

2019 FSE Roles

PIO

The Public Information Officer (PIO), or Public Relations/Affairs personnel, manages internal and external communications for the site/organization. The PIO responds to inquiries from all sources and seeks to provide access to information by the public and media outlets. In many organizations, the PIO disseminates information in the following manner: written form (press release, brochures and other publications), electronically (websites and social media sites), personally (interviews, speeches, and presentations) and visually (photographs and video). PIOs at each site should follow internal procedures regarding public relations.

Organizations with media personnel and/or observers attending the exercise should coordinate with the PIO for access to the site.

Prior to the exercise, the PIO will:

- coordinate and disseminate public information

On the day of the exercise, the PIO will:

- arrive at time instructed by the Exercise Lead and sign in
- attend briefing and provide instructions to exercise participants
 - advise FSE participants of media and/or observer presence
- escort Media/Observers to designated areas and accompany them at all times
- provide any additional assistance as directed to do so by the Exercise Lead

