

Public Information Officer Activities

- Prepare for the Tactics Meeting**
- Brief PIO staff on outcome of C&GS meeting
 - Establish workspace to include products from C&GS meeting
 - Review PIO org with IC/UC
 - Prepare press talking points with Command
 - Work on Incident Media Plan

- Tactics Meeting**
- Ensure all PIO related events are on ICS 230
 - Stop by Tactics meeting to ensure you can support the proposed plan
 - Tour operational area to gain added perspective

- Prepare for the Planning Meeting**
- Obtain briefings from APIOs
 - Gather SA from SITL
 - Prepare to brief Command on critical/adverse issues
 - Coordinate with IMT on shared projects/tasks
 - Update 209 info with PIO related statistics

- Planning Meeting**
- Meeting for the IC/UC, C&GS to review planned actions and finalize information that will be incorporated into the IAP
 - Provide a media, public & political perspective
 - Report on PIO activities
 - Report on any proposed VIP visits

- Strategy/Command & General Staff Meeting**
- Attend meeting and listen to IC/UC direction, objectives & priorities
 - Report status of tasks assigned
 - Report on overall PIO status/involvement and outreach
 - Discuss PIO meeting schedule



- IAP Preparation and Approval**
- Time block set aside for completing IAP documentation
 - Ensure all ICS 203 info reflects PIO organization
 - Provide feedback on media issues
 - Keep UC apprised

- IC/UC Develops/Updates Incident Objectives**
- Provide input when asked
 - Be in a listening mode
 - Address concerns/questions
 - Determine if an objective has a PIO focus

- Operational Period Briefing**
- Provide a short description of any PIO activities scheduled in the Ops arena, as well as Do's & Don'ts
 - Provide Ops with a APIO Contact for media related questions

- Initial UC Meeting (if Unified Command)**
- Right size the PIO organization based on the incident
 - Ensure you are accessible to IC/UC and IMT
 - Determine need for a JIC

- Execute Plan & Assess Progress**
- Obtain periodic updates from OSC
 - Coordinate with LOFR on any stakeholder/VIP issues
 - Measure/ensure progress against stated objectives
 - Review outstanding task/assignments
 - Prepare any recommendation for UC
 - Survey customers to see if media needs are being met
 - Conduct a workload analysis for running the PIO organization 24/7

- Incident Briefing**
- Get a copy of the ICS 201
 - Evaluate PIO workspace
 - Evaluate need to expand PIO organization
 - Evaluate all sources of information
 - Be proactive

- Initial UC Meeting (if Unified Command)**
- Incident Briefing
 - Agency Administrator Briefing (if appropriate)
 - Initial Response and Assessment

Initial Response

- Initial Response and Assessment**
- Check-in to the incident
 - Use PIO Incident Briefing Checklist
 - Verify and validate information
 - Review local contingency plans
 - Consult with IC on immediate areas to focus on

- Notification
- Incident

- Notification**
- Obtain pre-deployment information
 - Assemble PIO go-kit
 - Initiate PIO contact list
 - Determine need for APIOs
 - Determine need for other response facilities

Meeting

Briefing

Action