



# ESF 15 - External Affairs

Supporting State, Tribal and Local Communications in Emergencies

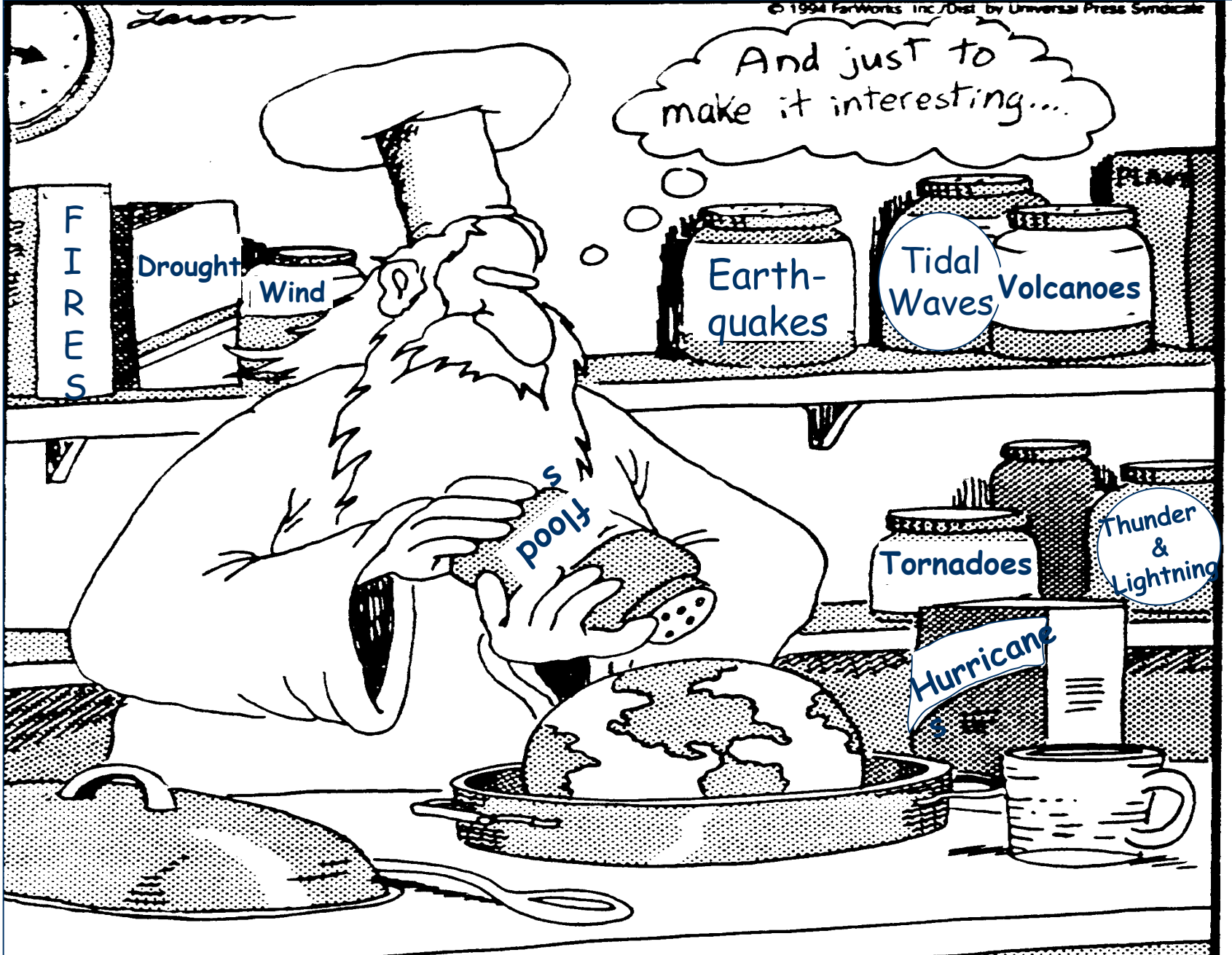


**Strategic Plan**

Helping People. Together.



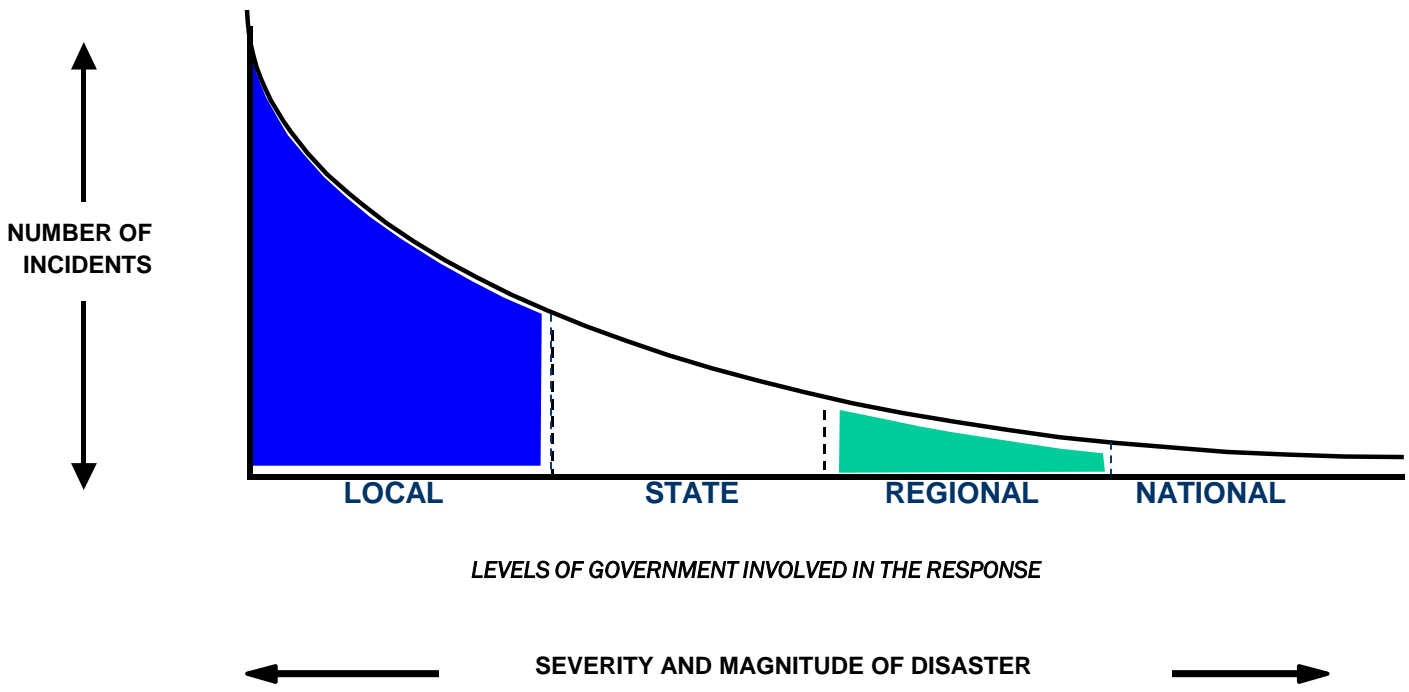
January 7, 2019



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# Disaster Response

Most disasters are handled by Local and State governments



# Federal Support

Brock Long, FEMA Administrator

*“Emergency management works best when it is state managed, locally executed and federally supported.”*



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2018-2022

**Strategic Plan**

Helping People. Together.

# FEMA Strategic Goals



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2018-2022

**Strategic Plan**

Helping People. Together.

# ESF 15 Components



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



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# ESF 15 – External Affairs Organization



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# FEMA Strategic Goals



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2018-2022

**Strategic Plan**

Helping People. Together.



# Public Information Management

## Lessons Learned

Public information success requires operational success

Communicators must be present to win

Public information is an operational priority



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# Lessons Learned

*Public information success requires operational success*

Challenges:

Volume

Command and Control

Communications failures

Misunderstanding of  
authorities and roles



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# Lessons Learned

*Public information success requires operational success*

Actions:

Strengthen partners

Plan specifically

Identify dedicated  
communications assets

Build data collection  
capability



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# Lessons Learned:

*Communicators must be present to win*

*Primary information unit may need to locate away from primary incident managers*

Images tell the story

Reporters require access

All structures must support field operations



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may need to locate away  
from primary incident  
managers

*Pictures tell the story*

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