

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.
 - 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.
- 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 press releases, etc.
- Keeper of the files
 - Media packets/crew bios/photos
- Find and organize volunteers
 - Capture Newspaper articles/TV footage
 - Handle Phones/messages/ flowers

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

- Log of all assistance and support for thank yous
- Provide approved information to webmaster
 - Post info in the “News” (for customers) and in the “Media” (for the press) sections
 - If you have both on your site
 - 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