

## List of Key Actions at Each Execution Phase

Execution Phase	Key Actions
<p><b>Awareness</b></p>	<ul style="list-style-type: none"> <li>▪ <b>ESF-15 Activated</b></li> <li>▪ State and local contact—planning initiated</li> <li>▪ Concept of Operations activated</li> </ul>
<p><b>Readiness</b></p>	<ul style="list-style-type: none"> <li>▪ <b>ESF 15 Leadership cadre deployed; ESF-15 functions activated</b></li> <li>▪ Proactive state, local, federal communications plan developed</li> <li>▪ Primary messages:                             <ul style="list-style-type: none"> <li>○ Final preparedness actions/self-sufficiency for up to 72 hours</li> <li>○ Supporting state and local instructions pertaining threat/issue instructions (evacuation and sheltering)</li> <li>○ Defining the federal response</li> </ul> </li> </ul>
<p><b>Response</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Unified state, local, federal response picture</b></li> <li>▪ Media access with responders, visuals, transparency in operations</li> <li>▪ Primary messages:                             <ul style="list-style-type: none"> <li>○ Life saving and life safety information</li> <li>○ Federal support and capabilities being provided to state and local</li> <li>○ Establish realistic expectations for FEMA and other federal assistance programs</li> </ul> </li> </ul>
<p><b>Recovery</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Fully integrated external communications effort thru ESF-15</b></li> <li>▪ Identify and amplify recovery priorities</li> <li>▪ Primary messages:                             <ul style="list-style-type: none"> <li>○ Support state recovery efforts</li> <li>○ Demonstrate and show recovery and support materials</li> <li>○ Proactive, consistent information on federal</li> </ul> </li> </ul>