

**California
Emergency
Support
Function 15
Public Information
Annex to the California
State Emergency Plan**

Lead Agency:

**California Governor's
Office of Emergency
Services**



**Public Information
CA-ESF 15**

July 2022

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Emergency Support Function Agencies / Departments

Lead Agency/Department

Governor's Office of Emergency Services (Cal OES) – Office of Crisis
Communication and Public Affairs

Primary Agencies/Departments

Cal OES – Office of Crisis Communication and Public Affairs

Supporting Agencies/Departments

Board of Governors, Community Colleges

California State Transportation Agency

- California Highway Patrol
- Department of Motor Vehicles
- Department of Transportation

California Environmental Protection Agency

- Air Resources Board
- Department of Pesticide Regulation
- Department of Toxic Substances Control
- Integrated Waste Management Board
- Office of Environmental Health Hazard Assessment
- Water Resources Control Board

California National Guard

California Volunteers

Department of Corrections and Rehabilitation

- Adult Operations Division
- Board of Parole Hearings
- Corrections Standards Authority
- Juvenile Justice Division
- Prison Industry Authority

Department of Education

Department of Finance

Department of Food and Agriculture

Department of Insurance

Department of Justice

Department of Personnel Administration

Department of Veterans Affairs
Fair Political Practices Commission
Health and Human Services Agency

- Department of Aging
- Department of Alcohol and Drug Programs
- Department of Community Services and Development
- Department of Developmental Services
- Department of Health Care Services
- Department of Mental Health
- Department of Public Health
- Department of Rehabilitation
- Department of Social Services
- Emergency Medical Services Authority
- Managed Risk Medical Insurance Board
- Office of Statewide Health Planning and Development

Judicial Branch of the State Government

Labor and Workforce Development Agency

- Agricultural Labor Relations Board
- Department of Industrial Relations
- Employment Development Department
- Lottery Commission

Natural Resources Agency

- California Coastal Commission
- California Conservation Corps
- California Energy Commission
- Department of Conservation
- Department of Fish and Wildlife
- Department of Forestry and Fire Protection
- Department of Parks and Recreation
- Department of Water Resources
- San Francisco Bay Conservation and Development Commission
- State Lands Commission

Office of Planning and Research
Office of the Inspector General
Public Utilities Commission
Government Operations Agency

Department of General Services
Franchise Tax Board
State Personnel Board
State Board of Equalization
Office of Administrative Law

And other State Departments or Agencies as applicable.

Introduction

California Emergency Support Function (CA-ESF) 15 - Public Information is comprised of an alliance of discipline-specific subject matter experts (stakeholders) who work together to provide timely, accurate, and coordinated information within the State of California. The CA-ESF 15 stakeholders have common interests and share a level of responsibility to provide public information with the mission to protect life and property within California. The CA-ESF 15 stakeholders embrace the “whole community” by coordinating and sharing information with the media, statewide and local partners, such as faith-based organizations, non-governmental organizations (NGOs), the private sector, and those who are socially vulnerable and most susceptible to adverse impacts from an emergency or disaster.

The communications landscape has rapidly evolved. There's been a shift in who the public receives their news from, including:

- Shrinking press corps
- Rise in citizen journalism & increasingly ideological/partisan news sources
- Less rigor from news outlets what type of information they put out
- Increased importance on identifying trusted messengers for a given audience

There has also been a shift in what the public wants:

- Preference for visual content (photos and video) vs written content
- Move toward shorter and shorter content pieces
- High desire for timely, accurate data shift

There also has been a shift in when the public wants their crisis information:

- Realtime info is now expected
- Outdated reports or old info will quickly lose audience trust
- Audience will quickly move on to other sources if government cannot provide info they want in a timely way

In addition, there have been changes in how the public consumes their crisis information

- Moved from TVs and Newspapers to Smartphones
- Move from traditional media to social networks and online sources
- Website info must be updated in real time

Changes in global political environment are why many of these changes are occurring, so there is a greater need to combat mis/disinformation, there's less trust in government and a greater risk acceptance by many groups.

This shift in information sharing has implications for providing consistent, accurate, and reliable information about emergencies. In order to provide clear and consistent information, the within CA-ESF 15 stakeholders collaborate on planning, communicating, information sharing, and coordinating activities before, during, and after an emergency.

Each CA-ESF 15 stakeholder possesses unique public information capabilities and resources for preparing for, responding to, and recovering from emergencies in the State of California. CA-ESF 15 stakeholders (see Section 2 of this Annex) contribute to CA-ESF 15 by participating in the California Governor's Office of Emergency Services (Cal OES), Office of Crisis Communication and Public Affairs training and education events, developing relationships with local and regional emergency management partners, and consistently pursue outreach with local, regional, and statewide entities.

During response, the Office of Crisis Communication and Public Affairs stands up the State Joint Information Center (S-JIC). Other CA-ESF 15 stakeholders may also stand up their agency's Joint Information Center (JIC). If more than one JIC is activated, the CA-ESF 15 stakeholders collectively form the Joint Information System (JIS) to coordinate and communicate information on an emergency in which local governments have requested State assistance for preparing and disseminating information.

Due to the distinctive capabilities and resources, it is important to clarify the terminology used in this CA-ESF 15 Annex. Therefore, the following terms and definitions will be used consistently throughout the annex:

Public Information: Processes, procedures, and systems for communicating timely, accurate, and accessible information on an emergency's cause, size, and current situation; resources committed; and other matters of general interest to the public, responders, and additional stakeholders (both directly

affected and indirectly affected).

Emergency Public Information: Information developed and disseminated in anticipation of, during, or after an emergency to provide life-saving and other information, including actions that individuals and communities should take. The goal of providing emergency public information is to give people the information they need to make good decisions in an emergency.

Joint Information Center: The JIC is a central location that facilitates operation and dissemination of information. It is a location where personnel with public information responsibilities perform critical emergency information functions, crisis communications, and public affairs functions. JICs may be established at various levels of government; at emergency sites; or can be components of Federal, State, Tribal, territorial, regional, or local Emergency Operations Centers (EOCs).

Joint Information System: A JIS is established when there is collaboration, communication, and/or coordination of two or more S-JICs, according to the State Emergency Plan. The JIS provides the mechanism to organize, integrate, and coordinate information to ensure timely, accurate, accessible, and consistent messaging activities across multiple jurisdictions and/or disciplines with the private sector and NGOs. It includes the plans, protocols, procedures, and structures used to provide public information. Key elements include the following: interagency coordination and integration; gathering, verifying, coordinating, and disseminating consistent messages; support for decision makers; and flexibility, modularity, and adaptability.

Purpose

The purpose of CA-ESF 15 Annex is to describe the state-level coordination elements that are necessary to provide accurate, coordinated, timely, and accessible information to the public.

Scope

The CA-ESF 15 Annex provides a “road map” for the implementation of CA-ESF 15 concepts, activities, and responsibilities within CA-ESF 15 for mitigation, preparedness, response, and recovery.

The CA-ESF 15 Lead Agency coordinates the state-level emergency public information activities that support the local, state, federal, and tribal entities public information activities. Each CA-ESF 15 stakeholder coordinates and communicates within their agency, but also with all agencies within their

respective areas of operation. The CA-ESF 15 stakeholders also provide recommendations and subject matter expertise to Cal OES associated with CA-ESF 15 to address public information preparedness, response, and recovery planning and operational activities.

Interactions with Other California Emergency Support Functions

The use of the JIS inherently involves multiple agencies, departments, and other CA-ESFs. Each stakeholder that participates in a California JIS interacts with other public information partners prior to, during, and after an emergency to ensure consistency in messaging, information sharing, and communication. During an emergency response, this interaction becomes known as the JIS and each stakeholder, while representing their individual agency, participates in the coordinated messaging structure.

During an emergency, the CA-ESF 15 stakeholders collaborate within the JIS, but also with other CA-ESFs that request assistance in crafting public information messages. Additionally, the CA-ESF 15 stakeholders may need to reach out to other CA-ESFs to obtain specific information from the CA-ESF subject matter experts to include in the messaging.

The National Response Framework (NRF) identifies public information as having significant crosscutting interests and interaction with every ESF. Exhibit 1-1 illustrates the significant interactions with other ESFs.

Exhibit 1-1: CA-ESF Interaction

CA-ESF	CA-ESF Interaction
CA-ESF 1 - Transportation	<ul style="list-style-type: none"> • Coordinate transportation information with the Traffic Management Centers (TMCs) with CA-ESF 1.
CA-ESF 2 - Communications	<ul style="list-style-type: none"> • Coordinate with CA-ESF 2 on public information hardware, software, and system's needs.
CA-ESF 3 – Construction & Engineering	<ul style="list-style-type: none"> • Provide information regarding the capabilities and activities of CA-ESF primary and supporting agencies and helps direct questions and issues to the appropriate agency.
CA-ESF 4 – Fire & Rescue	<ul style="list-style-type: none"> • Manage a comprehensive, up-to-date emergency incident status and situation database for access by its members and for public information functions for decision analysis and priority setting at the

CA-ESF	CA-ESF Interaction
	executive management level.
CA-ESF 5 - Management	<ul style="list-style-type: none"> • Provide communication and messaging on alert notification in coordination with CA-ESF 5.
CA-ESF 6 - Mass Care & Shelter	<ul style="list-style-type: none"> • Communicate with local, state, and federal partners in the opening of LACs and Disaster Recovery Centers (DRCs).
CA-ESF 7 - Resources	<ul style="list-style-type: none"> • Coordinate with CA-ESF 7 for assistance with call center assistance to provide periodic call center functions and support to Cal OES during extreme weather conditions or emergency response operations to provide public information to the residents of California when such measures are needed and requested by Cal OES. <ul style="list-style-type: none"> ○ PIOs to augment Cal OES staff. ○ Media call support on the status of the initiatives within California's Earthquake Loss Reduction Plan relating to earthquake emergency management and provide an overview of these activities and policies within the state. ○ Technical specialists and emergency material creation during an emergency.
CA-ESF 8 - Public Health & Medical	<ul style="list-style-type: none"> • Coordinate risk and public information with: <ul style="list-style-type: none"> ○ Joint Information Center (JIC) in the State Operations Center (SOC).
CA-ESF 10 - Hazardous Materials and Oil	<ul style="list-style-type: none"> • Coordinate with the CA-ESF 10 PIO on emergency-specific hazardous material information.
CA-ESF 11 - Food and Agriculture	<ul style="list-style-type: none"> • Coordinate information and provide message support for CA-ESF 11.
CA-ESF 12 - Utilities	<ul style="list-style-type: none"> • Provide the leadership guidance, ongoing communication, coordination, and oversight for CA-ESF 12 throughout all phases of emergency

CA-ESF	CA-ESF Interaction
	management.
CA-ESF 13 – Law Enforcement	<ul style="list-style-type: none"> • Coordinate information on law enforcement topics and request message support from CA-ESF 15.
CA-ESF 14 - Recovery	<ul style="list-style-type: none"> • Coordinate with CA-ESF 14 stakeholders to execute the public information core capability to deliver coordinated, prompt, reliable, and actionable information to the whole community using clear, consistent, accessible, and culturally or linguistically appropriate methods.
CA-ESF 17 - Volunteers & Donations Management	<ul style="list-style-type: none"> • Coordinate with CA-ESF 17 for volunteers to staff phones at call centers.
CA-ESF 18 - Cybersecurity	<ul style="list-style-type: none"> • Coordinate the content and release of security notifications to the public and receiving information from Public Information Officers through Cal OES Office of Crisis Communication and Public Affairs and Technology Agency's Public Information Officer.

Stakeholder Authorities and References

The stakeholder authorities and references list the documents authorizing stakeholder participation in CA Emergency Support Function and the documents that influenced the CA-ESF 15 planning effort.

Authorities

The stakeholders of CA-ESF 15 may have statutory authorities governing their activities and participation in CA-ESF 15. The authorities listed in this CA-ESF 15 Annex provide an overview of the administrative orders, codes, statutes, ordinances, executive orders, regulations, and formal agreements relevant to the CA-ESF 15 stakeholders. A complete list of authorities is contained in Attachment A of this CA-ESF 15 Annex.

References

The references are the documents and other publications utilized for the creation, update, and maintenance of CA-ESF 15. Documents include those issued by Cal OES, members of CA-ESF 15, public stakeholders, and private

stakeholders that have planned for coordination and cooperation within CA-ESF 15. A detailed list of references is in Attachment A of this annex.

SECTION 2: Organization and Assignment of Responsibilities

Organization

The Office of Crisis Communication and Public Affairs Lead Public Information Officer (PIO) serves as the official spokesperson for Cal OES and as the primary media Point-of-Contact (POC) for public information requests/inquiries. The daily activities for the Office of Crisis Communication and Public Affairs staff (herein referred to as the Cal OES Communications Staff) are coordinated by the Lead PIO.

The Cal OES Communications Staff coordinates with several of the CA-ESF 15 stakeholders on a regular basis for state-level public information messaging, messaging support, mitigation activities, and preparedness activities. PIO collaboration is driven by regional PIO meetings that increase cooperation and coordination on public information guidance, policies, and best practices.

During response operations, a CA-ESF 15 stakeholder may choose to establish an incident-specific JIC on-scene and in coordination with all levels of response partners. Informational releases are cleared through the Deputy Director of the Cal OES Communications Staff, Incident Command, the local EOC, and the area response partners to ensure consistent messages, avoid release of conflicting information, and prevent negative impacts on operations. The S-JIC may or may not activate in support of the incident-specific JIC.

State Joint Information Center

As the tempo of daily public information activities increases due to an emerging situation or emergency, the Cal OES Lead PIO will activate members of the Incident Support Team (IST) to support the activation of the State Joint Information Center (S-JIC). See Attachment B for an organizational chart for the S-JIC. The S-JIC serves as the transitional entity and will determine when the threshold for activating CA-ESF 15 has been met.

The IST Team is used to augment key roles and functions for the S-JIC during emergencies. The IST Team is comprised of Cal OES Communications Staff who are chosen from a subset of the three existing teams (Red Team, White Team, and Blue Team). These individuals are trained to assume responsibilities within the S-JIC and will fill S-JIC support positions, such as the S-JIC Manager, Very Important Person (VIP) Unit, Media and Rapid Response Unit, Information Analysis Unit, Web and Social Media Unit, and administrative support roles. Currently, members of the teams rotate monthly for emergency response

readiness across the state.

Joint Information System

During an emergency, public information operations and resources are handled by local PIOs in accordance with existing plans and procedures. As the emergency escalates, additional public information resources may be activated and deployed to provide support for local emergency public information objectives. As multiple agencies begin to provide public information, information sharing, and communications, the JIS is established to analyze the information available and to provide a consistent message to the public and the media. The JIS is equivalent with CA-ESF 15 and, during emergency response, will most likely be convened by the S-JIC. However, a CA-ESF 15 stakeholder may also initiate the JIS by convening a conference call/strategy meeting. Given the varying nature of disasters and emergencies, oftentimes the JIC/JIS location and tactics vary by location.

Virtual State Joint Information Center

The JIS implements the concept of a Virtual JIC by utilizing technological methods (e.g., internet/web-based, teleconferences, video chat, etc.) for the collaboration and communication of public information by multiple agencies.

As the S-JIC activates, the Lead PIO will ensure communication and collaboration with the incident-specific JIC(s) while still supporting the SOC public information objectives. This communication and collaboration represent the beginning of the State-level JIS interaction.

Organization

The organization of CA-ESF 15 is structured by core functions that give the CA-ESF 15 stakeholders a way of organizing key activities/capabilities that can be understood by other stakeholders and other Emergency Support Functions. Core functions are not exclusive to any single stakeholder within CA-ESF 15 but, rather, require the combined efforts of the entire community of stakeholders. Within each core function, the capabilities (also described as categories of service and support) are used to group together the activities that are critical to the performance of the core function. The activities describe the elements of work that are completed to achieve the service or support capability. Resources, standards, and conditions will be connected to each activity.

During response operations, the core functions give the JIS and the CA-ESF 15 stakeholders a way of organizing key collaboration topics at various levels (i.e.,

local JIC, S-JIC, and within the JIS). The CA-ESF 15 core functions diagram is in Attachment C of this CA-ESF 15 Annex. The CA-ESF 15 core functions include:

Establish Joint Information Centers

This capability includes establishing and operating the S-JIC by planning, coordinating, credentialing, briefing, escorting media representatives, preparing media support materials, releasing approved information to the media, coordinating, and executing subject matter expert interviews, internal communication, participating in and monitoring social media, and responding to public and media inquiries.

It may also include supporting and providing information for the scenario-specific web site and non-governmental agencies by developing communications, Incident Action Plans (IAPs), messages, press releases, media campaigns, news advisories, or other prepared materials.

Field Information and Outreach

This capability includes deploying crisis communicators to assist with establishing or staffing the Regional JICs and Disaster Recovery Centers (DRC) and to coordinate and participate in public briefings and press conferences.

Intergovernmental Affairs

This capability includes providing subject matter experts prior to, during, or following an emergency to serve as the channel of communications; facilitating information exchange between supporting and supported agencies and organizations; and gathering, organizing, analyzing, and coordinating between emergency managers, planners, and responders (at multiple levels).

Regional Emergency Operations Center Support Structure

As the local governments and Regional Emergency Operations Centers (REOCs) deliver targeted messages to the impacted population, S-JIC augments their activities by providing messaging support from S-JIC and sending Crisis Communication Teams (two or more PIOs) to supplement local PIO and JIC efforts. Once the JIS is established, the CA-ESF 15 stakeholders support local governments and the REOCs by providing personnel to assist in establishing and staffing the regional JICs when necessary. Additionally, the REOCs contribute to the JIS by contributing communication and messaging elements from the emergency location to the Virtual JIC, establishing lines of communication with

the S-JIC, and requesting support for public information through the SOC.

State Operations Center Response Support Structure

The SOC is responsible for coordinating resource requests and resolving priority issues that might arise at the regional level among the three Cal OES Administrative Regions. The SOC is also responsible for coordinating with the Federal Emergency Management Agency (FEMA) and other federal agencies involved in the implementation of the NRF in California. Another primary response function of the SOC is to provide ongoing inter-agency coordination with, and status reports from, the Department Operation Centers (DOC) of state agencies involved in the response effort. This is typically accomplished through state agency representatives assigned to the SOC.

The S-JIC supports the SOC through obtaining and verifying emergency-related information and disseminating it to the SOC Director to make informed decisions and maintain constant situational areas. CA-ESF 15 stakeholders' work in collaboration with the S-JIC while retaining the autonomy to represent the public information needs of their respective agencies. State Agency PIOs work closely with the S-JIC to ensure consistent information is being disseminated in a timely manner by state agencies.

When the JIC is established, the information exchanged between the S-JIC to the SOC assist the SOC in maintaining a holistic view of the public information flow and the current emergency.

Federal Support Structure

ESF 15 - External Affairs supports unified public information as directed by the Department of Homeland Security (DHS) or FEMA. When requested from the SOC or for large-scale emergencies, the DHS Public Affairs' National Joint Information Center (N-JIC) is activated. The N-JIC serves as the federal incident communications coordination center. Additionally, FEMA Region IX may deploy External Affairs Officers (EAOs) to the SOC and/or the Joint Field Office (JFO). Once the EAOs are in the SOC or JFO, all public information products have double custody and are approved by the Lead EAO and Lead PIO. Federal support to the SOC and/or JFO typically includes one Federal PIO and one Federal S-JIC Manager.

As the JFO is established, the S-JIC and the EAOs will relocate to the JFO and establish a joint S-JIC. The JIS is then coordinated through the joint S-JIC until demobilization. Exhibit 2-1 details some potential differences in the way the federal EAOs coordinate, communicate, and receive direction during an

emergency and the CA ESF 15 stakeholders share information and receive direction.

Exhibit 2-1: Emergency Support Function (CA-ESF)/Emergency Support Function (ESF) Comparison

State CA-ESF	Federal ESF	Difference
Provide a source of subject matter expertise and coordination between discipline-specific stakeholders to coordinate messaging	DHS activates ESF 15 per request for support from a state or if the emergency is large enough to require federal support (usually requires a Stafford Act Declaration)	Coordinator Role
Organization of stakeholders and resources	Core capabilities	Core Functions and Capabilities
CalEOC	WebEOC/Federal reporting structure	Resource Tracking
S-JIC staff supports REOCs or local EOCs	Through the state or the JFO	Local Engagement and Interactions
S-JIC structure	ESF Lead Agency	Leadership Structure

Emergency Support Function Coordination Structure

The CA-ESF 15 is coordinated by the Office of Crisis Communication and Public Affairs within Cal OES. As needed, the Lead PIO and S-JIC Manager may convene the stakeholders within CA-ESF 15 to discuss common public information topics; messaging collaboration; and other items related to the CA-ESF 15 core function activities, tasks, or resources. This information exchange will likely happen during the initial JIS conference calls or through the Virtual JIC.

The S-JIC functions as the coordination structure for CA-ESF 15 when it is activated. Attachment B displays the organizational chart for the S-JIC.

Core Function Leads

During response, the Core Function Leads for CA-ESF 15 are the PIOs assigned to the various positions within the S-JIC. These leads should be trained and know how to coordinate with the internal and external stakeholders who are necessary to perform the core function. One of the key responsibilities of a Core Function Lead is to collect information from the stakeholders who perform activities or tasks within the core function and to relay that information to the Lead PIO for situational awareness. For example, the Field Information and Outreach Lead would exchange information with other state agency PIOs on each agency's information, messaging tactics, scheduled press conferences, etc. and then relay that information back to the Lead PIO so that he/she can include that information in the situation report for the SOC. The Lead would also coordinate with the other Core Function Leads to determine gaps, message coordination needs, and other information sharing collaboration. It is also the responsibility of the Field Information and Outreach Lead to pass along situational awareness to the state agency PIOs from the SOC and other core functions.

Exhibit 2-2: Core Function Leads

Core Function	Lead Agency	Support Entities
Establish a Joint Information Center	Cal OES, Lead PIO	Office of Crisis Communications and Public Affairs staff
Field Information and Outreach	Cal OES, S-JIC Manager	EOC and REOC staff, State Agency PIOs, and EAOs
Information Gathering and Dissemination	Cal OES, S-JIC Manager	Media Liaison Office of Legislative Affairs

Administrative Orders

The Administrative Order (AO) for all state agencies expands upon the emergency preparedness, response, recovery, and mitigation functions of state government entities. The AOs provide for the assignment of functions to state agencies to be performed before, during, and after an emergency for the coordination and direction of the emergency operation. They also guide

Cal OES in coordinating priority tasks and programs that the state agency will perform with respect to emergency preparedness, response, recovery, and mitigation.

Decision-Making Process

The daily (non-emergency) decision-making process will be performed by the Lead PIO in the Office of Crisis Communication and Public Affairs within the Cal OES. The Cal OES Executive Communications Staff serve as an advisor to the Director of Cal OES and will bring any policy-level decisions to the Director for a final decision.

In an emergency, the CA-ESF 15 stakeholders utilize the JIS as the decision-making process. The Lead PIO establishes the objectives for the operational period. Typical decisions that are made within the JIS include the following:

- Message content and timing.
- Pre-script information bulletins.
- Establish protective measures guidelines.
- Establish a method to coordinate and clear information for release (if the Unified Command Group is activated).
- Coordinate and communication elements, meetings, and other virtual S-JIC elements.
- Topics/issues that intersect and will require the stakeholders within CA-ESF 15 to coordinate with other CA-ESFs.
- Policy-level topics/issues that need to be presented to the SOC director, the governor, or other state executive staff.
- General interest topics.
- Distribute of products/materials.

Decisions pertaining exclusively to the S-JIC or Cal OES are made by Cal OES Executive Communications Staff. If an issue should arise in which consensus cannot be achieved, the unresolved issue will be forwarded to the Assistant Secretary of Cal OES for review and resolution with an explanation as to the reason(s) for non-consensus. The Director of Cal OES will serve as the final authority in addressing issues of non-consensus within the decision process.

Decisions pertaining to the development, implementation, and maintenance of CA-ESF 15 will be made through consensus within the JIS. A consensus approach encourages stakeholder participation in shaping a decision that all group members can accept. Reaching consensus does not necessarily imply that the

agreed-upon decision is every group member's first choice, but it represents the best decision that all members can support to advance the group's goals. It is expected that the CA-ESF 15 stakeholders will seek consensus on decisions pertaining to the development, implementation, and maintenance of CA-ESF 15. However, consensus may not always be achievable. If a decision, including recommendations, cannot be made on a consensus basis, then the decision of the majority will go forward to the next level accompanied by a report detailing the issues and concerns of the dissenting participant(s). As the coordinating structure for CA-ESF 15, the S-JIC will also aim to reach decisions by consensus, but the final decision rule will be a simple majority vote. In the event of a tie, the CA-ESF 15 Lead PIO will determine the outcome.

Meeting Frequency and Protocols

The Cal OES Communications Staff meets regularly on S-JIC policies, procedures, and strategies. The Cal OES Communications Staff attends quarterly regional PIO meetings with CA-ESF 15 stakeholders to discuss public information topics and activities.

Lead Agency

The Cal OES Office of Crisis Communication and Public Affairs is responsible for the management oversight of CA-ESF 15. The Cal OES Office of Crisis Communication and Public Affairs is assigned to lead CA-ESF 15 based upon its authorities, resources, and capabilities in the SEP and has ongoing responsibilities throughout the preparedness, mitigation, response, and recovery phases of emergency management. The Cal OES Office of Crisis Communication and Public Affairs, As the Lead Agency for CA-ESF 15, provides the leadership, ongoing communication, coordination, and oversight for CA-ESF 15.

Emergency Support Function Coordinator

The CA-ESF 15 Public Information Coordinator is designated by the Cal OES Office of Crisis Communication and Public Affairs but is generally the Lead PIO of the S-JIC. The CA-ESF 15 Coordinator facilitates the synchronization and harmonization of activities for the S-JIC, the establishment of the JIS and/or Virtual JIC, and the coordination with CA-ESF 15 stakeholders.

During emergency response, the CA-ESF 15 Coordinator serves as the conduit of information between the S-JIC and the JIS. The CA-ESF 15 Coordinator provides information regarding the capabilities and activities of the various JICs and CA-ESF 15 stakeholders throughout the state to the SOC Director. The CA-ESF 15 Coordinator sits in the S-JIC but may relocate to the JFO if activated.

Exhibit 2-4: Emergency Support Function (CA-ESF) Coordinator Responsibilities

CA-ESF Responsibilities
Preparedness and Mitigation
Identify subject matter experts within CA-ESF 15.
Update and maintain the CA-ESF 15 contact repository for all CA-ESF stakeholders.
Coordinate collection of CA-ESF 15 After Action Report information and incorporate into the annex.
Response
Perform the Lead PIO responsibilities or delegate to the S-JIC Manager (see S-JIC standard operating procedures [SOPs]).
Lead Cal OES in support of public information prior to, during, and following an emergency.
Provide information to the public during emergencies through the media at its JIC in Sacramento, California, and through the PIO at the REOCs.
Provide contact information for CA-ESF stakeholders to REOC/SOC officials
Oversee the actions taken to provide continuous and accessible public information about the emergency (e.g., media briefings, press releases, cable interruptions, Emergency Alert System (EAS), text messages, and door-to-door warnings), secondary effects, and recovery activities.
Oversee the actions that will be taken to ensure that information provided by all sources includes the content necessary to enable reviewers to determine its authenticity and potential validity.
Establish the S-JIC and JIS. Convene the initial conference call of state agency communication leads and the Governor's Press Office.
Deploy staff to the SOC and S-JIC.
Provide the Governor's Office with media talking points for press release and set up the State press conference in coordination with the Governor's Communication PIO.
Describe how the S-JIC will use and work with the media during an emergency (e.g., schedule press briefings; establish media centers; assist locals with media

CA-ESF Responsibilities
control access to the scene, responders, and victims) in support of local government and PIOs.
Actively coordinate with CA-ESF stakeholders at other locations on emergency response activities, consistent messaging, and technical assistance. Specific operational messaging may include: <ul style="list-style-type: none"> • Emergency services and rescue operations that are underway. • Basic life-sustaining activities that are underway. • Operations to repair infrastructure, roads, utilities, etc. • Volunteer information (in coordination with CA-ESF 17). • Monetary donations information (in coordination with CA-ESF 17). State and federal that are mobilized and are moving to the emergency site.
Coordinate and disseminate local media contacts and their ability to provide warnings to the S- JIC, JIS, and SOC.
Establish communication with the CA-ESF 15 Federal counterpart, ESF 15 External Affairs (if activated).
Act as a conduit of information from the CA-ESF stakeholders to the REOC/SOC on CA-ESF 15 stakeholders' messaging, staff support, and other public information resource capabilities.
Prepare public information options packages for resource coordination that is coordinated with the CA-ESF 15 stakeholders for the SOC on behalf of CA-ESF 15 when tasked.
Coordinate in the JFO with CA-ESF 15 counterparts if needed for consistent, coordinated messaging.
Recovery
Ensure communication and support of messaging is maintained with FEMA until the JFO is demobilized.
Coordinate the deployment of PIO teams to shelters, counseling centers, points of distribution, and local assistance centers.
Support Congressional Delegation and other VIP visits.
Participate in after action conferences and other debriefing events.

Primary Agencies/Departments Roles and Responsibilities

The Primary Agencies/Departments for CA-ESF 15 begin in the Office of Crisis Communication and Public Affairs. The specific responsibilities of the Cal OES Communications Staff are articulated within the S-JIC plans, documents, or SOPs, see Attachment A for links and references. The specific responsibilities of the Cal OES Communications Staff that are directly related to conducting activities when CA-ESF 15 is activated and is listed below.

Provide S-JIC Management

- Provide overall direction to S-JIC Core Function Leads and S-JIC Units.
- Establish S-JIC objectives, timeline, and priorities for the operational period based on overall objectives established by SOC Director.
- Coordinate S-JIC action planning meetings.
- Ensure that lines of communication are established with appropriate SOC sections and field operations via S-JIC Core Function Leads and Units.
- Ensure that all departments/agencies in the S-JIC are contacted and that the liaison with all local, state, and federal PIOs in the affected area are included in information dissemination from the S-JIC.
- Attend Director briefings, executive staff meetings, and the Cal OES action planning meeting; provide input, as necessary.
- Assess immediate logistical needs while anticipating growth.
- Work with Geographic Information System (GIS) Unit to identify areas where concentrated media outreach and relations efforts in languages other than English may be needed.
- As appropriate, task state agencies through the Logistics Section to provide PIOs or other staff who are fluent in languages other than English.
- Ensure that a focus remains on providing efficient and courteous services to the affected communities.
- Establish the JIS/Virtual JIC when appropriate.

Research and Writing

- Develop news releases, fact sheets, alerts, media advisories, speaking points, and other public information regarding new developments or upcoming announcements, as directed by the Lead PIO.
- Chronologically number all news releases and other media communications.

- Craft messages/talking points for emergency leadership.
- Specify the deadlines and format needed.
- Document all media contacts.
- Review historical statistics for inclusion in messaging.
- Obtain information from subject matter experts, as needed, to develop messages for hotlines; secure authorization to release information.
- Analyze information from the Media and Rapid Response Unit quickly for accuracy, trends, and emerging issues.
- Examine conflicting information, rumors, and misinformation and implement a rumor control strategy, if necessary.
- Maintain the status board in the JIC.
- Work with the Web and Social Media Unit to provide information to public and media on the internet/webpage.

Audio/Visual Support

- Set up and network all computers and other required technology and equipment.
- If needed, request additional resources from the Cal OES Information Technology staff.
- Assist with operation and maintenance of satellite televisions and video recorders.
- Assist SOC or S-JIC staff with computer operations; troubleshoot and repair equipment, as needed.
- Create footage of survivor interviews and complete package of news segments.

Media and Rapid Response Unit

- Carefully monitor and analyze media reports.
- Contact the SOC periodically to obtain information on trends and emerging issues.
- Monitor newspapers/newspaper web sites, public health sites, radio, television and television news web sites, and other sources of information identified, as critical.
- Identify conflicting information and rumors; bring the information to the attention of the Research and Writing Unit.
- Gather information in hard copy and electronically and store for emergency documentation.
- Respond to media questions based on pre-approved material.

- Address media inquiries and facilitate dissemination of critical information.
- Staff news conferences and media interviews with department spokespersons.
- Coordinate media requests for interviews and statements.
- Correct inaccurate information or other misinformation.
- Determine whether media requests for interviews will be accommodated by public information staff or an appropriate subject matter expert.
- Identify potential issues, problems, and rumors and report the information immediately to the Lead PIO.
- Gather perceptions from the media about the progress of the response effort and share with Lead PIO.
- Share information related to media information and operations with the Lead PIO.
- Document all media contacts.

News Desk

- Receive any calls and provide the most current emergency information as disseminated by the Media and Rapid Response Unit.
- Serve as the primary POC for media and public inquiries.
- Ensure the timely dissemination of information and S-JIC products to the media and other appropriate users, including those serving communities that speak languages other than English.
- Coordinate the response to media inquiries as appropriate.
- Initiate contact with media outlets and schedule interviews of staff from Cal OES and other state agencies, as appropriate.
- Coordinate calls with field and REOC PIOs, including those assigned to liaison with media outlets serving communities that speak languages other than English.

Web and Social Media Unit

- Monitor web server traffic to identify trends in the kinds of information viewers are seeking; report findings to the Research and Writing Unit.
- Assist with internal notifications with online updates or status reports.
- Ensure that all information posted to the web complies with established standards.
- Monitor social media sites for trends and new emergency information.

- Vet the information found on social media sites with the Media and Rapid Response Unit and the Research and Writing Unit.

Field Information Group

- When requested, and if available, provide a team to assist with establishing and staffing regional JICs and disaster assistance centers.
- Participate in public hearings and press conferences.

Media Liaison

- Escort on-site media representatives and assist with meeting media needs.
- Coordinate and facilitate media tours and interviews at the site of emergency response efforts.
- Broadcast Operations: Coordinate video documentation, special productions, remote live interview feeds, and logistical support of public meetings, press conferences, and presentations.
- Special Needs/Multilingual: Coordinate language translation and other services to ensure appropriate and timely information is reaching those with access and functional needs and other underserved communities.
- Photograph Video: Coordinate still photography documentation to support print and internet media needs, coordinate video documentation to support broadcast media needs, including collecting materials for agency archives.
- Serve as POC for on-site media representatives within media briefing and other Cal OES facilities, as appropriate.
- Ensure that on-site media representatives are credentialed.
- Provide on-site media representatives with orientation of facilities in accordance with established S-JIC policies and procedures.
- Ensure the distribution of media releases, fact sheets, and other related materials to on-site media representatives, including copies in languages other than English, as appropriate.
- Ensure that maps, timelines, and other visuals within the media briefing room are updated.
- Coordinate briefing schedules.
- Ensure operability of audio-visual equipment in the media briefing room.
- Accompany media representatives during tours of the SOC.

VIP Unit

- Serve as a liaison for persons of interest

Supporting Agencies and Departments

The CA-ESF 15 supporting agencies and departments are the state agencies that participate in the JIS. The specific responsibilities of supporting agencies may be articulated within the agencies' administrative orders, agency plans, documents, or SOPs. The supporting agencies and departments' activities are listed below.

Supporting Agencies/Departments Responsibilities

- If necessary, provide personnel as support staff to the S-JIC and perform assigned duties as necessary.
- Participate in the JIS and provide emergency-related information to the S-JIC.
- Provide discipline-specific information.
- Maintain up-to-date rosters for notifying personnel and 24-hour staffing capabilities; provide this information to the S-JIC/Lead PIO.
- Work within agency JIC and contribute through the JIS.
- Support public information and outreach efforts.
- Disseminate approved information.
- Refer individuals, groups, or stakeholders to available services or provide additional outreach as necessary.

Public and Private Sector Stakeholders

As described in the SEP, CA-ESF 15 will also involve other stakeholders. The integration of the CA-ESF 15 primary agency and the public and private sector stakeholders is a vital to ensure the whole community planning concept is incorporated into the Emergency Support Functions. For the purposes of CA-ESF 15, public and private sector stakeholders may be a part of the JIS but do not have specific responsibilities within CA-ESF 15. The public and private sector stakeholders collaborate within the JIS on public information messaging.

Public and Private Sector Stakeholders

- Local government, tribes, and special districts.
- Businesses.
- NGOs.
- Other identified stakeholders.

Public and Private Sector Responsibilities

- Provide personnel to work in the S-JIC if requested by Cal OES
- Staff S-JIC positions jointly (federal partners only)
- Collaborate on access and functional needs materials and support staff
- Provide bilingual PIOs, as available

The CA-ESF 15 private sector stakeholders are part of the intended audience and, therefore, do not have responsibilities related to CA-ESF 15, but rather, share information and coordinate on messaging through the core functions.

SECTION 3: Concept of Coordination

General

CA-ESF 15 organizes within the Joint Information System (JIS) concept. The State Joint Information Center (S-JIC) is the conduit of information between the JIS and the State Operations Center (SOC). The coordination and collaboration that occur within the JIS and in the S-JIC are discussed in Section 2 of this annex.

In larger emergencies that involve federal partners, the Lead PIO serves as the primary public information advisor and/or spokesperson for the State Coordinating Officer (SCO) and co-locates with the Incident Management Assistance Team (IMAT) or CA-ESF 15 external affairs to support the Unified Command Group (UCG) by providing rapid development and review of emergency public information and announcements. The Lead PIO reports to the SOC Director and the Unified Coordination Group.

Mitigation Activities

Mitigation activities include the actions necessary to reduce loss of life and property by lessening the impact of disasters. Cal OES communications staff mitigation activities include the following:

- Ensure relationships are established with Non-Government Organizations (NGOs), faith-based organizations, and other private sector entities to disseminate and receive important information.
- Provide the public with important contact information regarding emergency response and recovery.
- Promote awareness and outreach of life safety measures the public should be taking.
- Identify and implement mitigation activities to prevent or lessen the impact of future emergencies.
- Community Education: Provide information to individuals in the community by local, tribal, territorial, state, and federal governments with the goal of educating members of the community and improving a community's resiliency to identified risks.
- Publish Cal OES's accomplishments towards mitigation.
- Publish lessons learned from prior emergencies if appropriate.
- Promote emergency management principals and concepts through school events, webcasts, press releases, and social media blog.

Preparedness Activities

Preparedness activities are those actions that pertain to the continuous cycle of planning, organizing, training, equipping, exercising, evaluating, and taking corrective action to ensure effective coordination during emergency response.

Cal OES Communications Staff preparedness activities include the following:

- Enhance the partnerships, communication, and collaboration between CA-ESFs as a critical preparedness step for public information
- Education and outreach to include but are not limited to:
 - Events to provide education materials to local jurisdictions and civic groups.
 - Speaking engagements regarding Cal OES roles and responsibilities.
 - Participation in public forums, such as California Emergency Services Association (CESA) and California Association of Public Information Officials (CAPIO).
 - School events.
 - Webcasts.
 - Educational videos, public service announcements, and documentaries.
- Review this CA-ESF 15 Annex every 5 years and update as needed.
- Train and prepare the IST Team.
- Continually evaluate the capabilities required to accomplish the CA-ESF 15 mission, identify any gaps, and leverage resources to address them.
- Maintain a list of S-JIC resources.
- Manage the resolution of CA-ESF 15 after-action report issues identified.
- Develop and/or participate in relevant CA-ESF 15-related planning, training, and exercise activities at the local, regional, and/or state level.
- Ensure necessary supplements to the CA-ESF 15 annex are developed and maintained, including emergency contact lists, resource lists, departmental/functional plans, procedures, protocols, and S-JIC checklists.
- Ensure representatives from the Lead Agency are fully trained and prepared to respond to the S-JIC and as Core Function Leads for CA-ESF 15.

Prevention Activities

Prevention activities include the activities necessary to avoid, prevent, or stop a threatened or actual act of terrorism. As defined by Presidential Policy Directive (PPD)-8, the term “prevention” refers to preventing imminent

threats. Cal OES Communication Staff prevention activities include, but are not limited to:

- Advocating and educating the public about the State Threat Assessment Center (STAC)

Protection Activities

Protection activities include the activities necessary to secure the homeland against acts of terrorism and man-made or natural disasters. Cal OES Communication Staff protection activities include, but are not limited to:

- Supporting state public campaigns, such as “See Something, Say Something”
- Disseminate messaging in support of protection campaigns

Response

During the emergency response, Cal OES Communication Staff will ensure that all necessary efforts are made to ensure the S-JIC can respond and be operational at a level required for the emergency.

Alert and Notification

The State Warning Center will notify the Cal OES Duty Officer of an emergency or an impending situation. The Cal OES Duty Officer will notify the Lead PIO who will then notify the IST Team, which is critical for information coordination and activation of the S-JIC.

The S-JIC and CA-ESF 15 stakeholders do not conduct alert and warning activities. Alert and warning activities are reserved for the State Warning Center. However, once alert and warning notifications are disseminated, the S-JIC and the CA-ESF 15 stakeholders are responsible for communicating all necessary and pertinent information to the affected audiences.

Communications

To ensure redundancy, S-JIC has access to the following emergency communication systems. They provide redundancy when typical communications methods are non-functional and provide methods for communicating information between the S-JIC and CA-ESF 15 stakeholders in the JIS system. These methods include but are not limited to:

- Cell phone (day-to-day)
- Government Emergency Telecommunications (GETS)
- Wireless Priority Service (WPS)

- California Alert and Warning System (CALWAS)
- Operational Area Information System (OASIS) (in field only)
- Landlines
- Internet/webpage
- Text
- Satellite phone (regional and in vehicles)
- Conference calls through the California State Warning Center (CSWC)
- Web-based communications (Skype, instant messaging, etc.)
- Virtual JIC communication, conference calls, and online conferencing

Situational Awareness

CA-ESF 15 stakeholders maintain situational awareness through monitoring of all media outlets including, but not limited to, television, radio, internet, and social media. Additionally, a primary source of information for the CA-ESF 15 stakeholders will come from the Situation Analysis Unit in the Planning/Intelligence Section of the SOC. While not all information in the unit may be appropriate for the public, the information in the Situation Analysis Unit should be the best available and will have been verified for accuracy. The Lead PIO will provide guidance as appropriate to the JIS on the release of emergency-related information.

Information Analysis

Information Analysis will be conducted by the Media Monitoring/Rapid Response Unit within the S-JIC. The Media Monitoring/Rapid Response Unit is responsible for taking the information available from all outlets and determining the relevancy of the information and how it should be used. The goal of this unit is to ensure that life-saving information reaches its intended audiences when needed. The Media Monitoring/Rapid Response Unit will analyze information received from the media, social network, and other informational resources. This information will be monitored quickly for accuracy, trends, and issues. The Media Monitoring/Rapid Response Unit will examine conflicting information, rumors, and misinformation and implement a rumor control strategy if necessary.

This information will be verified, vetted, and then posted to the status board within the S-JIC and CalEOC, and provided to the News Desk and the SOC Director. The Media Monitoring/Rapid Response Unit will coordinate with the SOC Director on what information is available and released.

Response Activities

Response activities are the critical S-JIC tasks for emergency response. The list below includes overarching S-JIC activities; however, specific tasks in Standard Operating Procedures (SOPs) or other checklists are in attachments or as supplementary documents to this CA-ESF 15 Annex. Initial response activities are listed in Exhibit 3-1.

Exhibit 3-1: Response Activities Checklist

Task	Completed By
<ul style="list-style-type: none"> • Activate the IST and report to the SOC 	
<ul style="list-style-type: none"> • Within the first 30 minutes, activate the S-JIC. 	
<ul style="list-style-type: none"> • Establish the JIS (if multiple agencies are involved). 	
<ul style="list-style-type: none"> • Immediately issue pre-scripted public messages via news release and social media from existing Cal OES lists. 	
<ul style="list-style-type: none"> • Convene an initial conference call of state agency communications leads and the Governor's Press Office. 	
<ul style="list-style-type: none"> • Deploy staff to the SOC and JIC at Cal OES Headquarters. 	
<ul style="list-style-type: none"> • Within 1-2 hours of the emergency, provide the Governor's Office with media "talking points" for press release and set up the state press conference 	
<ul style="list-style-type: none"> • Determine and prioritize CA-ESF 15 operational objectives in alignment with the SOC action plan for information dissemination; occurs at a minimum of every 4 hours. 	
<ul style="list-style-type: none"> • Co-locate with the IMAT and provide rapid development and review of emergency public information messages and announcements. 	
<ul style="list-style-type: none"> • Develop joint public information plans and strategies. 	
<ul style="list-style-type: none"> • Develop fact sheets and other collateral materials. 	
<ul style="list-style-type: none"> • Develop and disseminate information via news media. 	
<ul style="list-style-type: none"> • Coordinate with JICs established by local and federal agencies. 	

Task	Completed By
<ul style="list-style-type: none"> • Coordinate the public information provision of mutual aid or planning and technical assistance. 	
<ul style="list-style-type: none"> • Assist the SOC in capturing the essential elements of information necessary for situational awareness, including: <ul style="list-style-type: none"> ○ Boundaries of the emergency area (coordinate with the GIS Unit). ○ Access points to the emergency area (coordinate with CA-ESF 1). ○ Jurisdictional boundaries. ○ Weather (coordinate with the National Weather Service). ○ Predictive modeling. ○ Initial needs and damage assessments (coordinate with other CA-ESFs and the State Warning Center). ○ Status of transportation systems (coordinate with TMCs and CA-ESF 1). ○ Status of EOCs (pull from daily situation reports and coordinate with the REOC Administrator/Crisis Communications Team, if deployed). ○ Status of state and local operations. ○ Status of declarations (coordinate with the Governor's Office). ○ Population/community support impacts. ○ Seismic/geophysical information (coordinate with the GIS Unit). ○ Demographics. ○ Status of critical infrastructure and facilities. ○ Coordinate with CA-ESF 7 and the State Warning Center. ○ Status of energy systems (coordinate with CA-ESF 12). ○ Priorities for response/upcoming activities ○ Major issues or shortfalls. ○ Status of communications (coordinate in the JIS and with CA-ESF 2). 	

Task	Completed By
<ul style="list-style-type: none"> ○ Status of donations/voluntary agency activities (coordinate with CA-ESF 17). 	
<ul style="list-style-type: none"> ● Establish and maintain operational awareness of public information through direct communications links with stakeholders and operational units (i.e., jurisdictional/organizational PIOs and/or liaisons). 	
<ul style="list-style-type: none"> ● Conduct public information emergency impact and needs assessments. 	
<ul style="list-style-type: none"> ● Monitor media and websites for information and misinformation. 	
<ul style="list-style-type: none"> ● Collect and analyze information relevant to CA-ESF 15 and report in CalEOC and SOC documents, including SOC action plans and situational reports. 	
<ul style="list-style-type: none"> ● When necessary, deploy crisis communications PIOs/Teams. 	
<ul style="list-style-type: none"> ● Ensure full coordination of activities with other groups within the SOC to assist in the development and maintenance of a common operating picture. 	

Joint Information System Participation

Each CA-ESF 15 stakeholder that participates in the JIS contributes to the overall unified message through joint news releases and briefings, but stakeholders do not lose their individual identities or responsibility over their own policies and programs. The following activities are performed by the S-JIC and CA-ESF 15 stakeholders in support of the JIS:

- Establish contact with field PIOs, Incident Command (IC), and EOC staff.
- Attend regular briefings.
- Schedule regular JIS conference calls.
- Review situation reports.
- Coordinate key messages with other stakeholders.
- Follow emergency response protocols.
- Observe media coverage for accuracy.
- Document the process.

- Arrange news conferences with multiple spokespersons and/or subject matter experts.
- Coordinate on news releases.
- Use social media as appropriate.
- Schedule media briefings (may be done with multiple stakeholders if appropriate).
- Establish a system to ensure information reaches people with disabilities and others with access and functional needs.
- Coordinate information sharing and support to the S-JIC.
- Assist in establishing a public call center for the emergency, if needed.

Mobilization

The S-JIC is activated when the SOC activates. The activation level of the S-JIC escalates or deescalates with the life of the emergency and staffing levels increase or decrease as necessary to support S-JIC operations.

When a JIC is established, it is staffed with PIOs from the responding agencies, who will coordinate as a team to:

- Gather, verify, and produce information for dissemination to the media and public (such as news releases, background information, fact sheets, public service announcements, briefings, and news conference materials).
- Respond to media questions and requests.
- Schedule media releases, briefings, news conferences, interviews, public service announcements, etc.
- Arrange for media interviews and tours.
- Assign Agency Representatives (AREP) to coordinate information from their agency with other team members before it is released to the public.
- Monitor the PIOs@caloes.ca.gov inbox.

Demobilization

The JIC is deactivated when the SOC is deactivated. However, if any additional information is needed, the PIO office will respond and/or re-activate as necessary.

The activation level of the S-JIC escalates or deescalates with the life of the emergency and staffing levels increase or decrease as necessary to support S-JIC operations. When an emergency begins to progress into the latter stages and is scaling down, and as SOC operations are transitioned from response to recovery, a decision will be made as to what activities remain necessary. All other activities will be demobilized. Demobilization activities include:

- Ensure any open/remaining actions are assigned to appropriate staff.
- Provide all final documentation to the Documentation Unit Leader.
- Prepare final news releases.
- Advise media representatives of POCs for follow-up information.
- Update the website with recovery-related information.
- Assist with other demobilization procedures.

The JIS demobilization coincides with emergency response efforts. As the response transitions into recovery, the JIS will turn into PIO and public information collaboration and communication.

Transition to Recovery

The transition from response into recovery for public information includes the change from short-term life and property preservation to information on how and where to find recovery resources. Recovery information focuses on messaging that helps manage the public's expectations throughout the recovery process. This type of messaging ensures the public has a clear understanding of available assistance and their roles and responsibilities; makes clear the actual pace, requirements, and time needed to achieve recovery; and includes information and referral help lines and websites for recovery resources. Some of the CA-ESF 15 stakeholders will actively support longer-term recovery efforts and may utilize the JIS for further coordination and communication.

Recovery Activities include:

- Continue to collaborate with FEMA in messaging until the Joint Field Office (JFO) demobilizes.
- Coordinate CA-ESF 15 support of recovery activities.
- Respond to media inquiries for damage assessment statistics and estimates.
- Provide ongoing media reports/news updates related to assistance and the recovery process.
- Coordinate with the CA-ESF 14 - Recovery, ESF-15 External Affairs, and/or FEMA Region IX representative on the status of disaster declarations, types of assistance available to victims, and recovery center locations.
- Participate in the incident AAR and conduct a CA-ESF 15 specific AAR.

SECTION 4: Annex Maintenance

Annex Maintenance Overview

The Cal OES Communications Staff is responsible for the review, updates, and general maintenance to the CA-ESF 15. The annex should be maintained to reflect inclusion of additional stakeholders, the expansion of resources and capabilities, or the revision of policies and procedures. Suggested revisions should be shared with Cal OES and members of the supporting state agencies.

Additionally, CA-ESF 15 should be exercised frequently to support the further development of coordination and collaboration concepts for emergency response public information in California.

Annex Updates

CA-ESF Annexes will be reviewed annually and updated on a five-year basis, or as needed. Thresholds for reviewing and updating an annex outside of the five-year maintenance cycle include, but are not limited to:

- Changes to state or federal law
- State or federal emergency management procedural change
- Critical corrective actions to address lessons learned from activations and/or exercises
- Development of or advancement in emergency response capabilities
- Periodic review as recommended by SEMS

Proposed changes should complement existing authorities, regulations, statutes, and other plans. After the updates to CA-ESF 15 have been made, a summary of the changes should be sent out to all the CA-ESF stakeholders with the updated document.

Training, Testing, and Exercising

Training and exercise provide CA-ESF stakeholders opportunities to update and refresh skills, while introducing new members to CA-ESF 15 protocols, and further develops relationships with other stakeholders of CA-ESF 15.

CA-ESFs are encouraged to develop and maintain a robust training and exercise schedule that centers on the whole community and includes both response and recovery practices and operations. They should also initiate a process to ensure continual annex updates in response to changing conditions.

Regularly scheduled internal exercises are critical to ensuring that CA-ESF 15 stakeholder activities can be executed in times of an emergency. Exercising is one of the most effective ways to discover and document necessary modifications to the CA-ESF.

JIC staff and spokespersons are required to take California Specialized Training Institute (CSTI) Basic PIO training or have equivalent professional experience or a college degree in related fields. JIC staff receive training on an as needed basis before deployment for emergency response. For personal development, training includes Public Information Officer courses from the CSTI are offered.

The S-JIC is focusing on the following priorities for staff training:

- Priority #1: CA-ESF 15 Coordinator Roles and Responsibilities.
- Priority #2: CA-ESF 15 Activation and Notification.
- Priority #3: CA-ESF 15 And ESF #15 Interaction.
- Priority #4: CA-ESF 15 participation in agency sponsored drills and exercises.

ATTACHMENT A: Authorities and References

Authorities

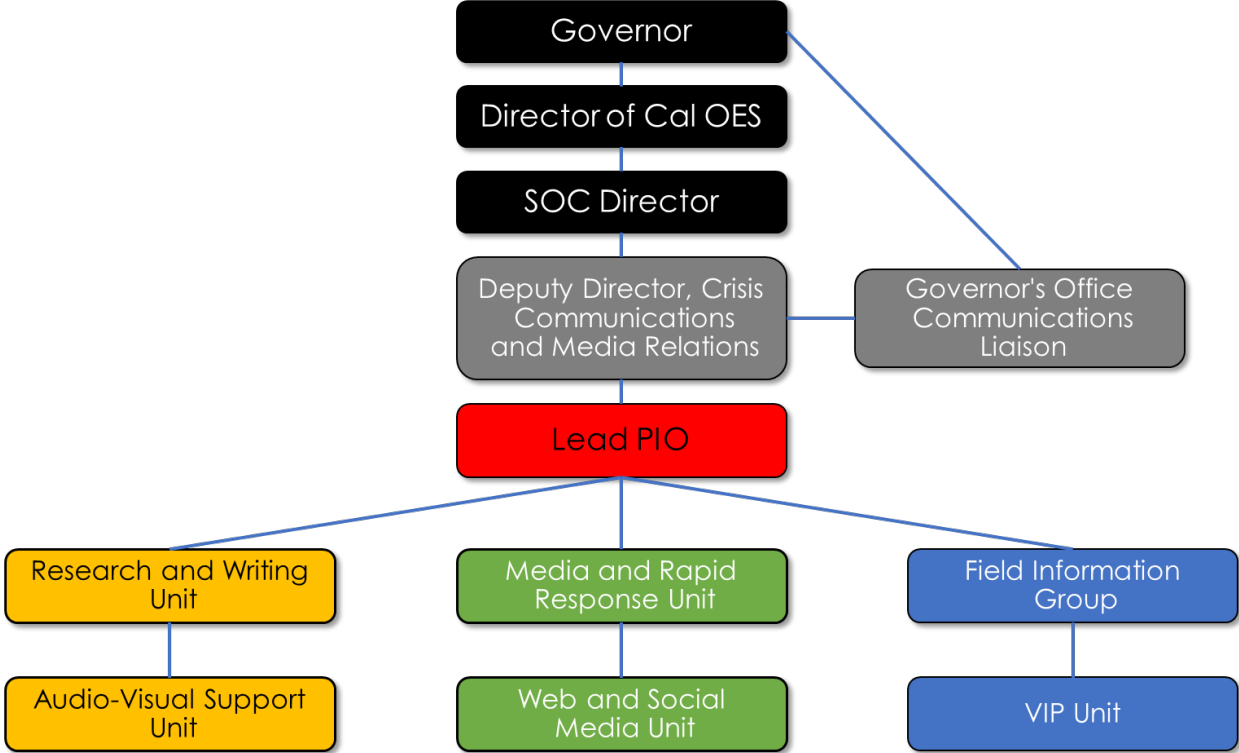
- California Code of Regulations, Title 19. Public Safety, Division 2. Office of Emergency Services, Chapter 1. Standardized Emergency Management System (SEMS)
- California Emergency Services Act – Government Code 8550-8669.7
- Standardized Emergency Management System – Government Code 8607

References

- CA State Emergency Plan (2017)
- ESF 15 - External Affairs Annex, June 2016
- ESF 15, Standard Operating Procedures, July 2019
- National Disaster Recovery Framework, June 2016
- National Response Framework, October 2019
- Standardization Emergency Management System (SEMS) Foundation Document, 2010

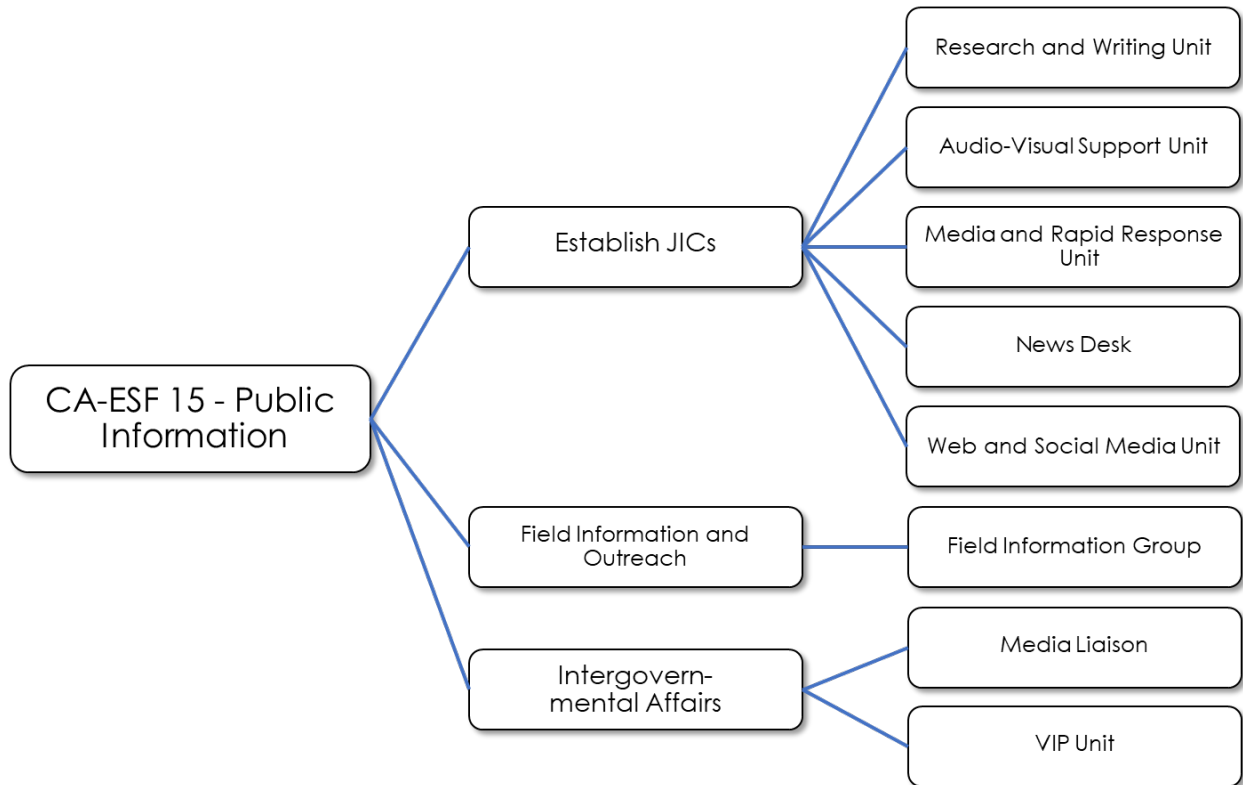
ATTACHMENT B: S-JIC Organization Chart

Diagram B-1: S-JIC Organization



ATTACHMENT C: Core Functions

Diagram C-1: CA-ESF 15 Core Functions



ATTACHMENT D: Glossary of Terms

Term	Definition
CA-ESF	California Emergency Support Function
Cal OES	California Governor's Office of Emergency Services
CALWAS	California Alert and Warning System
CAPIO	California Association of Public Information Officials
CESA	California Emergency Services Association
CSTI	California Specialized Training Institute
CSWC	California State Warning Center
DHS	Department of Homeland Security
DOC	Department Operations Center
DRC	Disaster Recovery Center
EAO	External Affairs Officer
EAS	Emergency Alert System
EOC	Emergency Operations Center
ESA	Emergency Services Act
ESF	Emergency Support Function (federal)
FEMA	Federal Emergency Management Agency
GETS	Government Emergency Telecommunications
GIS	Geographic Information System
IAP	Incident Action Plan
IMAT	Incident Management Assistance Team
IST	Incident Support Team
JFO	Joint Field Office
JIC	Joint Information Center
JIS	Joint Information System
NGO	Non-governmental Organization
NIMS	National Incident Management System
N-JIC	National Joint Information Center
NRF	National Response Framework
OA	Operational Area
OASIS	Operational Area Information System
PIO	Public Information Officer
POC	Point of Contact
REOC	Regional Emergency Operations Center
SEMS	Standardization Emergency Management System

Term	Definition
SEP	State of California Emergency Plan
S-JIC	State Joint Information Center
SOC	State Operations Center
SOP	Standard Operating Procedure
TMC	Traffic Management Center
UCG	Unified Command Group
VIP	Very Important Person
WPS	Wireless Priority Service