42% of US Population Lives within 20 miles of Ocean Coastline, Mississippi River & Great Lakes – a “target rich” environment!

Data based on 2003 US Census Data
Decision Superiority

- See First
- Understand First
- Act First
Creating a Culture of Preparedness

WHAT IT SHOULD BE

WHAT IT IS

Disaster Strikes

Prepared?

Mitigate?

Money Spent on Preparedness

POLITICAL

HEALTH

EDUCATION

GOVERNMENT

LOCAL

FEDERAL

DIPLOMATIC

GOVERNANCE

ECONOMY

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**Battle Drill: React to MEDIA Contact**

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1. Don’t lie. Tell the truth.
2. If you don’t want to hear it or read it, don’t say it or do it.
3. Give media access 0500-2400. Set aside at least 20-30 minutes a day for interviews. Be prepared for unexpected.
4. Purpose: To provide information to the public. The American people have a right to know.
5. Talk about what you KNOW, not about what you THINK.
7. Interject humor with caution. Watch timing based on situation.
8. It’s about “US” not “ME.”
9. The Army is an outdoor sport. Do interviews outside in an operational environment.
10. Have your public affairs officer keep you posted on your boss’ s and your boss’ s boss’ s quotes.
11. Figure out your daily top 3 priorities of work and talk about them.
12. Get satellite radio and listen to national news a few times a day.
13. Don’t be part of a public investigation. Don’t let reporters act like prosecutors.
14. Build business relationships with reporters. Drink coffee, eat with them, let them get to know you.
15. Be yourself.
16. Don’t read any damn prepared remarks.
17. Don’t do politics – focus on your mission. Don’t compliment or criticize political leaders.
18. Use your staff to see first, understand first, act first

**Leadership During Disaster**

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1. Arriving on the scene of a disaster – you must be the calm in the storm.
2. Work through the chaos and confusion – don’t add to it.
4. Look for quick wins.
5. In a disaster, you are the priority – if you ask for it, you’ll get it.
7. Collaboration is key – everyone has a boss – unity of effort, not unity of command.
8. Who else needs to know?
10. Must give the media access – if you’re not speaking, someone else will speak for you.
11. Stay connected with those responsible – Mayor, Governor, President, Military Leadership.
12. Track what the key leaders are saying so there are no contradictions.
13. Deal with the misinformation put out by others.
14. Real art of leadership is getting people to follow you willingly.
15. Your audio and video have to match, do what you say
16. Leaders cannot be observers, you must be a player.
17. Leader takes responsibility for what happens – good, bad, or ugly.
18. Don’t play the blame game.
19. Do not allow the media to interrogate you.
**The Sunshine Patriot**

THESE are the times that try men’s souls. The summer soldier and the sunshine patriot will, in this crisis, shrink from the service of their country; but he that stands it now, deserves the love and thanks of man and woman. Tyranny, like hell, is not easily conquered; yet we have this consolation with us, that the harder the conflict, the more glorious the triumph. What we obtain too cheap, we esteem too lightly: it is dearness only that gives every thing its value. Heaven knows how to put a proper price upon its goods; and it would be strange indeed if so celestial an article as FREEDOM should not be highly rated.

*Thomas Paine*

*December 23, 1776*

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**Prayer of Saint Francis**

Lord, make me an instrument of Your peace. Where there is hatred, let me sow love; where there is injury, pardon; where there is doubt, faith; where there is despair, hope; where there is darkness, light; and where there is sadness, joy. O, Divine Master, grant that I may not so much seek to be consoled as to console; to be understood as to understand; to be loved as to love; for it is in giving that we receive; it is in pardoning that we are pardoned; and it is in dying that we are born to eternal life.

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**Top Five Challenges for 2021**

1. Poverty/Hunger in less developed nations
2. Dependence on fossil fuels
3. Protect the environment and preserve our natural resources
4. Infectious Diseases (HIV/AIDS, Avian Flu, Mad Cow, etc.)
5. Religious, Political & Ethnic intolerance throughout the world

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Competence (skill, knowledge, and ability) gives Soldiers confidence to be great Warriors, based on solid individual, leader and unit discipline. Creates high unit morale and Esprit de Corps.