

THE FIRST 24 HOURS: SUGGESTED RESPONSIBILITIES OF PUBLIC INFORMATION OFFICERS (PIOS) AND THE MEDIA COORDINATOR

- **PIO #1**
 - Set up Command Post #1 at scene (if geographically possible).
 - The media will congregate at the scene first to get “visuals” and comments.
 - Scene response until injured/fatalities removed.
 - Maintains direct communication with Program Director.
 - Assists in providing accurate info to media.
 - Provides media packets to media/involved agencies on scene.
 - Issue a statement within the **FIRST** hour **AFTER** being contacted by the media.
 - Conduct press conferences with PIO #2 once Command Post #1 is closed.
 - Dissemination of approved information.
 - Family approval of name/photos/bios.
 - Program management approval of press releases.
 - Cooperates with involved agency(ies) PIO(s) at scene.
 - Fire/EMS/Law Enforcement/Hospital.
 - Media packets to agencies.
 - Unified message to media.
 - Critical that all agencies give the same information to the media.
 - Reduction of “turf” issues.

- **PIO #2**
 - Set up of Command post #2
 - Pre-determined location
 - Hospital
 - Hangar
 - Supply list for press conferences/media
 - Provided by media coordinator
 - Schedule interviews and briefing times.
 - Issue a statement within the **FIRST** hour **AFTER** being contacted by the media.
 - Direct communication with PIO #1 at scene.
 - Conduct press conferences.
 - Sends out press releases.
 - Sample media advisory in the appendix and on the AMPA website (www.ampa.org)
 - Determines safe location for set up of equipment (satellite trucks, cables, etc.).
 - Notify security regarding possible “roaming” media at your facility.

- **Media Coordinator**
 - Command post #2
 - Sign in media at press conference
 - Fax/email/post online press releases, etc.

THE FIRST 24 HOURS: SUGGESTED RESPONSIBILITIES OF PUBLIC INFORMATION OFFICERS (PIOs) AND THE MEDIA COORDINATOR

- Set up “Google alert” of program name to capture all online information on the incident/accident.
- Keeper of the files
 - Media packets/crew bios/photos
- Find and organize volunteers
 - Capture Online and Print Newspaper articles/Video footage/Social Media posts
 - Handle Phones/emails/messages/online social media posts/ flowers
 - Log of all assistance and support for thank yous
- Provide approved online information to webmaster/information systems administrator
 - Post info in the “News” (for customers) and in the “Media” (for the press) sections(if you have both)
 - Link to organization’s social media platforms
 - Initial postings on accident.
 - Facts of what is immediately known.
 - Updating of information as it becomes available.
 - This can be done in the form of a media advisory.
 - Funeral/Memorial information when determined.
- Supports PIOs