

EMERGENCY COMMUNICATIONS CAPABILITY STATEMENT

NEW JERSEY | PUBLIC INFORMATION | MULTILINGUAL ACCESS | OCTOBER 2026

Presented for consideration by the Office of the Governor

US Latino Affairs Initiatives (USLAI) | Latino Spirit Media

MISSION & PUBLIC NEED

During severe weather, infrastructure disruptions, public health incidents, evacuations, and other emergencies, residents need timely, understandable, and actionable instructions. This proposed communications capability combines multilingual content production, public-information video distribution, and community-oriented outreach to help public agencies extend the reach of verified official messages.

PROPOSED EMERGENCY COMMUNICATIONS SERVICES

- **Rapid public-information production.** Convert agency-approved alerts, briefings, and instructions into short videos, graphics, and concise public updates.
- **English-Spanish accessibility.** Produce Spanish-language versions, interpretation or translated video content as requested; additional languages through qualified partners where arranged.
- **Multi-channel distribution.** Prepare content for websites, social platforms, community media, and messaging channels, with agency-approved distribution plans.
- **Video briefing accessibility.** Organize and clip official briefings by topic, location, and action required, with clear links to the originating public authority.
- **Community outreach coordination.** Work with local organizations and institutional partners to reach residents who may not regularly follow government channels.
- **Recovery-phase communication.** Continue clear updates about assistance programs, documentation, reopening, and available services after an incident.

OPERATIONAL MODEL

1. Authorized source: Agency provides or approves emergency information. **2. Production:** Communications team adapts content into approved formats and languages. **3. Review:** Designated public-information officer confirms accuracy and release. **4. Distribution:** Approved channels publish and share. **5. Updates:** Corrections, superseding instructions, and archival links are maintained.

EXISTING FOUNDATIONS

The proposed model builds on ongoing work in bilingual civic meeting coverage, public-information video production, community outreach, and nonprofit program delivery. Latino Spirit Media supports multilingual media production and communications; USLAI contributes community outreach and program implementation experience. Institutional roles, approvals, and branding would remain clearly distinguished.

REQUESTED STATE ENGAGEMENT

Explore a limited pilot with the appropriate state emergency management and public-information offices to define target communities, activation procedures, translation standards, distribution channels, performance measures, and procurement requirements. This statement describes proposed services, not an existing state emergency-response contract or a claim of 24/7 deployment readiness.

POINT OF CONTACT

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PARTNERSHIP FOCUS

Agency-led messaging • Language access
Community reach • Verifiable source attribution

VISIT

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www.USATopLatinos.com