

Overview: The Strong Partnership Between ESF-15/External Affairs And ESF-6/Mass Care

Emergency Communication and Public Information Distribution



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What are the Components of ESF-15?



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ESF-15 Components

- **Planning and Products**
- **Joint Information Center**
- **Congressional Affairs**
- **Intergovernmental Affairs**
- **Community Relations**
- **Private Sector**

WHAT

WHEN

WHERE

HOW

WHY



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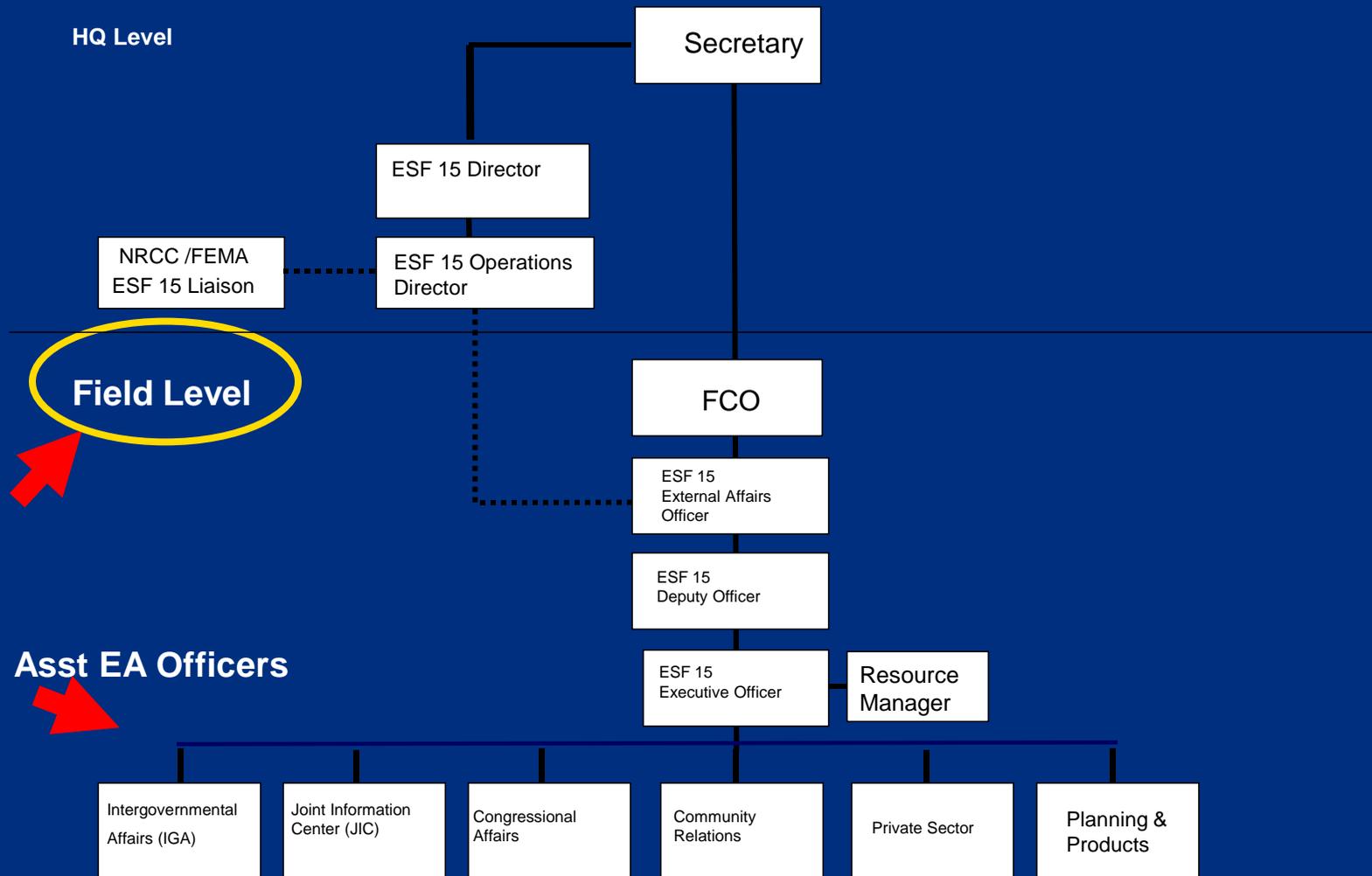
ESF 15 Strategy: *Consistency and Integration of Messaging*

- ESF 15 External Affairs Standard Operating Procedures (SOP)
 - ESF 15 components should be *fully incorporated* within external processes
 - Using the ESF-15 framework enhances coordination with other federal agencies
- Federal coordination with states (affected and non-affected)
 - Primary affected states are incorporated within National Incident Communication Conference Line (NICCL) calls
 - State Incident Communication Conference Line (SICCL) communications protocol links DHS and FEMA to State communicators
 - Private Sector Incident Communication Conference Line (PICCL) directly links with communicators in the private sector
 - Trained and working together under an external affairs concept
- Military support coordination a high priority
 - Strong linkages with Secretary of Defense Public Affairs, NORTHCOM, National Guard Bureau, Army Corps of Engineers, State National Guard staffs



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ESF-15 Organization Chart



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- **Planning and Products**
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Customer Service Principles

No matter the customer:

- External – media, Congress, tribes, state and local governments, disaster survivors, businesses, community organizations; or
- Internal – FCO, program leads, components, regions, other Federal Agencies,

The same principle applies... **Put the Customer First**



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In Support of ESF-6, ESF-15 Will:

- Continue to enhance an open attitude toward internal and external customers.
- Liaison to partners and customers to understand what their needs, issues, or concerns are.
- Continue to apply constructive and solution-focused approaches to ensure that program offices' needs are addressed and taken into account for messaging.
- Be responsive to deadlines; and work with partners to prioritize deliverables for stakeholders.
- Continue to build professional relationships to reinforce a spirit of teamwork and cooperation.



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Planning and Products for ESF-15

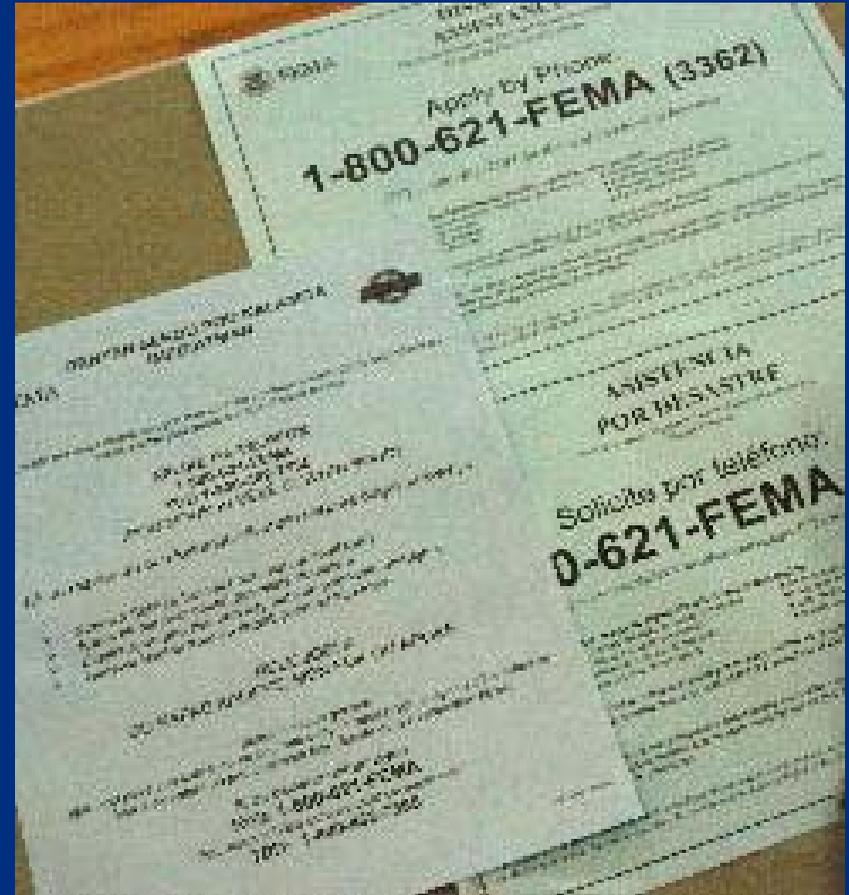
- Talking Points
- Press Releases
- Graphics
- Congressional/Intergovernmental Briefings
- Flyers
- Web Content
- Daily Summary
- Limited English Proficiency and Special Needs Comm Services



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Limited English Proficiency & Additional Needs Communications

- Integrated throughout ESF 15 / External Affairs, supporting ALL components
- Provide services to all FEMA Directorates, Programs, Offices and Operations at HQ-Regional and Field Levels.
- Supports all FEMA joint ventures with stakeholders including other federal, state, local agencies; and voluntary , faith-based and community organizations
- Services available: written translation, interpretation, transcription/captioning, Braille, Sign Language, desktop publishing/508 compliance and web localization



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Joint Information Center (JIC)



- Joint Information Center (JIC) supports and assists in the coordination of federal, state, local, tribal and private-sector incident communications with the public
- Central point for coordination of incident information, public affairs activities, and media access to information regarding the latest developments
- Location of media center for press briefings



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Media Guidance

- Through policy established by the ESF 15 Director, federal field response personnel are authorized to speak to the media *within the scope of assigned duties and knowledge*
- *Talk about what you do*
- Questions about *policy* and *national decisions* are beyond the scope of this and should be referred to an ESF 15 authorized spokesperson
- NOT an authorization to solicit interviews or pitch stories



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Media Access Program

- Provides transparency for the media by allowing them to view response operations with response teams first-hand; builds public confidence
- Restrictions may apply when national security, law enforcement, privacy and safety might be compromised and media must follow strict guidelines so as not to interfere with operations
- Similar to “embedding” but typically shorter than the days or weeks normally associated with media embeds.



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ESF-15 Social Media Services

“Social media” defined....

- *Social media are primarily Internet- and mobile-based tools for sharing and discussing information. The term most often refers to activities that integrate technology, telecommunications and social interaction. This interaction depends on the “building” of shared meaning among communities, as people share their stories and experiences.*

- *Common examples of Social Media are:*

Wikipedia

Text Messaging

Twitter

Social Networks

Widgets

Video and Photo Sharing

Podcasts



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ESF-15 Social Media Services

- FEMA maintains a web site <http://www.fema.gov> ; a media library at http://www.fema.gov/medialibrary/media_records/2382 , participates in Social Networks like Twitter and YouTube, and offers Widgets for use by anyone. Here is an example of a news website using a FEMA Widget:



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Congressional Affairs (CA)

- Coordinates the exchange of information between DHS, FEMA, Members of Congress, and their staff
- Responds to Congressional inquiries and casework
- Arranges for Congressional site visits to help Members understand the federal/state/local response and recovery process
- Develops Congressional Affairs strategy for outreach and incident-specific objectives



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Community Relations



CR's mission is to provide a vital information link between DHS/FEMA, local communities, local community-based organizations and those affected by disasters.

- Collects and disseminate vital disaster information, ensuring that disaster survivors are aware of available federal disaster assistance programs and understand how to access them. (e.g., information compiled by CR on available rental resources can be used to update IA resource databases).
- Assess critical community needs to identify and resolve issues that may affect fair and timely delivery of disaster assistance.



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Community Relations



- Provides field outreach to disaster victims and community leaders about federal and state recovery programs
- Multilingual capabilities help reach out to communities that may not be in the traditional information chain
- Focus on identifying helping those with special needs
- Implements the Speakers Bureau to coordinate public presentations /meetings
- Supports several Emergency Support Functions, and actively partners with ESF-6/Mass Care, Housing & Human Services.



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Intergovernmental Affairs

Intergovernmental Affairs (IGA) establishes effective working relationships with tribal, state, county, parish and municipal governments and agencies representing these governments.



IGA creates and maintains open, two-way lines of communication between these groups and FEMA, and other federal agencies.

IGA identifies issues, answers questions, manages expectations, clarifies or corrects confusion about policies and procedures and links government officials with questions or problems to those who can assist them.



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Intergovernmental/Tribal Affairs

- Establishes a government-to-government relationship with the tribes and the JFO.
- Receives and processes tribal requests for disaster assistance.
- Provides technical assistance to tribes for completion of FEMA Tribal Agreements, Public Assistance Administration Plan, and Tribal Hazard Mitigation Plan with appropriate internal staff.
- Attends Tribal Council and other tribal meetings, when invited by the tribe.
- Coordinates State activities with the State Tribal Liaison.
- Conducts training for internal and external partners on proper conduct when working with Native American tribes.



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Private Sector



- Responsible for coordinating with established business networks and industry-specific related groups, such as the U.S. Chamber of Commerce, other national networks, and state and regional networks
- Identifies issues that directly affect the private sector and the business community
- Coordinates with businesses to reach out to employees on recovery programs



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Private Sector

- Incident information needs and interests of the Private Sector
 - Direction on evacuation routes/shelter in place
 - Guidance to families on schools, hospitals and nursing homes
 - Operational disruptions – Utilities, gasoline shortages, U.S. Mail service
 - Public safety
 - Donations
 - Recovery business opportunities
- Utilize the private sector for information distribution
 - Use their employee e-mail systems to reach large populations with information; effective with large businesses
 - Use and leverage established networks (U.S. Chamber of Commerce)



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How does ESF15 support ESF6?



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QUESTIONS?



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