#TAMIO16

PIO 101

collaborative guide on how to be a rock-star public information officer

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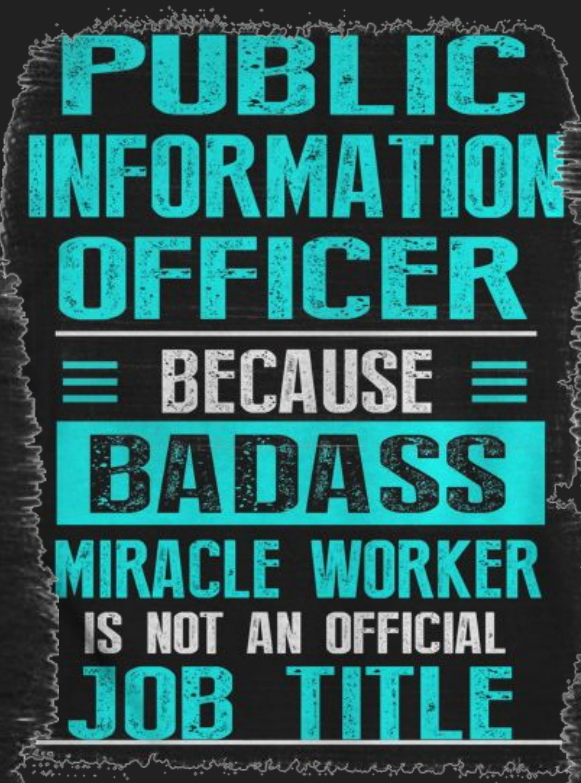
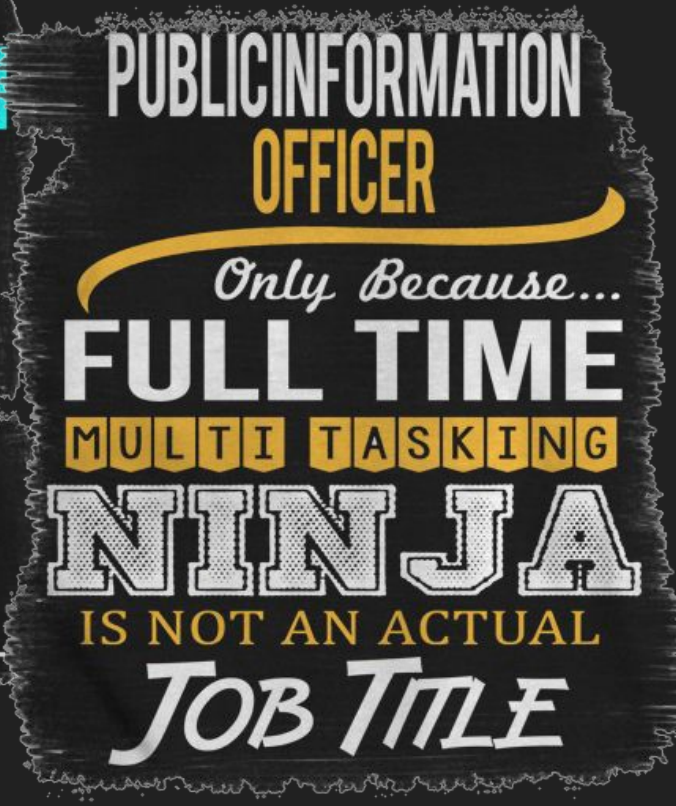
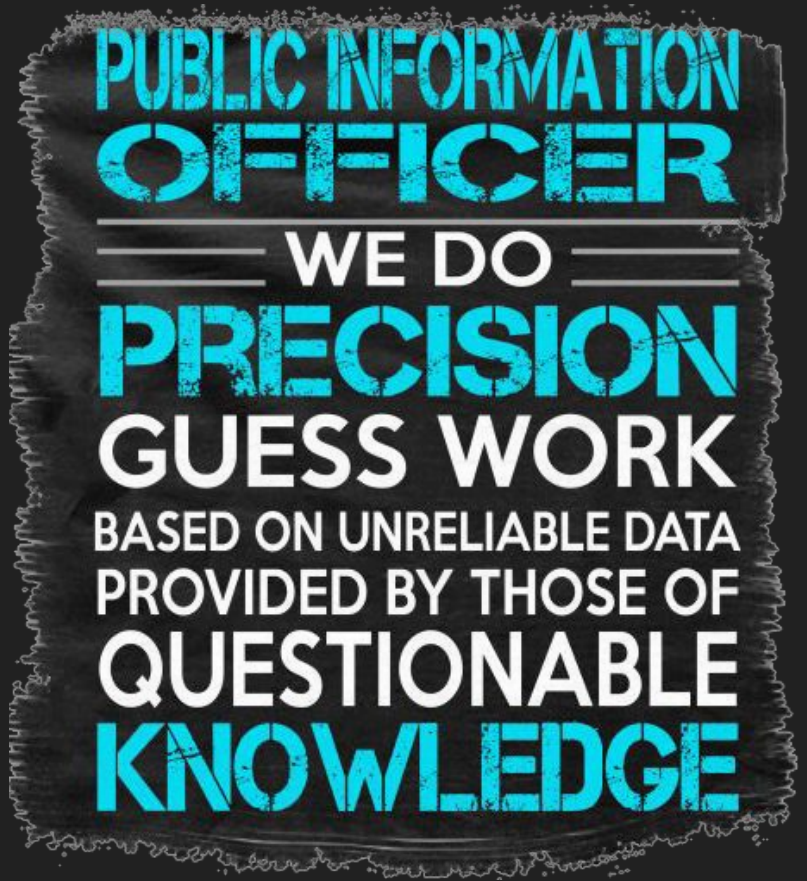
THE JOB TITLE...

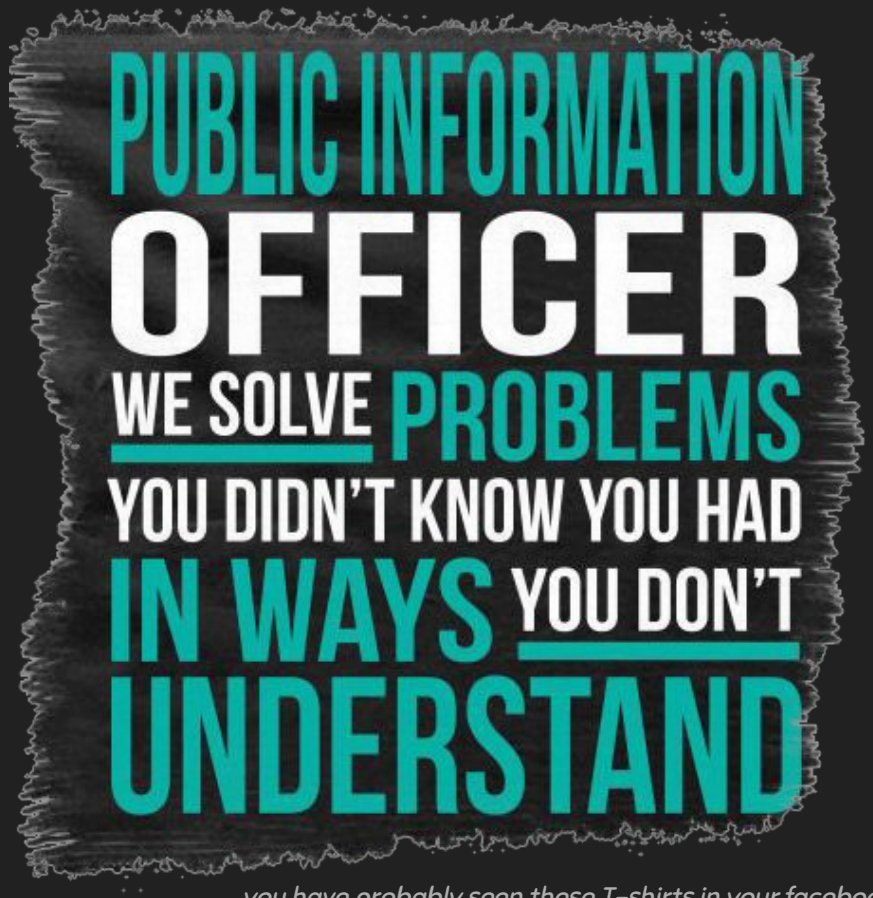




you have probably seen these T-shirts in your facebook feed

WHAT EXACTLY DOES A PIO DO?





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You've got this...

you have probably seen these T-shirts in your facebook feed

1. BECOME THE COOL KID

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- Study the organizational chart
- Eat lunch /meet with city's subject matter experts
- Gather contact details… emails, cell phones, addresses, etc.
- Introduce yourself to Council
- Check out city board and commission meetings
- Get to know the community…
  in particular the active, eager & historic residents

2. MAKE ALLIES

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- Texas Association of Municipal Information Officers – aka TAMIO
- City, County, Community Marketing Association – aka 3CMA
- TX Association of Telecommunication Officers & Advisors – aka TATOA
- National Association of Government Webmasters
- Government Social Media Organization
- Get to know your neighbors… we are all in this together!

3 Join TAMIO

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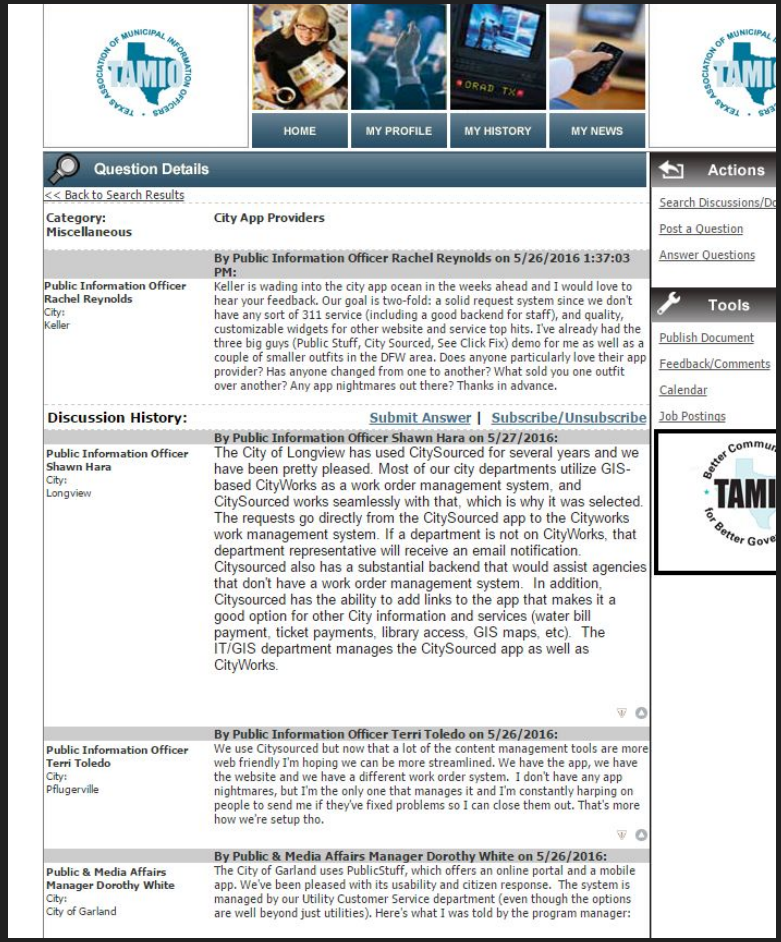
- Network of other PIOS
- Steal ideas from TAMI winners
- Look awesome when you win a TAMI
- Consider your CPC

TAMIO Perks

List Serve

Sort questions by topic

Get answers from other city PIOs



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Find TAMI Winners

Who won best website?

Who won best use social media?

Who are TAMIO sponsors? Find vendors that want to help.

Find ideas and adopt for yourself

#TAMI016

MEDIA RELATIONS

the media is not your enemy...
ok well, maybe sometimes, but they don't have to be.

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The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses.

~ Malcom X

MEDIA RELATIONS

#TAMI016

Local Media

- Do you have an up-to-date media list?
- Ask a neighboring city for their media list.
- Personally meet the media in your area.

The Market

Create a publishing schedule for your media market.

Does your newspaper publish daily or weekly?

Consider the type of media...

What time of day should you submit info?

Internal Strategy

- Media Requests Procedure
- Subject Matter Expert Contact Sheet
- Staff Training
- Communicate Publication Deadlines
- Enforce Logo Guidelines

Emergencies & Disasters

#TAMI016

- National Incident Management System Training – aka NIMS
- Go Beyond NIMS – additional FEMA training & resources are available
- Become best buds with the OEM staff – including Fire and Police Chiefs
- Train Fire and Police personnel
- Develop common press release templates
- Master your Mass Notification System
- Prepare, prepare, prepare…

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FEMA Basic & Advanced PIO

Pre-requisite for the Maryland Advanced PIO training at the Emergency Mgmt Institute

FREE

This September in San Antonio- 3CMA.

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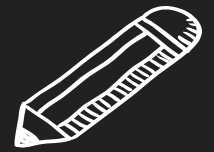
PIO LIBS

Get your pre-written messages READY



Due to threat of _(problem)_____ the city of __(name)____ asks all people in ___(block)___ of __(street)_____ to __(verb)___ .

Water customers in ____(location/subdivision/area)___ will be without water on __(date)___ starting at (time).

Steal quotes

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College Station's New City Manager Dies of a Heart Attack

Posted by Bill Oliver Featured Stories, News Saturday, April 27th, 2013

"When you lose somebody the quality of Frank Simpson, you lose a little bit of the pulse of the community. And Frank had really embraced this community...and had poured himself with passion into the numerous projects that we have going on in this city."

See a quote you like and save it

one more thing... develop an Emergency Communication Plan

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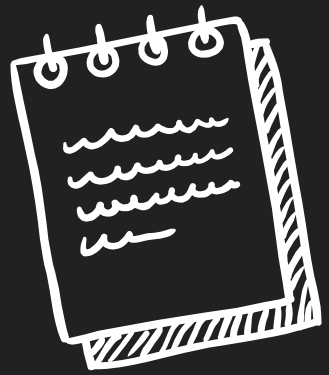
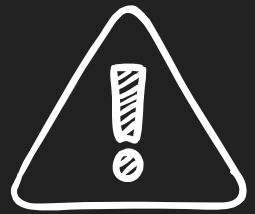


EMERGENCY COMMUNICATION PLAN



REVIEW & AUDIT

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Social Media

Surveys

Image, brand & LOGO

Partners

Vendor List

Website

Software & Applications

Digital Signage

TV Channel

Calendar
Recurring Events

Publications: newsletters, brochures, maps, etc.

Digital Assets:
enews, listserv, videos, graphics, etc.

Advertisements

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TAMIO
TIME TO
FOCUS ON
THE BIG
PICTURE

Vision...

City Council
Do you have council members that have specific agendas? If so, will their agenda improve your image?

Management
What is management's goal when it comes to informing the public? Is transparency important?

Departments
Do your departments have mission statements and does it include informing the public?

Committees
How can you help your boards and commissions get their word out about their purpose?

Residents
What do your residents have to say about the way you are communicating with them?

You
What do you believe needs to be improved or changed when it comes to communicating with the public?

NOW IS THE TIME TO CONSIDER ENROLLING IN THE CPC PROGRAM

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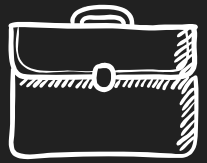
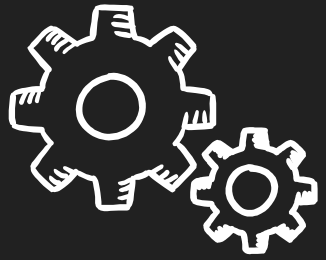
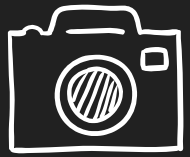
Tools, Tips, Apps, & More







now comes the *creative* and *fun part*!

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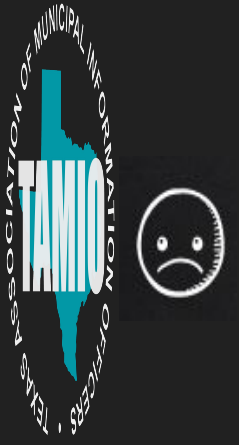
Image, Brand & Logo

Review your assets and then...

- **Logo & Brand Guidelines**
  Letterhead, Business Cards, Clothing, etc.

- **Brand EVERYTHING**
  Social Media, Digital & Print Publications, Ads, Emails, etc.



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Templates will make your life better

FB Covers, FB Profile Photos, FB Events, FB Ads, Instagram Posts, Twitter Posts, Twitter Headers, YouTube Thumbnail, YouTube Channel Art, Pinterest Graphic, Tumblr Banner, Google + Photo, Responsive html Email, PowerPoints, Prezis, Print Brochure, Fliers, Newsletters, Website Pages, Infographics, Certificates and the list goes on and on and on...

A picture is worth a thousand words

#TAMI2016

Parks, buildings, staff, events, public safety vehicles, meetings, recreation activities, construction projects, rain, kids, animal shelter, planning, code enforcement, etc.

And you can always consider stock photography and video...

Resources

Graphics

Canva.com, Vectorstock.com, Stocklayouts.com, Piktochart.com, Visualead.com, Graphicstock.com.

Stock Photos, Video and Motion Graphics

123rf.com, Digital Juice, Motionvfx.com

Take the time to...

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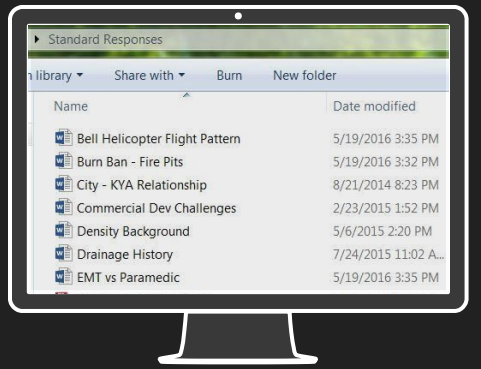
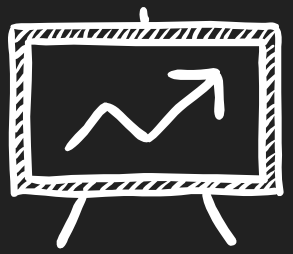
- **Factoids – Fast Facts**
  # of parks, miles of trails, important dates, statistics, big projects,

- **Press Releases**
  Templates for holidays, recurring events, emergency communication, etc.

- **Standard Responses**
  Hold on to text that explains recurring issues or questions.

- **SOP – Standard Operating Procedure**
  Review other department's SOP to ensure there is a communication component.





Measure your success!

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- Develop a monthly or quarterly metrics and activity report
- Find old surveys to know what to track
- Check out Facebook Analytics and other social media tracking tools
- Keep a Task Sheet in Excel

PIO 101 Jeopardy

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Answer

In 1980 the Supreme Court reached the unprecedented conclusion that the First Amendment establishes an affirmative right for the press and the public to compel access to information concerning the exercise of government power.

PIO 101 Jeopardy

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Question

What is *Richmond Newspaper vs. Virgina*?

PIO 101 Jeopardy

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Answer

This communication theorist was the first person to popularize the concept of a global village in the book Understanding the Media, published in 1964.

PIO 101 Jeopardy

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Question

Who is Marshal McLuhan?

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Answer

This graphic design term refers to the canvas space or screen space left in between different elements of a design.

PIO 101 Jeopardy

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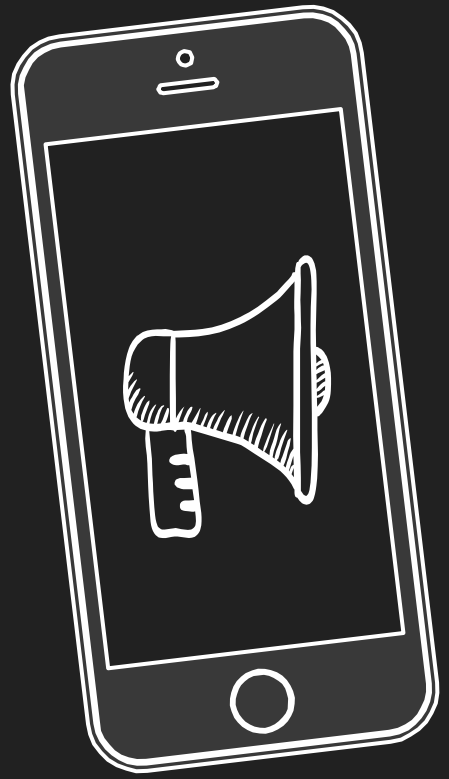
Question

What is White Space?



GIVE US A SHOUT!

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where quality meets life
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