

Sample First Page of an Actual Concept of Operations for a Notice Event

This is the first page of the actual Concept of Operations for a notice event. It is subject to variation based upon the type and size of an incident, but contains items that may need to be implemented. One of the key aspects of this is that each of the four components helps to drive the others, i.e. key developments help drive the messaging which results in product development, etc.

D-7 Through D-5 Prior		
Key Developments	<ul style="list-style-type: none"> ▪ NRCC/RRCC activated ▪ VTCs initiated ▪ PFO, FCO and PFO Support Team alerted and deployed ▪ ESF-15 activated; ESF-15 officer designated by DHS OP A ▪ ESFs, ERT-N, HIT, FIRST, MERS, NDMS, US&R alerted, activated and deployed ▪ Federal departments/agencies review current alert posture and readiness of emergency personnel, teams and equipment ▪ Contacts initiated with federal, regional, state and local officials ▪ NRCC initiates pre-landfall effects and consequences modeling 	<ul style="list-style-type: none"> ▪ Teams (ERT-N, FIRST) deployed/on site to JFO location or designated staging area(s) ▪ Designated JFO facility set up ▪ Forward Operating Staging Areas, logistics Staging Areas and Operational Staging Areas identified
Messaging	<ul style="list-style-type: none"> ▪ Monitoring storm track/development ▪ Working closely with potentially impacted states to initiate readiness actions ▪ Identify roles & responsibilities -- federal/state/local 	<ul style="list-style-type: none"> ▪ Continue to monitor storm track/development ▪ Initial federal movements in support of response, working in roles/responsibilities ▪ Coordination with potentially impacted states, tribal, as well as county, parish and municipal governments and associations (with state approval) ▪ Individual preparedness actions
Products	<ul style="list-style-type: none"> ▪ Talking points (NRCC/FEMA OP A) ▪ Congressional Advisories (FEMA OLA) 	<ul style="list-style-type: none"> ▪ Press Release (NRCC, include RRCC in coordination) ▪ Talking points (NRCC in coordination with RRCC) ▪ Congressional Briefing materials (NRCC/FEM OLA) ▪ Congressional Advisories (FEMA OLA) ▪ B-roll/photo of logistics centers/ commodities movements/ team deployments/ staging areas (RRCC) ▪ ESF-15 Update (NRCC lead)

IS-250.a Emergency Support Function 15 (ESF-15) External Affairs

D-7 Through D-5 Prior		
Actions	<ul style="list-style-type: none"> ▪ Participate in VTCs ▪ Staff NRCC and RRCC(s) as required ▪ Develop staffing plan for ESF-15 JFO/coordinate ESF-15 lead staffing with DHS OP A (FEMA OP A - HO and Regional PIO) ▪ Deploy surge support to RRCC(s) and NRCC <ul style="list-style-type: none"> o (2) DAEs to RRCC (Regional PIO) o (2) DAEs to NRCC (FEMA HO OP A) ▪ Provide staffing charts (NRCC, RRCC, teams, etc.), ▪ conference call/daily schedule, etc. to HQ and Regional ▪ external affairs leads ▪ Review/update ESF-15 distribution lists (NRCC) ▪ Regional PIO call(s) to state PIOs ▪ HQ to call OFA Public Affairs leads (USACE, GSA, SBA, Red Cross, others as required) ▪ Assess media access opportunities ▪ Work with NRCC on pre- impact effects consequences ▪ modeling to begin emergency communications contingency ▪ planning ▪ FEMA OLA to call OFA Congressional Affairs as needed or required ▪ FEMA OIA to contact potentially impacted Capitol Hill offices ▪ FEMA OLA to send out Congressional Advisories to Capitol Hill offices and cc Regions for distribution to State/district offices 	<ul style="list-style-type: none"> ▪ Regional PIO calls(s) to state PIOs to determine resources support (broadcast, translation, media monitoring, staff, joint briefing coordination) - joint with ESF-15 EAO if applicable ▪ Initiate daily ESF-15 leadership coordination call with WH Comm, DHS OP A, ESF-15 Ops Director, ESF-15 NRCC, Regional EA of RRCC and forward deployed staff (DHS) ▪ Hold daily internal coordination call with FEMA PIOs, CR, IGA and CA (Also include international and DHS private sector as needed) determine multilingual, state needs, special needs, etc. (FEMA OP A) ▪ Hold daily coordination calls with CR Management Cell Lead (HO CR) ▪ Initiate NIGGL call (Include FEMA HO Senior Staff Rep on call) ▪ Request surge account funding/issue task order against Broadcast Ops BPA for satellite truck video crew support and against Translation Services BPA for multilingual support (FEMA OP A) ▪ Initiate Media Access Coordination to include response teams, commodities, and asset deployments) (FEMA OP A) ▪ Coordinate with NRCC language for public affairs support in mission assignments (NRCC) ▪ Coordinate with Recovery on shelter registration support (if applicable) ▪ Ship video/photo equipment to established location for deployed staff (FEMA OP A) ▪ Identify studio feed capability for deployed staff to transmit images/video (FEMA OP A) ▪ Regional Congressional Affairs to contact potentially impacted state/district Congressional offices ▪ FEMA OLA to provide DC Congressional briefings as requested. ▪ FEMA OLA to send out Congressional Advisories to Capitol Hill offices and cc Regions for distribution to state/district offices

Determinations: NHC liaison, Public Affairs support required for M ISSIOO Assignment language