☐ Pompano Beach High School in Pompano Beach
- ☐ Coral Glades High School in Coral Springs
- ☐ Monarch High School in Coconut Creek
- ☐ Lyons Creek Middle School in Coconut Creek

The Red Cross advises everyone to come to a shelter with the following items: Medication, clothing, pillows, blankets, toiletries, flashlights, small quiet activities such as books or board games, snacks, special food for those with dietary needs, baby food and formula, diapers, folding chairs, identification such as license or utility bills, insurance papers, and comfort items.

Currently,

- ☐ none of these shelters
- ☐ Broward County Humane Society 954-989-3977

is/are accepting pets. If necessary, please make alternate arrangements for animals. Do NOT arrive at a shelter with alcohol, weapons or illegal drugs.

- ☐ #6) **RE: MUNICIPAL PREPAREDNESS** Length: 30 seconds
Attention residents, the City of Pompano Beach activated its Emergency Operations Center at ____ (time) on ____ (date) and we have ____ staff members currently working to prepare for the impending storm. We will keep you posted on current conditions and advisories as they are issued. For Emergencies please call 911. Questions or concerns? Contact the Broward County office of Emergency Management at: 954-831-4000 or visit www.broward.org.

☐ #7) RE: _____

Length: ____ seconds

☐ #8) RE: _____

Length: ____ seconds

☐ #9) RE: _____

Length: ____ seconds

(MESSAGE ATTACHED)

☐ #10) RE: _____

Length: ____ seconds

(MESSAGE ATTACHED)

PSA Lengths:

10 second: 20-25 words	20 second: 40-50 words	60 second: 120-150 words
15 second: 30-35 words	30 second: 60-75 words	120 second: 220-300 words

Reverse 911 (or CodeRed)

Reverse 911 (or CodeRed) is a high-speed telephone communication service for emergency notification that provides information to residents directly through their phone lines.

Flood Response Preparations

Section 1: Before the Storm - Reverse 911 (or CodeRed)

Instructions: Check the boxes next to the messages for release. Complete each message by entering all pertinent information. Distribute the messages directly through your community reverse 911 (or CodeRed) system.

Messages:

____ #1) **RE: WARNING**

Attention Residents! At _____ (time) today a (check all that apply) ☐ flood, ☐ hurricane, ☐ tropical storm, ☐ severe thunderstorm, ☐ tornado **WARNING** has been issued for this area. A warning indicates that dangerous weather is imminent or occurring. Please heed evacuation notices and seek shelter immediately. For your safety and the safety of first responders avoid traveling on the roads unless absolutely necessary. Please stay tuned to your local news and refer to the National Weather Service website, www.weather.gov, for the most up-to-date information.

Completed by: _____ Date: _____

____ #2) **RE: WATCH**

Attention Residents! At _____ (time) today a (check all that apply) ☐ flood, ☐ hurricane, ☐ tropical storm, ☐ severe thunderstorm, ☐ tornado **WATCH** has been issued for this area. A watch indicates that dangerous weather is possible within the next 48 hrs. Please take this time prepare your family and property. Stay tuned to your local news and refer to the National Weather Service website, www.weather.gov, for the most up-to-date information.

Completed by: _____ Date: _____

____ #3) **RE: PROPERTY**

Attention Residents! Due to adverse weather conditions with the possibility of (check all that apply) ☐ flooding, ☐ storm surge, ☐ damaging winds, ☐ severe thunderstorms expected within the next ____ hours, we ask you to take measures NOW to protect your property and animals. Such measures include (check all that apply):

- ☐ Bringing potted plants and animals indoors
- ☐ Secure loose items such as trash cans and patio chairs
- ☐ Board windows or secure hurricane shutters

Completed by: _____ Date: _____

____ #4) **RE: CURFEWS**

Attention Residents! Due to adverse weather conditions with the possibility of flooding, the City of Pompano Beach will adhere to all curfews established by Broward County, unless otherwise announced in future press releases. Please stay tuned to your local news and refer to Broward County's website, www.broward.org for the most up-to-date information.

Completed by: _____ Date: _____

____ #5) **RE: MUNICIPAL PREPAREDNESS**

Attention residents, the City of Pompano Beach activated its Emergency Operations Center at _____ (time) on _____ (date) and we have ____ staff members currently working to prepare for the impending storm. We will keep you posted on current conditions and advisories as they are issued. For Emergencies please call 911. Questions or concerns? Contact

the Broward County office of Emergency Management at: 954-831-4000 or visit
www.broward.org.

Completed by: _____ Date: _____

____ #6) **RE:** _____

Completed by: _____ Date: _____

____ #7) **RE:** _____

Completed by: _____ Date: _____

____ #8) **RE:** _____

(MESSAGE ATTACHED)

Completed by: _____ Date: _____

____ #9) **RE:** _____

(MESSAGE ATTACHED)

Completed by: _____ Date: _____

Newspaper

Newspapers have been keeping people informed about current events since the advent of the printing press. They are a widely distributed media known for journalistic integrity and reliability. To many people today, seeing information printed in that familiar black ink on a sheet of news print, lends the content a degree of credibility that cannot yet be matched by digital media.

Instructions: Distribute the following messages to the local newspapers to be printed before the storm.

Local Newspapers and Contact Information:

Newspaper	Contact Information
1. Sun Sentinel	(954) 356-4000
2. Miami Today	(305) 358-2663
3. New Times	(954) 342-7700
4. Miami Herald/ El Nuevo Herald	(305) 376-3429
5. South Florida Sun Times	(954) 458-0635

Messages:

_____ #1) **RE: A guide to being prepared; Before, During and After the Storm**

A storm is heading this way! Are you prepared? Here are some tips to help you:

Before the Storm

- Know the flood warning procedures of your City and Broward County.
- Know the locations of local shelters and specifically shelters for pets and special-need populations.
- Have emergency cash on hand.
- Plan and practice a flood evacuation route with your family. Visit the Red Cross website at: www.redcross.org to get a copy of the brochure, Your Family Disaster Plan.
- Upon the advice of the Sheriff's Department or the Fire Department, turn off all circuit breakers at the fuse panel and disconnect electrical appliances and all other electrical equipment. If instructed to do so, turn off utilities at the main switches or valves and shut off the gas valves.
- Move all outside furniture, plants, toys, etc. inside to a secure location to prevent them from becoming dangerous flying objects that will cause damage.
- Take photos and/or videos of important possessions.
- If you must evacuate, secure your home. Move essential items to a higher level or upper floor.
- Ask an out-of-state friend or relative to be the "family contact" in case your family is separated during a flood. Make sure everyone in your family knows the name, address, and phone number of this contact person.
- Make sure you have emergency supplies (water, battery operated radio, medicines, pet supplies, flashlights, batteries, first aid kit, food, blankets, etc.) for each family member to last at least 3-7 days.
- Fill bathtubs, sinks and jugs with clean water in case water becomes contaminated.

- Pay your bills before the storm, as the internet may be down and/or the post office may not be able to pick up or deliver mail after the storm.
- Charge cell phones, and have a car cell phone charger handy; also, have a corded, non-electric phone handy for land-line use.
- Fill-up all vehicles with gasoline prior to a pending storm.

During the Storm:

- Listen to a battery-operated radio for the latest storm information.
- Do not touch electrical equipment if you are wet.
- If you do not have to evacuate STAY INSIDE and keep your children inside.

DROWNING IS THE NUMBER ONE CAUSE OF FLOOD DEATH

- If the waters start to rise and enter your house before you can evacuate, retreat to the second floor, attic, and if necessary, the roof.

After the Storm:

- Call your flood insurance company and file a claim. If you are unable to stay in your home, make sure to tell them where and how you can be reached.
- Do not walk through flowing water. Use a pole or stick to ensure that the ground is still there if you have to walk through a flooded area.
- Do not drive through a flooded area. More people drown in their cars than anywhere else. Do not drive around road barriers; the road or bridge may be washed out.
- Stay away from power lines and electrical wires. The number two flood killer after drowning is electrocution. Electrical current travels through water. Report downed power lines by calling 911.
- Flooding can cause familiar places to change. Flood debris may hide animals, red ants, snakes, broken glass, and toxic water as well as being very slippery.
- Always be alert for gas leaks. Use a flashlight to inspect for damage. Don't smoke or use candles, lanterns or open flames unless you know the gas has been turned off and the area has been ventilated.
- Use flashlights for lighting when the power goes off. Do not use candles or any other type of open flame. The Fire Department may be unable to respond during a hurricane.
- Clean everything that got wet. Flood waters have picked up sewage, farm and landscaping chemicals, toxins from factories and roads, etc. Spoiled food, flooded cosmetics, and medicine can be health hazards. When in doubt, throw it out.
- Carbon monoxide exhaust kills. Use a generator or other gasoline-powered machine outdoors. The same goes for camping stoves. Charcoal fumes are especially deadly so cook with charcoal outdoors.
- Take good care of yourself. Recovering from a flood or hurricane is a big job. It is tough on both the body and the spirit and the effects a disaster has on you and your family may last a long time. Keep your eyes open for signs of anxiety, stress, and fatigue in you and your family.

Newspaper(s): _____

Completed by: _____ Date: _____

____ #2) **RE:** _____

Newspaper(s): _____

Completed by: _____ Date: _____

____ #3) **RE:** _____

Newspaper(s): _____

Completed by: _____ Date: _____

____ #4) **RE:** _____

(MESSAGE ATTACHED)

Newspaper(s): _____

Completed by: _____ Date: _____

Other EOC Communications

Often before, during or after a storm, the EOC must communicate with residents through channels other than the media listed above. Any communication between the municipality and the residents that does not fit into the

other categories but does transmit vital storm related information would go here. Examples include, but are not limited to, face-to-face door-to-door communications, door hangers on flooded buildings, and bullhorn announcements broadcast through the streets.

Instructions: Complete the information below indicating the message, method of communication, affected area/ audience reached, person who oversaw or completed the task and date the task was completed.

Messages:

____ #1) **Example Message:** You are currently under an evacuation notice. For your safety please gather your belongings and seek shelter immediately

Method of Communication: Bullhorn from Police Car

Affected Area/ Audience: Residents of Evacuation Zone

Number of copies/ people reached: _____

Completed by: _____ Date: _____

____ #2) **Example Message:** We are expecting weather conditions similar to the Storm of 19XX. During that storm, parts of this subdivision were submerged under X ft. of water. Please take all necessary steps to secure your property in anticipation of similar flood levels. This may include moving furniture to a higher floor/ attic, placing sandbag blockades around doors, securing windows and relocating vehicles to higher ground. For assistance Please contact the Broward County office of Emergency Management at: 954-831-4000 (template file stored on attached usb drive)

Method of Communication: Door hangers placed on doors of homes

Affected Area/ Audience: Subdivision that experienced flooding during a previous storm of similar strength

Number of copies/ people reached: _____

Completed by: _____ Date: _____

____ #3) **Example Message:** Hurricane Preparedness: understanding what a hurricane is and why your family is busy preparing for it

Method of Communication: Presentation given at a local school before sending
children home early ahead of a storm

Affected Area/ Audience: Elementary School Children

Number of copies/ people reached: _____

Completed by: _____ Date: _____

____ #4) **Message:**

Method of Communication: _____

Affected Area/ Audience: _____

Number of copies/ people reached: _____

Completed by: _____ Date: _____

____ #5) **Message:**

Method of Communication: _____

Affected Area/ Audience: _____

Number of copies/ people reached: _____

Completed by: _____ Date: _____

Section 2: During the Storm

Seek Shelter, Stay Safe

The following materials are to be distributed during a storm. It is expected that during this phase of the storm, resources will be dedicated to addressing immediate crises and communication will be limited to information that is critical and time sensitive. The main goal during this phase is to make sure everyone is able to find shelter from the storm and safely remain there until the storm has subsided.

Facebook

In these technologically advanced times, people are ever more accessible through electronic media and digital devices. During times of re-location, transition, turmoil and power outage, people are relying more and more on mobile handheld electronic devices to stay in touch with loved ones, as well as, provide and receive vital, real-time information. If the possibility exists to reach your residents through these media, every effort should be made to do so without sacrificing or neglecting efforts related to more traditional means of communication.

Instructions: Select the appropriate messages and post intermittently to the municipal Facebook page. If other individuals/ organizations or government bodies are also posting pertinent information which may be valuable to your residents, share or link their posts so that your fan base may also be reached. Place a ✓ beside each message as it is posted. Sign and date below each item.

Messages/Links to be Posted:

____ #1) Turn around don't drown meme:



Image File Name: _____ Turn Around Don't Drown Meme

Location: _____ usb drive accompanying this procedure

(Note: must notify NWS of intent to use trademarked phrase
http://tadd.weather.gov/resources/NWS_policy_TADD_use.pdf)

Completed by: _____ Date: _____

____ #2) "Stay Safe! For your safety and the safety of our first responders, PLEASE stay off the roads unless driving is absolutely necessary."

Completed by: _____ Date: _____

____ #3) "Stay Safe! Visit <http://www.broward.org/Hurricane/Pages/Shelters.aspx> for info about local shelters"

Completed by: _____ Date: _____

____ #4) “Stay informed as the storm unfolds. Tune into your local stations for up-to-date notifications or visit, www.weather.gov”

Special Instructions: Fill in the table below, then save as an image file to be posted with the above message.

AM Radio	FM Radio	TV Stations	Website Address
WINZ (AM 9410)	WZTA (FM 94.9)	WFOR (Ch. 4)	www.miamicbslocal.com
WFTL (AM 1400)	WHYI (FM 100.7)	WTVJ (Ch. 6)	www.nbcmiami.com
WRBD (AM 1470)	WHQT (FM 105.1)	WSVN (Ch. 7)	www.wsvn.com
		WPLG (Ch. 10)	www.local10.com

Image File Name: _____ Local Stations- Broward _____

Location: _____ usb drive accompanying this procedure _____

Completed by: _____ Date: _____

____ #5) “Stay Safe! Visit <http://www.broward.org/Hurricane/Pages/EvacuationRoutes.aspx> for a map of local evacuation routes”

Completed by: _____ Date: _____

____ #6) _____

Image File Name: _____

Location: _____

Completed by: _____ Date: _____

____ #7) _____

Image File Name: _____

Location: _____

Completed by: _____ Date: _____

Twitter

In these technologically advanced times, people are ever more accessible through electronic media and digital devices. During times of re-location, transition, turmoil and power outage, people are relying more and more on mobile handheld electronic devices to stay in touch with loved ones, as well as, provide and receive vital, real-time information. If the possibility exists to reach your residents through these media, every effort should be made to do so without sacrificing or neglecting efforts related to more traditional means of communication.

Instructions: Select the appropriate messages and post intermittently to the municipal Twitter account. **Note:** Tweets must contain less than 141 characters including links. If other individuals/ organizations or government bodies are also posting pertinent information which may be valuable to your residents, share or link their “tweets” so that your fan base may also be reached. Place a ✓ beside each message as it is “tweeted”. Sign and date below each item.

Messages/Links to be “Tweeted”:

____ #1) “#StaySafe Turn around don’t drown @usNWSgov”



Image File Name: _____ Turn Around Don't Drown Meme

Location: _____ usb drive accompanying this procedure

(Note: must notify NWS of intent to use trademarked phrase
http://tadd.weather.gov/resources/NWS_policy_TADD_use.pdf)

Completed by: _____ Date: _____

____ #2) “#StaySafe For your safety and the safety of our first responders, PLEASE stay off the roads unless absolutely necessary”

Completed by: _____ Date: _____

____ #3) “#StaySafe Visit <http://www.broward.org/Hurricane/Pages/Shelters.aspx> for info about local shelters”

Completed by: _____ Date: _____

____ #4) #StaySafe Tune into your local stations for up-to-date notifications or visit,
www.weather.gov

Special Instructions: Fill in the table below, then save as an image file to be posted with the above message.

AM Radio	FM Radio	TV Stations	Website Address
WINZ (AM 9410)	WZTA (FM 94.9)	WFOR (Ch. 4)	www.miamicbslocal.com
WFTL (AM 1400)	WHYI (FM 100.7)	WTVJ (Ch. 6)	www.nbcmiami.com
WRBD (AM 1470)	WHQT (FM 105.1)	WSVN (Ch. 7)	www.wsvn.com
		WPLG (Ch. 10)	www.local10.com

Image File Name: _____ Local Stations- Broward

Location: _____ usb drive accompanying this procedure

Completed by: _____ Date: _____

____ #5) “#StaySafe Visit
<http://www.broward.org/Hurricane/Pages/EvacuationRoutes.aspx> for a map of local evacuation routes”

Completed by: _____ Date: _____

____ #6) _____

Image File Name: _____

Location: _____

Completed by: _____ Date: _____

____ #7) _____

Image File Name: _____

Location: _____

Completed by: _____ Date: _____

Email

Email has become a reliable, cost effective and immediate form of communication. For many, it has become a primary and preferred method of two-way communication. In an effort to save time, money and man power, items which would have in the past been printed, transported and distributed by hand can now be distributed with just the click of a button. Even in the absence of lengthy email lists, emails strategically sent to organizations such as churches, community centers, professional societies, social clubs and HOA's (all examples of community stakeholders) can then be further distributed to additional recipients. Rare is it these days, that an organization does not have direct access to its members via email. The ability to partner with these organizations greatly increases the number of affected parties that can be reached with each message.

Instructions: Distribute the following emails to as many individuals, businesses and organizations as possible.

Email Messages:

____ #1) **Subject:** Safety During the Storm

Attachments: Red Cross Returning Home Checklist

Source: http://www.redcross.org/images/MEDIA_CustomProductCatalog/m14240163_ReturningHomeChecklist.pdf

Attachment File Name: _____ Red Cross ReturningHomeChecklist

Location: _____ usb drive accompanying this procedure

Body:

Attention Residents, Businesses, Organizations and HOAs:

We are currently experiencing dangerous weather conditions. The following information is provided by the City of Pompano Beach to help you stay safe during the storm. Please make this information available to your residents/ members/ affected parties by forwarding this email. Thank you kindly for your cooperation.

As always, your safety is our highest concern.

Sincerely,

During the Storm:

- Listen to a battery-operated radio for the latest storm information.
- Do not touch electrical equipment if you are wet.
- If you do not have to evacuate STAY INSIDE and keep your children inside.

DROWNING IS THE NUMBER ONE CAUSE OF FLOOD DEATH

- If the waters start to rise and enter your house before you can evacuate, retreat to the second floor, attic, and if necessary, the roof.

Email List/ Audience: _____ General Email list

Number of recipients: _____

Completed by: _____ Date: _____

____ #2) **Subject:** _____

Attachments: _____

Attachment File Name: _____

Location: _____

Body: _____

____ or ☐ **MESSAGE ATTACHED**

Email List/ Audience: _____

Number of recipients: _____

Completed by: _____ Date: _____

____ #3) **Subject:** _____

Attachments: _____

Attachment File Name: _____

Location: _____

Body: _____

____ or ☐ **MESSAGE ATTACHED**

Email List/ Audience: _____

Number of recipients: _____

Completed by: _____ Date: _____

Handouts

Even with all the diverse means of communication available, few methods of communication are as appropriate for reliably reaching people of diverse economic and technological backgrounds as printed materials. Although it may cost more to distribute these materials, the costs can be mitigated by partnering with local businesses, organizations and clubs. By providing the materials to partners who can then print/ distribute them, the cost is spread out among the stakeholders and the reach is amplified throughout the community.

Instructions: Due to the dangers of distributing handouts during severe weather, efforts to do so will most likely be limited. The following handouts can however be made available to affected residents seeking shelter at local storm shelters and emergency rooms.

Handouts:

____ #1) **File Name:** Red Cross Flood Safety Checklist

Source: http://www.redcross.org/images/MEDIA_CustomProductCatalog/m4340128_Flood.pdf

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #2) **File Name:** NFIP Understanding Your Flood Insurance Coverage

Source: No longer available online. Suggested replacement: NFIP Summary of Coverage
https://www.fema.gov/media-library-data/20130726-1620-20490-4648/f_679_summaryofcoverage_11_2012.pdf

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #3) **File Name:** Turn Around Don't Drown Brochure

Source: http://www.nws.noaa.gov/os/water/tadd/resources/TADD_6_Arial.pdf

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #4) **File Name:** NOAA Guide to Hydrological Information on the Web

Source: <http://www.nws.noaa.gov/os/water/ahps/resources/FINAL%20version%20ghiwbrochure2-1.pdf>

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #5) **File Name:** _____

Source:

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #6) **File Name:** _____

Source:

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

Television/ Radio

Television and Radio are traditional means of communication that have proven effective at reaching a diverse audience within a specific geographic region. As long as reliable electrical service allows (and longer in the case of automobiles and mobile devices) television or radio programs are still the primary source of information for many people.

Instructions: Print out the PSA template included on the next page(s). Check the boxes next to the messages for release. Complete each message by entering all pertinent information. Provide the PSA printout to local Radio and Television stations for immediate release. Retain a copy for future reference. Complete the following table:

Note: See file for Local Radio/ Television Contact Information.

File Name: TV Radio Contact Info- South Broward Miami-Dade

Location: USB drive accompanying this procedure

Date	Message #s Provided	Released to the following local Radio/ Television Stations:	Completed By:

PSA Alert

For Immediate Release

Contact:

Name: _____

Date: _____

Title: _____

Phone: _____

Email: _____

PSA Package Prepared for the City of Pompano Beach to be distributed during a storm

Background: As part of the City of Pompano Beach Flood Response Preparations (FRP), the following messages have been prepared, reviewed and approved for use during a storm or other adverse weather event. The alerts to be issued immediately are indicated by a check (☑).

PSAs:

☐ #1) **RE: WARNING**

Length: 30 seconds

Attention Residents! At _____ (time) today a (check all that apply) ☐ flood, ☐ hurricane, ☐ tropical storm, ☐ severe thunderstorm, ☐ tornado **WARNING** has been issued for this area. A warning indicates that dangerous weather is imminent or occurring. Please heed evacuation notices and seek shelter immediately. For your safety and the safety of first responders avoid traveling on the roads unless absolutely necessary. Please stay tuned to your local news and refer to the National Weather Service website, www.weather.gov, for the most up-to-date information.

☐ #2) **RE: WATCH**

Length: 30 seconds

Attention Residents! At _____ (time) today a (check all that apply) ☐ flood, ☐ hurricane, ☐ tropical storm, ☐ severe thunderstorm, ☐ tornado **WATCH** has been issued for this area. A watch indicates that dangerous weather is possible within the next 48 hrs. Please take this time prepare your family and property. Stay tuned to your local news and refer to the National Weather Service website, www.weather.gov, for the most up-to-date information.

☐ #3) **RE: CURFEWS**

Length: 30 seconds

Attention Residents! Due to adverse weather conditions with the possibility of flooding, the City of Pompano Beach will adhere to all curfews established by Broward County, unless otherwise announced in future press releases. Please stay tuned to your local news and refer to Broward County's website, www.broward.org for the most up-to-date information.

☐ #4) **RE: EVACUATION ORDERS**

Length: 10 seconds

As of _____ (time) on _____ (day), (Check all that apply)

- ☐ There are currently NO evacuation orders issued at this time
- ☐ There is currently a VOLUNTARY evacuation issued for the following zone(s):

- ☐ There is currently a MANDATORY evacuation issued for the following zone(s):

☐ #5) **RE: MUNICIPAL PREPAREDNESS**

Length: 30 seconds

Attention residents, the City of Pompano Beach activated its Emergency Operations Center at _____ (time) on _____ (date) and we have ____ staff members currently working to keep you safe during the storm. We will keep you posted on current conditions and advisories as they are issued. For Emergencies please call 911. Questions or concerns? Contact the Broward County office of Emergency Management at: 954-831-4000 or visit www.broward.org.

☐ #6) RE: _____ Length: ____ seconds

☐ #7) RE: _____ Length: ____ seconds

PSA Lengths:		
10 second: 20-25 words	20 second: 40-50 words	60 second: 120-150 words
15 second: 30-35 words	30 second: 60-75 words	120 second: 220-300 words

Reverse 911 (or CodeRed)

Reverse 911 (or CodeRed) is a high-speed telephone communication service for emergency notification that provides information to residents directly through their phone lines.

Flood Response Preparations

Section 2: During the Storm - Reverse 911 (or CodeRed)

Instructions: Check the boxes next to the messages for release. Complete each message by entering all pertinent information. Distribute the messages directly through your community reverse 911 (or CodeRed) system.

Messages:

____ #1) **RE: WARNING**

Attention Residents! At _____ (time) today a (check all that apply) ☐ flood, ☐ hurricane, ☐ tropical storm, ☐ severe thunderstorm, ☐ tornado **WARNING** has been issued for this area. A warning indicates that dangerous weather is imminent or occurring. Please heed evacuation notices and seek shelter immediately. For your safety and the safety of first responders avoid traveling on the roads unless absolutely necessary. Please stay tuned to your local news and refer to the National Weather Service website, www.weather.gov, for the most up-to-date information.

Completed by: _____ Date: _____

____ #2) **RE: WATCH**

Attention Residents! At _____ (time) today a (check all that apply) ☐ flood, ☐ hurricane, ☐ tropical storm, ☐ severe thunderstorm, ☐ tornado **WATCH** has been issued for this area. A watch indicates that dangerous weather is possible within the next 48 hrs. Please take this time prepare your family and property. Stay tuned to your local news and refer to the National Weather Service website, www.weather.gov, for the most up-to-date information.

Completed by: _____ Date: _____

____ #3) **RE: CURFEWS**

Attention Residents! Due to adverse weather conditions with the possibility of flooding, the City of Pompano Beach will adhere to all curfews established by Broward County, unless otherwise announced in future press releases. Please stay tuned to your local news and refer to Broward County's website, www.broward.org for the most up-to-date information.

Completed by: _____ Date: _____

____ #4) **RE: EVACUATION ORDERS**

Length: 10 seconds

As of _____ (time) on _____ (day), (Check all that apply)

- ☐ There are currently NO evacuation orders issued at this time
- ☐ There is currently a VOLUNTARY evacuation issued for the following zone(s):

- ☐ There is currently a MANDATORY evacuation issued for the following zone(s):

Completed by: _____ Date: _____

____ #5) **RE: MUNICIPAL PREPAREDNESS**

Attention residents, the City of Pompano Beach activated its Emergency Operations Center at _____ (time) on _____ (date) and we have ____ staff members currently working to prepare for the impending storm. We will keep you posted on current conditions and advisories as they are issued. For Emergencies please call 911. Questions or concerns? Contact

the Broward County office of Emergency Management at: 954-831-4000 or visit
www.broward.org.

Completed by: _____ Date: _____

____ #6) **RE:** _____

Completed by: _____ Date: _____

____ #7) **RE:** _____

Completed by: _____ Date: _____

Newspaper

Newspapers have been keeping people informed about current events since the advent of the printing press. They are a widely distributed media known for journalistic integrity and reliability. To many people today, seeing information printed in that familiar black ink on a sheet of news print, lends the content a degree of credibility that cannot yet be matched by digital media.

Instructions: It is not likely that information will be distributed by newspaper during the storm.

Messages:

____ #1) **RE:** _____

Newspaper(s): _____

Completed by: _____ Date: _____

____ #2) **RE:** _____

Newspaper(s): _____

Completed by: _____ Date: _____

Other EOC Communications

Often during a storm, the EOC must communicate with residents through channels other than the media listed above. Any communication between the municipality and the residents that does not fit into the other categories

Flood Response Preparations

Section 2: During the Storm - Newspaper

but does transmit vital storm related information would go here. Examples include, but are not limited to, face-to-face door-to-door communications, door hangers on flooded buildings, and bullhorn announcements broadcast through the streets.

Instructions: Complete the information below indicating the message, method of communication, affected area/ audience reached, person who oversaw or completed the task and date the task was completed.

Messages:

___ #1) **Example Message:** You are currently under an evacuation notice. For your safety please gather your belongings and seek shelter immediately.

Method of Communication: Bullhorn from Police Car

Affected Area/ Audience: Residents of Evacuation Zone

Number of copies/ people reached: _____

Completed by: _____ Date: _____

___ #2) **Example Message:** The road ahead is closed due to flooding. Please do not attempt to drive on roadways that are covered in flood waters. A detour is available. Make a _____ here and follow the detour signs.

Method of Communication: Police Officers manning road block

Affected Area/ Audience: Drivers approaching flooded roadway

Number of copies/ people reached: _____

Completed by: _____ Date: _____

___ #3) **Message:**

Method of Communication: _____

Affected Area/ Audience: _____

Number of copies/ people reached: _____

Completed by: _____ Date: _____

Section 3: After the Storm

Recovery and Rebuilding

The following materials are to be distributed after a storm. Many people believe that once a storm is over the dangers have passed, but this is simply not true. There are many hazards that exist in the wake of a storm, and people who are recovering from something as traumatic as a natural disaster will have many needs. This phase is a critical one for the community. How obstacles are addressed in the post-storm phase can mean the difference between a shattered community struggling to make it from one calamity to the next, or a determined community rebuilding with stronger buildings and smarter solutions.

Facebook

In these technologically advanced times, people are ever more accessible through electronic media and digital devices. During times of re-location, transition, turmoil and power outage, people are relying more and more on mobile handheld electronic devices to stay in touch with loved ones, as well as, provide and receive vital, real-time information. If the possibility exists to reach your residents through these media, every effort should be made to do so without sacrificing or neglecting efforts related to more traditional means of communication.

Instructions: Select the appropriate messages and post intermittently to the municipal Facebook page. If other individuals/ organizations or government bodies are also posting pertinent information which may be valuable to your residents, share or link their posts so that your fan base may also be reached. Place a ✓ beside each message as it is posted. Sign and date below each item.

Messages/Links to be Posted:

____ #1) “After the Storm: Questions about flood insurance and recovering from a storm?

Visit: <https://www.fema.gov/media-library/assets/documents/11363>”

Completed by: _____ Date: _____

____ #2) “After the storm: Beware of standing water, misplaced wildlife and downed power lines. To learn more about staying safe and returning to your home after a flood, visit:

http://www.redcross.org/images/MEDIA_CustomProductCatalog/m14240163_ReturningHomeChecklist.pdf”

Completed by: _____ Date: _____

____ #3) “Confused by insurance claim process? To learn more about the flood insurance claim process, visit: <https://www.fema.gov/media-library/assets/documents/6659>”

Completed by: _____ Date: _____

____ #4) “After the storm: So where do we go from here? If your home was damaged, check out this Red Cross guide to repairing and re-building your flooded home: http://www.redcross.org/images/MEDIA_CustomProductCatalog/m4540081_repairingFloodedHome.pdf”

Completed by: _____ Date: _____

____ #5) “Watch (and share) this amazing video to see why you should NOT drive on flooded roads: https://www.youtube.com/watch?v=p_uqPR4lr5o”

Completed by: _____ Date: _____

____ #6) “Even if you were not affected by flood waters, don’t think it can’t happen to you. If you were affected, it could happen again. Are you protected? Consider insuring your property and its contents (even renters can insure their belongings) against possible floods in the future. Peace of mind may be more affordable than you think. Visit www.floodsmart.gov for more information.”

Completed by: _____ Date: _____

____ #7) _____

Image File Name: _____

Location: _____

Completed by: _____ Date: _____

____ #8) _____

Image File Name: _____

Location: _____

Completed by: _____ Date: _____

Twitter

In these technologically advanced times, people are ever more accessible through electronic media and digital devices. During times of re-location, transition, turmoil and power outage, people are relying more and more on mobile handheld electronic devices to stay in touch with loved ones, as well as, provide and receive vital, real-time information. If the possibility exists to reach your residents through these media, every effort should be made to do so without sacrificing or neglecting efforts related to more traditional means of communication.

Instructions: Select the appropriate messages and post intermittently to the municipal Twitter account. **Note:** Tweets must contain less than 141 characters including links. If other individuals/ organizations or government bodies are also posting pertinent information which may be valuable to your residents, share or link their “tweets” so that your fan base may also be reached. Place a ✓ beside each message as it is “tweeted”. Sign and date below each item.

Messages/Links to be “Tweeted”:

____ #1) “#AftertheStorm Visit: <https://www.fema.gov/media-library/assets/documents/11363>”

Completed by: _____ Date: _____

____ #2) “#AftertheStorm ReturnHomeChecklist
http://www.redcross.org/images/MEDIA_CustomProductCatalog/m14240163_ReturningHomeChecklist.pdf”

Completed by: _____ Date: _____

____ #3) “#AftertheStorm Flood Ins. Claims Info <https://www.fema.gov/media-library/assets/documents/6659>”

Completed by: _____ Date: _____

____ #4) “#AftertheStorm Rebuild Recover
http://www.redcross.org/images/MEDIA_CustomProductCatalog/m4540081_repairingFloodedHome.pdf”

Completed by: _____ Date: _____

____ #5) _____

Image File Name: _____

Location: _____

Completed by: _____ Date: _____

____ #6) _____

Image File Name: _____

Location: _____

Completed by: _____ Date: _____

____ #7) _____

Image File Name: _____

Location: _____

Completed by: _____ Date: _____

Email

Email has become a reliable, cost effective and immediate form of communication. For many, it has become a primary and preferred method of two-way communication. In an effort to save time, money and man power, items which would have in the past been printed, transported and distributed by hand can now be distributed with just the click of a button. Even in the absence of lengthy email lists, emails strategically sent to organizations such as churches, community centers, professional societies, social clubs and HOA's (all examples of community stakeholders) can then be further distributed to additional recipients. Rare is it these days, that an organization does not have direct access to its members via email. The ability to partner with these organizations greatly increases the number of affected parties that can be reached with each message.

Instructions: Distribute the following emails to as many individuals, businesses and organizations as possible.

Email Messages:

____ #1) **Subject:** Repairing damaged homes after the storm

Attachments: Red Cross Repairing Flooded Home Booklet

Source: http://www.redcross.org/images/MEDIA_CustomProductCatalog/m4540081_repairingFloodedHome.pdf

Attachment File Name: _____ Red Cross repairingFloodedHome

Location: _____ usb drive accompanying this procedure

Body:

Attention Residents, Businesses, Organizations and HOAs:

Now that the storm has passed, it is time to begin rebuilding. Attached is a guide to repairing damaged homes and below is information about what to do after the storm. Please feel free to forward this information to all of your local friends, family, members and clients. Together we will re-build, together we will recover and tomorrow we will be stronger.

Sincerely,

After the Storm:

- Call your flood insurance company and file a claim. If you are unable to stay in your home, make sure to tell them where and how you can be reached.
- Do not walk through flowing water. Use a pole or stick to ensure that the ground is still there if you have to walk through a flooded area.
- Do not drive through a flooded area. More people drown in their cars than anywhere else. Do not drive around road barriers; the road or bridge may be washed out.
- Stay away from power lines and electrical wires. The number two flood killer after drowning is electrocution. Electrical current travels through water. Report downed power lines by calling 911.
- Flooding can cause familiar places to change. Flood debris may hide animals, red ants, snakes, broken glass, and toxic water as well as being very slippery.

- Always be alert for gas leaks. Use a flashlight to inspect for damage. Don't smoke or use candles, lanterns or open flames unless you know the gas has been turned off and the area has been ventilated.
- Use flashlights for lighting when the power goes off. Do not use candles or any other type of open flame. The Fire Department may be unable to respond during a hurricane.
- Clean everything that got wet. Flood waters have picked up sewage, farm and landscaping chemicals, toxins from factories and roads, etc. Spoiled food, flooded cosmetics, and medicine can be health hazards. When in doubt, throw it out.
- Carbon monoxide exhaust kills. Use a generator or other gasoline-powered machine outdoors. The same goes for camping stoves. Charcoal fumes are especially deadly so cook with charcoal outdoors.
- Take good care of yourself. Recovering from a flood or hurricane is a big job. It is tough on both the body and the spirit and the effects a disaster has on you and your family may last a long time. Keep your eyes open for signs of anxiety, stress, and fatigue in you and your family.

Email List/ Audience: _____ General Email List

Number of recipients: _____

Completed by: _____ Date: _____

____ #2) **Subject:** _____

Attachments: _____

Attachment File Name: _____

Location: _____

Body:

(MESSAGE ATTACHED)

Email List/ Audience: _____

Number of recipients: _____

Completed by: _____ Date: _____

____ #3) **Subject:** _____

Attachments: _____

Attachment File Name: _____

Location: _____

Body:

(MESSAGE ATTACHED)

Email List/ Audience: _____

Number of recipients: _____

Completed by: _____ Date: _____

Handouts

Even with all the diverse means of communication available, few methods of communication are as appropriate for reliably reaching people of diverse economic and technological backgrounds as printed materials. Although it may cost more to distribute these materials, the costs can be mitigated by partnering with local businesses, organizations and clubs. By providing the materials to partners who can then print/ distribute them, the cost is spread out among the stakeholders and the reach is amplified throughout the community.

Instructions: Distribute the following handouts to as many individuals, businesses and organizations as possible. Whenever possible, provide the material directly to community organizations, clubs and churches, then enlist their assistance with printing and distribution. Make handouts available in municipal offices, libraries and post offices. Deliver handouts directly to locations likely to attract people before or after a storm (i.e., grocery stores, hardware stores, gas stations, storm shelters, insurance agencies, churches, schools, police and fire departments)

Handouts:

____ #1) **File Name:** NFIP After the Flood

Source: <http://www.floodsmart.gov/toolkits/flood/downloads/AfterFloodFactSheet-08-2010.pdf>

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #2) **File Name:** Red Cross Returning Home Checklist

Source: http://www.redcross.org/images/MEDIA_CustomProductCatalog/m14240163_ReturningHomeChecklist.pdf

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #3) **File Name:** NFIP Insurance Claim Handbook

Source: <https://www.fema.gov/media-library/assets/documents/6659>

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #4) **File Name:** _____

Source:

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #5) **File Name:** _____

Source:

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

____ #6) **File Name:** _____

Source:

Distribution Location/ Audience: _____

Number of copies: _____

Completed by: _____ Date: _____

Television/ Radio

Television and Radio are traditional means of communication that have proven effective at reaching a diverse audience within a specific geographic region. As long as reliable electrical service allows (and longer in the case of automobiles and mobile devices) television or radio programs are still the primary source of information for many people.

Instructions: Print out the PSA template included on the next page(s). Check the boxes next to the messages for release. Complete each message by entering all pertinent information. Provide the PSA printout to local Radio and Television stations for immediate release. Retain a copy for future reference. Complete the following table:

Note: See file for Local Radio/ Television Contact Information.

File Name: TV Radio Contact Info- South Broward Miami-Dade

Location: USB drive accompanying this procedure

Date	Message #s Provided	Released to the following local Radio/ Television Stations:	Completed By:

PSA Alert

For Immediate Release

Contact:

Name: _____

Date: _____

Title: _____

Phone: _____

Email: _____

PSA Package Prepared for the City of Pompano Beach to be distributed After a Storm

Background: As part of the City of Pompano Beach's Flood Response Preparations (FRP), the following messages have been prepared, reviewed and approved for use during a storm or other adverse weather event. The alerts to be issued immediately are indicated by a check (☑).

PSAs:



#1) RE: MUNICIPAL RESPONSE

Length: _____ seconds

Attention residents, the City of Pompano Beach activated its Emergency Operations Center at _____ (time) on _____ (date) and we have _____ staff members currently working on damage assessment and beginning the clean-up process. We would like to thank these people for their hard work and dedication.

Here is an update of our status as of _____ (time) today (check all that apply)

Drinking Water:

- ☐ The water is safe to drink- there are no boil water notices at this time
- ☐ Do NOT drink the water. There is currently a boil water notice in effect for: _____

Roads:

- ☐ We have crews out assessing the condition of the roads as we speak
- ☐ There are no major road blockages to report
- ☐ Traffic on _____ is being detoured to _____ due to debris in the road
- ☐ Traffic on _____ is being detoured to _____ due to debris in the road
- ☐ Our crews are working diligently to clear debris from the roads
- ☐ There are no major road closures due to flooding
- ☐ Traffic on _____ is being detoured to _____ due to flooding
- ☐ Traffic on _____ is being detoured to _____ due to flooding

Power:

- ☐ There are no power outages to report at this time
- ☐ There are currently _____ residents without power
- ☐ FP&L has crews out repairing power lines and expects to have power restored by _____

Municipal Contact:

- ☐ Our City Offices will resume regular business hours on _____
- ☐ For storm related emergency information, contact the Broward County office of Emergency Management at: 954-831-4000 or visit www.broward.org.

☐ #2) **RE: After the Storm**

Length: 30 seconds

Help After the Storm:

Our Planning and Zoning department has resumed normal business hours and is available to answer questions and provide assistance with regard to FEMA after the storm. It is important that you contact FEMA as soon as possible, save all of your receipts and use **only** licensed contractors. For more information, you can contact our Planning and Zoning department at (954) 786-4634 or contact FEMA directly at 1-800-621-FEMA

☐ #3) **RE:** _____

Length: ____ seconds

☐ #4) **RE:** _____

Length: ____ seconds

PSA Lengths:

10 second: 20-25 words

20 second: 40-50 words

60 second: 120-150 words

15 second: 30-35 words

30 second: 60-75 words

120 second: 220-300 words

Reverse 911 (or CodeRed)

Reverse 911 (or CodeRed) is a high-speed telephone communication service for emergency notification that provides information to residents directly through their phone lines.

Instructions: Check the boxes next to the messages for release. Complete each message by entering all pertinent information. Distribute the messages directly through your community reverse 911 (or CodeRed) system.

Messages:

____ #1) **RE: MUNICIPAL RESPONSE** Length: 30 seconds
Attention residents, the City of Pompano Beach activated its Emergency Operations Center at ____ (time) on ____ (date) and we have ____ staff members currently working on damage assessment and beginning the clean-up process. We would like to thank these people for their hard work and dedication. (✓all that apply)
☐ Our City Offices will resume regular business hours on ____
☐ For storm related emergency information, contact the Broward County office of Emergency Management at: 954-831-4000 or visit www.broward.org.
Completed by: _____ Date: _____

____ #2) **RE: Drinking Water** Length: 30 seconds
Here is an update of our public water supply as of ____ (time) today.
(✓all that apply)
☐ The water is safe to drink- there are no boil water notices at this time
☐ Do NOT drink the water. There is currently a boil water notice in effect for: ____
Completed by: _____ Date: _____

____ #3) **RE: Roads** Length: 30 seconds
Here is an update of our roadways as of ____ (time) today (✓all that apply)
☐ We have crews out assessing the condition of the roads as we speak
☐ There are no major road blockages to report
☐ Traffic on ____ is being detoured to ____ due to debris in the road
☐ Traffic on ____ is being detoured to ____ due to debris in the road
☐ Our crews are working diligently to clear debris from the roads
☐ There are no major road closures due to flooding
☐ Traffic on ____ is being detoured to ____ due to flooding
☐ Traffic on ____ is being detoured to ____ due to flooding
Completed by: _____ Date: _____

____ #4) **RE: Power** Length: 30 seconds
Here is an update of local electrical service as of _____ (time) today
(✓all that apply)
☐ There are no power outages to report at this time
☐ There are currently _____ residents without power
☐ FP&L has crews out repairing power lines and expects to have power restored by____
Completed by: _____ Date: _____

____ #5) **RE: After the Storm** Length: 30 seconds
Help After the Storm:
Our Planning and Zoning department has resumed normal business hours and is available to answer questions and provide assistance with regard to FEMA after the storm. It is important that you contact FEMA as soon as possible, save all of your receipts and use **only** licensed contractors. For more information, you can contact our Planning and Zoning department at (954) 786-4634 or contact FEMA directly at 1-800-621-FEMA
Completed by: _____ Date: _____

____ #6) **RE:** _____

Completed by: _____ Date: _____

____ #7) **RE:** _____

Completed by: _____ Date: _____

Newspaper

Newspapers have been keeping people informed about current events since the advent of the printing press. They are a widely distributed media known for journalistic integrity and reliability. To many people today, seeing information printed in that familiar black ink on a sheet of news print, lends the content a degree of credibility that cannot yet be matched by digital media.

Instructions: Provide the following messages to the local newspaper to be printed after the storm.

Messages:

____ #1) **RE: FEMA AFTER THE STORM**

If your home is damaged, and you wish to repair or re-build you will most likely qualify for assistance from FEMA. Our Planning and Zoning department has resumed normal business hours and is available to answer questions and provide assistance with regard to FEMA after the storm. It is important that you contact FEMA as soon as possible, save all of your receipts and use **only** licensed contractors. For more information, you can contact our Planning and Zoning department at (954) 786-4634 or contact FEMA directly at 1-800-621-FEMA.

Newspaper(s): _____

Completed by: _____ Date: _____

____ #2) **RE:** _____

Newspaper(s): _____

Completed by: _____ Date: _____

____ #3) **RE:** _____

Newspaper(s): _____

Completed by: _____ Date: _____

Other EOC Communications

Often during a storm, the EOC must communicate with residents through channels other than the media listed above. Any communication between the municipality and the residents that does not fit into the other categories but does transmit vital storm related information would go here. Examples include, but are not limited to, face-to-face door-to-door communications, door hangers on flooded buildings, and bullhorn announcements broadcast through the streets.

Instructions: Complete the information below indicating the message, method of communication, affected area/ audience reached, person who oversaw or completed the task and date the task was completed.

Messages:

___ #1) **Example Message:** The road ahead is closed due to flooding. Please do not attempt to drive on roadways that are covered in flood waters. A detour is available. Make a _____ here and follow the detour signs.

Method of Communication: Police Officers manning road block

Affected Area/ Audience: Drivers approaching flooded roadway

Number of copies/ people reached: _____

Completed by: _____ Date: _____

___ #2) **Example Message:** Your Home has been flooded. Be Safe re-entering your home: wait for inspection, contact insurance, contact FEMA, take pictures, discard contaminated items, use licensed contractors, re-build smarter, save receipts, purchase insurance, and report problems. (template file stored on attached usb drive)

Method of Communication: Door hangers placed on doors of flooded homes to inform returning residents about dangers/ next steps to take

Affected Area/ Audience: Subdivision experiencing flooding

Number of copies/ people reached: _____

Completed by: _____ Date: _____

____ #3) **Message:** _____

Method of Communication: _____

Affected Area/ Audience: _____

Number of copies/ people reached: _____

Completed by: _____ Date: _____

____ #4) **Message:** _____

Method of Communication: _____

Affected Area/ Audience: _____

Number of copies/ people reached: _____

Completed by: _____ Date: _____