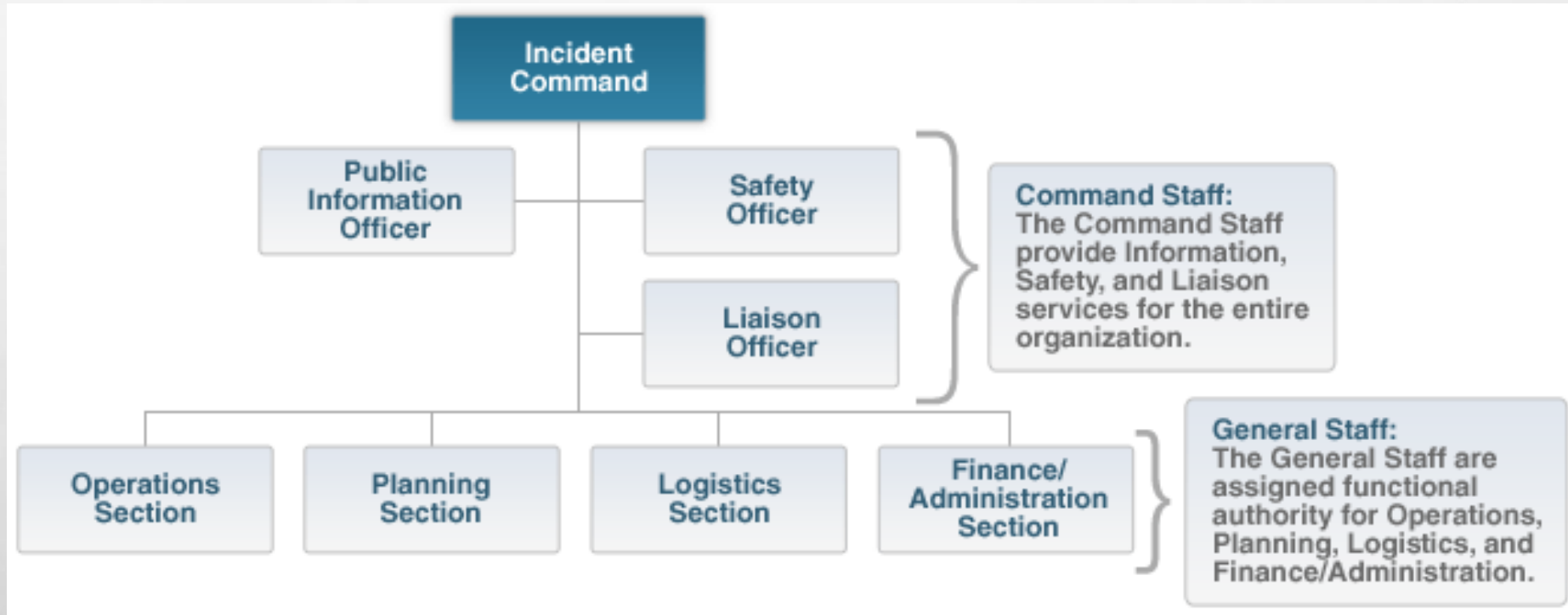


# **THE ROLE OF THE PIO**

**KANSAS ASSOCIATION OF PUBLIC INFORMATION OFFICERS**



# PIO ROLE IN ICS



# **LOCAL COMMUNICATION TO THE GENERAL PUBLIC**



# A PIO DEVELOPS THE COMMUNICATION PLAN

- Communicates to the stakeholders Who, What, Where, When, Why and How
- Determines audiences/stakeholders
- Defines the tools & resources necessary to communicate messages
- A communication plan sets out staff assignments



# CRISIS COMMUNICATIONS

- The Public Information Officer works with the Emergency Management staff to provide timely and accurate information to all audiences before, during, and after a natural or man-made disaster.



# ALL ABOUT THE MESSAGE...

- In times of crisis, acknowledge **people's fear and express** empathy for those affected.
- Offer reasonable assurance and promise that information will continue to be provided and the PIO is tasked with following up with regular updates.



# CRISIS COMMUNICATIONS

- During a crisis, communications are critical for both internal and external stakeholders.
- We work to plan communications/scenarios ahead of time.



# DURING AN EMERGENCY...

- The PIO tells the public what happened and what is being done in response.
- The PIO tells people what they should do to stay safe.





# DURING AN EMERGENCY...

- The PIO manages the media – requests, approved scene access, and press conferences.



# DURING AN EMERGENCY...

- The PIO manages VIP visits from officials to the scene of the emergency.



# WHAT THE PIO STRIVES TO DO...

- Be first. (And then keep providing info.)
- Be right. (Involve subject matter experts.)
- Be credible.
- Be consistent in messages (Involve stakeholders.)
- Be HONEST.
- Address rumors.





**KAPIO**



# KAPIO: WHO WE ARE

- The Kansas Association of Public Information Officers (KAPIO) is a statewide association of government and quasi-government public information officers and communication professionals. KAPIO has more than 100 members across the state and is gaining new members every year.

# KAPIO: WHO WE ARE

- KAPIO was founded in 2007 by Capt. Mike Hall, Olathe Fire Dept., following his 2005 deployment supporting Hurricane Katrina relief efforts.



# KAPIO: WHO WE ARE

- <https://www.facebook.com/watch/?v=10200494958602072>



# KAPIO: WHO WE ARE

- The mission of the Kansas Association of Public Information Officers is to encourage, advance and promote communication and sharing of resources between communications professionals throughout governments in Kansas.





# **KAPIO: WHAT WE DO...**

- Create a statewide network of communication professionals;
- Conduct and sponsor activities to improve communication between public sector organizations and the people they serve;
- Promote professionalism in the public information and communication fields; and
- Serve as an information resource for government management and communication professionals.

# KAPIO: HOW WE CAN HELP...

- During the May 28 Douglas County/Linwood tornado, PIOs were tasked with communicating with the public leading up to the tornado, and for weeks afterward as the area performed cleanups and worked to rebuild.



# SOCIAL MEDIA WAS IMPERATIVE!



The image shows a screenshot of a Facebook post from the official page of Douglas County, KS- Emergency Management. The post is dated May 28 and is public. The text of the post is a warning about a confirmed large and destructive tornado near Eudora, moving northeast at 35 MPH. It declares a tornado emergency for North Eudora and urges people to take cover immediately. The post has received 19 reactions (likes, loves, and wow) and 11 shares. The background of the slide is a blurred image of a mountain range.

 **Douglas County, KS- Emergency Management** May 28 · 🌐

AT 635 PM CDT, A CONFIRMED LARGE AND DESTRUCTIVE TORNADO WAS LOCATED NEAR EUDORA, MOVING NORTHEAST AT 35 MPH.

TORNADO EMERGENCY FOR NORTH EUDORA. THIS IS A PARTICULARLY DANGEROUS SITUATION. TAKE COVER NOW!... [See More](#)

   19 3 Comments 11 Shares

# SOCIAL MEDIA WAS IMPERATIVE!



**Douglas County, KS - Emergency Management**

May 28 · 🌐

We are assessing the situation in Douglas County and can use your help. We have several houses throughout the county that have sustained tornado and storm damage. Debris is scattered and power lines are down. Please help us help those who need it by staying away from these areas. We can get you more information more quickly when we are able to fully assess the situation.



You and 116 others

2 Comments 99 Shares

# SOCIAL MEDIA WAS IMPERATIVE!



# SOCIAL MEDIA WAS IMPERATIVE!



**Douglas County, KS- Emergency Management**

May 28

We have a lot of calls from folks wanting to volunteer. Right now we are getting our first responders out to multiple locations to assess the situation and make sure it is safe.

We do not need any citizen volunteers at this time.

We appreciate your willingness to support your neighbors and if we do find we need volunteers we will announce it here.

  286

15 Comments 174 Shares

# SOCIAL MEDIA WAS IMPERATIVE!



# SOCIAL MEDIA WAS IMPERATIVE!



Douglas County, KS- Emergency Management

May 31 · 🌐

## STORM DEBRIS INFORMATION:

Douglas County has opened two woody debris disposal sites for residents who are clearing tree and brush debris from Tuesday night's tornado.

Both sites are collecting woody/tree debris only. No other storm debris will be collected at these sites. These sites are open to residents and contractors helping residents free of charge.... [See More](#)

## DOUGLAS COUNTY DEBRIS REMOVAL GUIDELINES

**Construction and Demolition Debris:** Building materials, carpet, drywall, lumber, etc. keep separate from other types of disaster debris. Place on road right-of-way without blocking roadway. Crews will be collecting this material over the next few weeks.

**Vegetative/Tree Debris:** Tree branches, tree trunks, brush, etc. keep separate from other types of disaster debris. Cut tree debris into maximum 8 foot lengths and place on road right-of-way without blocking roadway. Crews will be collecting this material over the next few weeks.

**White Goods:** Household appliances including refrigerators, freezers, and air conditioners will be picked up on two collection dates. Make sure refrigerators and freezers are completely empty; will not be picked up with food. Remove doors or securely tape the doors shut. Place on road right-of-way without blocking roadway. PICKUP SCHEDULE will be Thursday, June 6<sup>th</sup> and Monday, June 10<sup>th</sup>. White goods need to be set out by 6:00 a.m. on collection day.



# MEDIA MANAGEMENT



**Douglas County, KS- Emergency Management**



May 29 · 🌐

ATTENTION MEDIA PARTNERS:

We will be holding a media briefing regarding yesterday's tornado and other storm-related information at 1:30 p.m. today (5/29/19) at the Broken Arrow Park shelter house, located on the northeast corner of 31st and Louisiana in Lawrence.

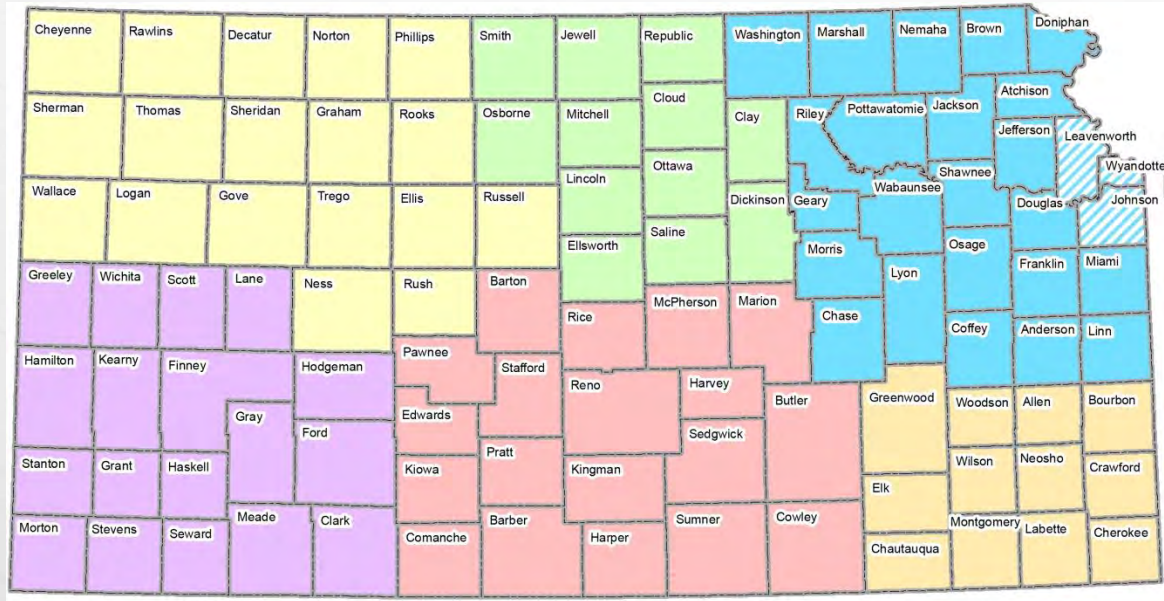


37

2 Comments 30 Shares

# VIP VISITS





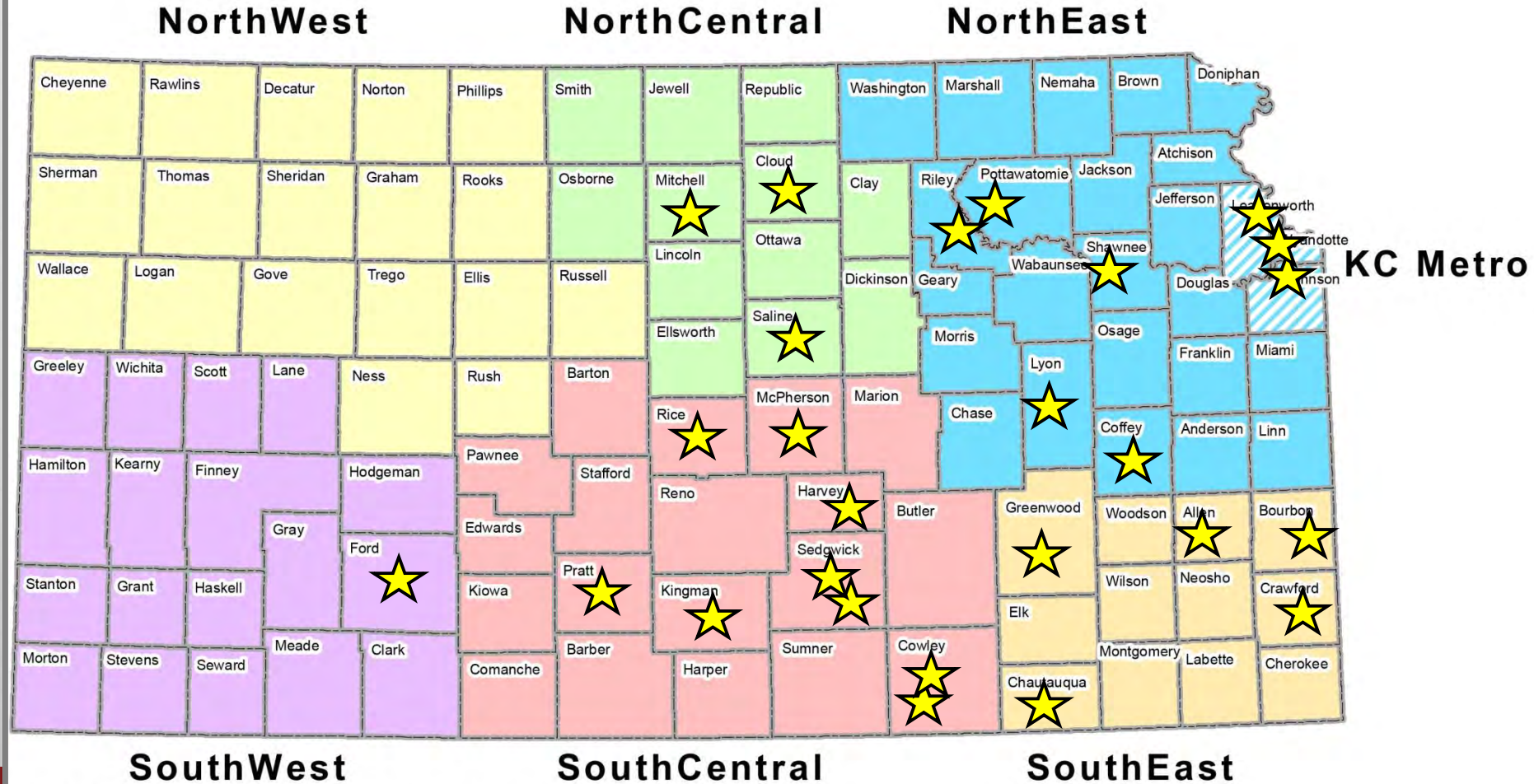
**MOVING  
FORWARD  
...TOGETHER**



# **KAPIO: WHAT WE WANT TO DO...**

1. Increase regional networking through regional PIO groups.
2. Work more closely with the Kansas Division of Emergency Management, especially on emergency deployments.
3. Build relationships with county emergency managers, especially those without PIO training or access to a local PIO.
4. Increase PIO participation in Incident Management Teams.
5. Build a regionalized network of PIO groups, perhaps along FEMA regional lines, to be available to you as mutual aid.

# Kansas Homeland Security Regions



Source: US Census Bureau; Kansas Adjutant General's Department, Division of Emergency Management

Kansas Adjutant General's Department  
Geospatial Technologies Section

4/10/2015

# KAPIO: HOW CAN WE WORK TOGETHER?

Questions? Ideas? We want to hear  
from you!

Need PIO help? Reach out to us at:

[alawson@arkcity.org](mailto:alawson@arkcity.org)

[kansasassociationofpios@gmail.com](mailto:kansasassociationofpios@gmail.com)



# WE SUPPORT KANSAS CITIES

The League works with the Department of Commerce, KDEM, city management professionals, zoning officials, etc. to support cities in crisis.

Cities can request help through the League.

Call (785) 354-9565 or [mgilliland@lkm.org](mailto:mgilliland@lkm.org)



THE  
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