

# ESF 15 External Affairs

## *A New Approach to Emergency Communication and Information Distribution*

Emergency Support  
Function 15  
Standard Operating Procedures  
January 2009



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# ESF 15 SOP: A National Model

- ESF 15 SOP may become a model for state external operations
  - Greater unity among all federal, state, local communicators
- A national training program is underway to educate communicators in the concept
  - Federal agency training
  - State & local training



# What ESF 15 Provides

- Support to the state, local, and team tribal communications efforts
- A unified federal external affairs team
- A framework from which a coordinated external affairs operation can be successful
- Supported leadership in the field



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# New Strategy: *Integrated*

- ESF 15 External Affairs SOP revised-final review
  - ESF 15 components fully incorporated within external processes
  - Improved coordination with other federal agencies
- Improved coordination with states (affected and non-affected)
  - Affected states incorporated within National Incident Communication Conference Line calls
  - New federal to state Incident Communication Coordination Line incident communications protocol
  - Trained and working together under an external affairs concept
- Military support coordination a high priority
  - Strong linkages with Sec Def Public Affairs, NORTHCOM, National Guard Bureau, Army Corps of Engineers, State National Guard staffs



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# New Strategy: *Comprehensive*

- Detailed Concept of Operations from D-7 thru D+5
- Strategic Messaging component designed to identify issues and messages and develop a comprehensive outreach approach
- A scalable organizational chart that can adjust to the size and scope of a response
- An SOP document that provides a working guide to all federal, state and local communicators
- A national training program for federal agencies, state communicators and other partners

# Operational Authority

- Coordinating Agency
  - Department of Homeland Security (DHS)
- Primary Agency
  - Federal Emergency Management Agency (FEMA)
- Support Agency
  - All NRP signatory departments, agencies and organizations may be part of the external affairs operation

*When federal personnel are assigned to the ESF 15 field organization they will conform to and support the SOP and other policies as directed by the PFO, FCO, and JFO SOP*



# ESF 15 Components



- **Planning and Products**
- **Joint Information Center**
- **Congressional Affairs**
- **State, Local and Tribal Affairs (Intergovernmental)**
- **Community Relations**
- **Private Sector**



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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
- Coordinated by DHS



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