

Unit 2:

PIO Roles and Responsibilities



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Unit Objectives

At the end of this unit, you will be able to:

- Demonstrate the role and function of the PIO in both day-to-day (95%) and emergency (5%) environments
- Compare actions PIOs can take to work with the news media during non-emergency and emergency situations



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Day-to-Day vs. Incident Tasks

Day-to-Day (95%)	Emergency (5%)
Plan and execute a hurricane preparedness campaign	Issue hurricane evacuation instructions
Invite media to newly-remodeled EOC opening and tour	Set-up, staff and activate media briefing room
Plan and accompany agency director to community events	Prepare director to conduct news briefing on hurricane preparations
Update media list to include social media handles	Tweet hurricane shelter location information; monitor reporters' Twitter handles



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Manage Information

Get the right information to the right people at the right time (Gather, Verify, Coordinate, Disseminate):

- Plan – Use strategic communications model
- Be prepared – Have pre-written messages at the ready
- Maximize message exposure – Take advantage of Social Media
- Consider your audience – Remember you are communicating with people in crisis
- Don't forget the messenger – The messenger is just as important as the message



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Conduct Interviews

On-camera interview skills:

- Use sound bites
- Make eye contact
- Use non-distracting gestures
- Know when not to answer

Public speaking skills:

- Use your voice effectively
- Engage the audience



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Coach Speakers

Prepare principals, subject matter experts, policy makers and managers for media interviews

- Create message maps
- Write talking points
- Provide background information
- Anticipate difficult questions



In your Student Manual or journal, write down one coaching task you will plan when you return to your job



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Work with the Media

Understand the following concepts:

- Building relationships with the news media
- The media wants and needs access



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Work with the Media Continued

Understand the following concepts:

- Types of news media and their needs
- Impact of changing technology



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Activity 2.1: Difficult Situations

Purpose: To think through difficult situations and devise strategies to deal with them

Instructions:

- Read the scenario and work through the discussion questions
- Assign a spokesperson to present scenario and findings to the class
- You have 10 minutes for the activity
- Keep the report to two minutes



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Personal Readiness



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Survey: Alert and Warning Systems



Class Discussion

- Discuss the different methods of alert and warning systems in your community and how it affects public information
- Write down the methods and systems on chart paper
- Consider:
 - ✓ Access and functional needs audiences
 - ✓ Access to technology by vulnerable populations
 - ✓ Different types of systems: sirens, mobile apps



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Unit Summary

What should you be doing now?

- Assess your readiness
- Know your organization
- Establish internal relationships
- Conduct regular media outreach

What can you do now to continue developing the skills required for success as a PIO?



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