

Emergency Operations Plan

PUBLIC INFORMATION MANUAL



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PUBLIC INFORMATION OFFICER

The Public Information Officer (PIO) serves as the conduit for information to internal and external stakeholders.

The PIO:

- Is part of the Command Staff supporting the Incident Command structure. The PIO works directly for the IC.
- Advises the Incident Commander (IC) on information dissemination and media relations.
- Obtains information from and provides information to the Planning Section.
- Obtains information from and provides information to the community, media, City Manager, Mayor, and City Council.

Key things to remember:

- The public information mission during an incident is to get accurate, understandable information to the public in a timely manner so people can take action to save lives and minimize damage to property.
- With today's social media, information will be almost instantly available to the public and media. As a PIO, you need to get accurate information out quickly, even if it's just saying that we are aware of and responding to the situation. Also include where people should look for additional City information.