

# Public Information Officer Activities

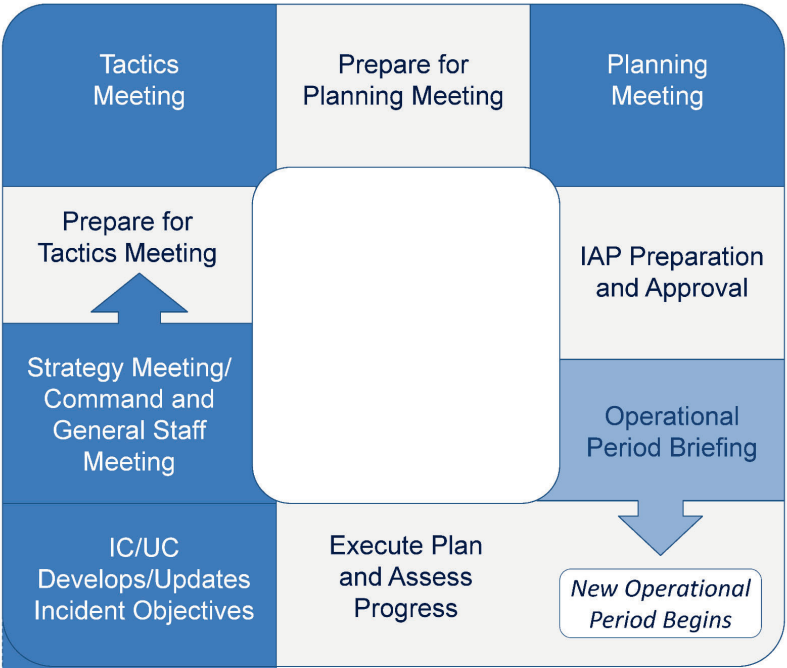
- Prepare for the Tactics Meeting**
- Brief PIO staff on outcome of C&GS meeting
  - Establish workspace to include products from C&GS meeting
  - Review PIO org with IC/UC
  - Prepare press talking points with Command
  - Work on Incident Media Plan

- 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

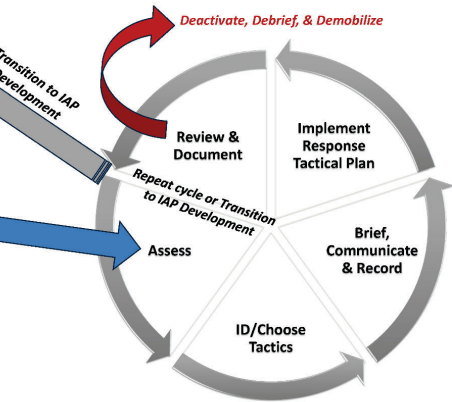
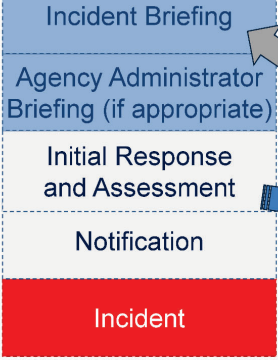
- Operational Period Briefing**
- Provide a short description of any PIO activities scheduled in the Ops arena, as well as Do's & Don'ts
  - Provide Ops with a APIO Contact for media related questions

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