

## **SERT EXTERNAL AFFAIRS AND COMMUNICATIONS (ESF-15)**

2024 (Pre-Helene)

### **I. PURPOSE**

This appendix describes the Office of External Affairs and Communications (also known as the Joint Information System (JIS)) of the State Emergency Response Team (SERT) during activation.

### **II. MISSION**

The Office of External Affairs and Communications is responsible for the timely and detailed distribution of public information through various mediums during periods of disaster. This may include print, interviews, press conferences, social media, and press releases. This section maintains message templates as necessary and prepares others on an as-needed basis. The primary mission of the Office of External Affairs and Communications is to ensure that public safety focused messaging reaches all that live in, work in, and visit North Carolina in a timely manner prior to, during, and after a disaster. To accomplish this mission, the section must ensure that messaging is accessible to those within the deaf and hard of hearing population, the blind, and to those whose primary language is not English.

### **III. ORGANIZATION**

The Chief of External Affairs and Communications works directly with the SERT Leader during SERT activations. The Office of External Affairs and Communications works to coordinate with the NCDPS Communications Office and the Governor's Press Office prior to, during, and after a disaster impacts the state.

### **IV. TABS**

A. SERT External Affairs and Communications