

PIO 101

#TAMIO16



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



RACHEL REYNOLDS



where quality meets life

PFLUGERVILLE
TEXAS

TERRI TOLEDO



LEAANN DEARMAN

THE JOB TITLE...

PUBLIC INFORMATION
OFFICER

BECAUSE
FREAKIN'
AWESOME
IS NOT AN OFFICIAL
JOB TITLE

PUBLIC
INFORMATION
OFFICER

≡ BECAUSE ≡

BADASS
MIRACLE WORKER
IS NOT AN OFFICIAL
JOB TITLE

PUBLIC INFORMATION
OFFICER

Only Because...

FULL TIME
MULTI TASKING
NINJA
IS NOT AN ACTUAL
JOB TITLE

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

WHAT EXACTLY DOES A PIO DO?

**PUBLIC INFORMATION
OFFICER**

WE DO

PRECISION

GUESS WORK

BASED ON UNRELIABLE DATA

PROVIDED BY THOSE OF

QUESTIONABLE

KNOWLEDGE

PUBLIC INFORMATION

OFFICER

WE SOLVE **PROBLEMS**

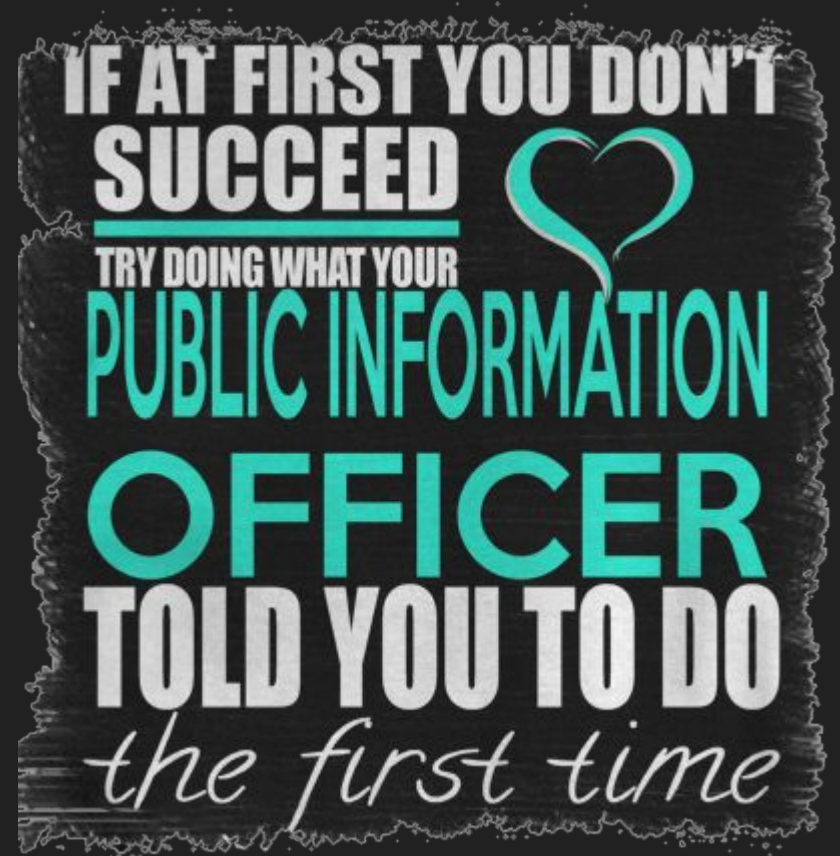
YOU DIDN'T KNOW YOU HAD

IN WAYS YOU DON'T

UNDERSTAND

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

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

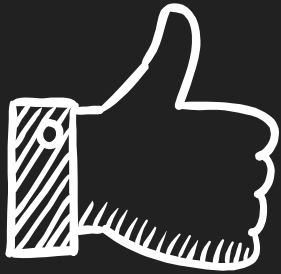
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- ✔ Texas Association of Municipal Information Officers – aka TAMIO
- ✔ City, County, Community Marketing Association – aka 3CMA
- ✔ TX Association of Telecommunication Officers & Advisors – aka TATOA
- ✔ National Association of Government Webmasters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

③ JOIN TAMIO

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- ④ Network of other PIOs
- ④ Steal ideas from TAMI winners
- ④ Look awesome when you win a TAMI
- ④ Consider your CPC

TAMIO PERKS

List Serve

Sort questions by topic

Get answers from other city
PIOs



Question Details

[<< Back to Search Results](#)

Category:
Miscellaneous

City App Providers

Public Information Officer
Rachel Reynolds

City:
Keller

By Public Information Officer Rachel Reynolds on 5/26/2016 1:37:03 PM:

Keller is wading into the city app ocean in the weeks ahead and I would love to hear your feedback. Our goal is two-fold: a solid request system since we don't have any sort of 311 service (including a good backend for staff), and quality, customizable widgets for other website and service top hits. I've already had the three big guys (Public Stuff, City Sourced, See Click Fix) demo for me as well as a couple of smaller outfits in the DFW area. Does anyone particularly love their app provider? Has anyone changed from one to another? What sold you one outfit over another? Any app nightmares out there? Thanks in advance.

Discussion History:

Public Information Officer
Shawn Hara

City:
Longview

By Public Information Officer Shawn Hara on 5/27/2016:

The City of Longview has used CitySourced for several years and we have been pretty pleased. Most of our city departments utilize GIS-based CityWorks as a work order management system, and CitySourced works seamlessly with that, which is why it was selected. The requests go directly from the CitySourced app to the Cityworks work management system. If a department is not on CityWorks, that department representative will receive an email notification. Citysourced also has a substantial backend that would assist agencies that don't have a work order management system. In addition, Citysourced has the ability to add links to the app that makes it a good option for other City information and services (water bill payment, ticket payments, library access, GIS maps, etc). The IT/GIS department manages the CitySourced app as well as CityWorks.

Public Information Officer
Terri Toledo

City:
Pflugerville

By Public Information Officer Terri Toledo on 5/26/2016:

We use Citysourced but now that a lot of the content management tools are more web friendly I'm hoping we can be more streamlined. We have the app, we have the website and we have a different work order system. I don't have any app nightmares, but I'm the only one that manages it and I'm constantly harping on people to send me if they've fixed problems so I can close them out. That's more how we're setup tho.

Public & Media Affairs
Manager Dorothy White

City:
City of Garland

By Public & Media Affairs Manager Dorothy White on 5/26/2016:

The City of Garland uses PublicStuff, which offers an online portal and a mobile app. We've been pleased with its usability and citizen response. The system is managed by our Utility Customer Service department (even though the options are well beyond just utilities). Here's what I was told by the program manager:

Actions

[Search Discussions/Do](#)

[Post a Question](#)

[Answer Questions](#)


Tools

[Publish Document](#)

[Feedback/Comments](#)

[Calendar](#)

[Job Postings](#)



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FIND TAMI WINNERS

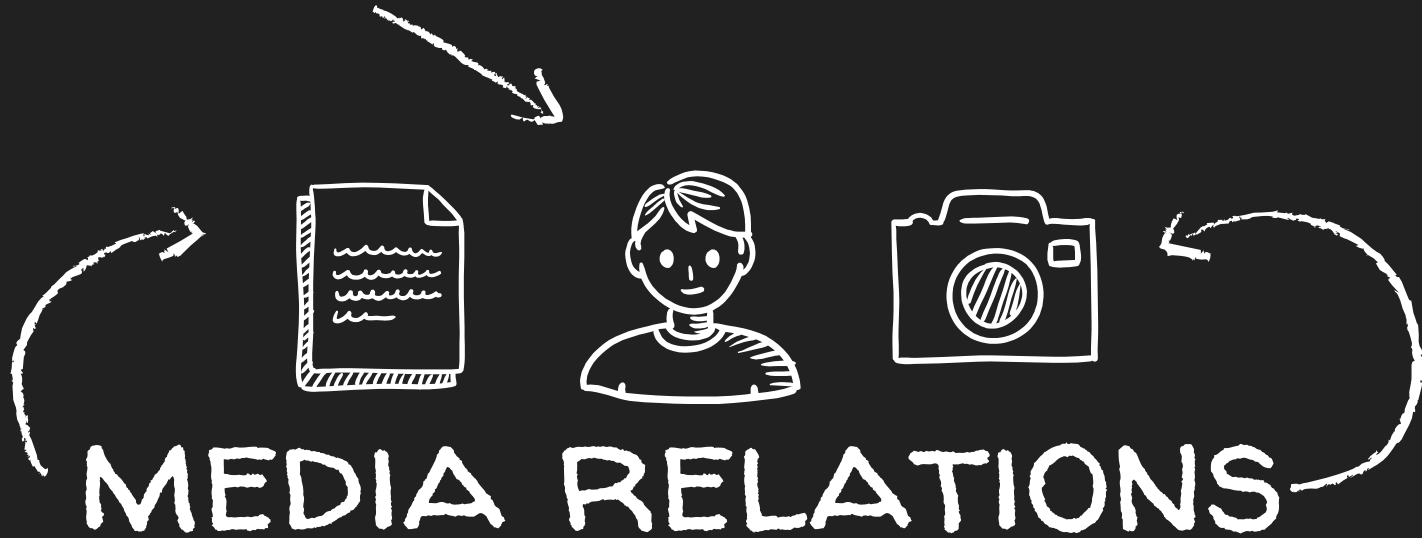
Who won best website?

Who won best use social media?

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

Find ideas and adopt for yourself





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



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



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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

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- ✔ 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.

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).

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STEAL QUOTES

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."

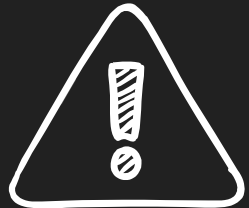
SEE A QUOTE YOU LIKE AND SAVE IT

one more thing... develop an Emergency Communication Plan

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EMERGENCY
COMMUNICATION PLAN



REVIEW & AUDIT

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Social
Media

Partners

Vendor List

Surveys

Image,
brand
& LOGO

Software
& Applications

Digital
Signage

Website

Calendar
Recurring Events

Publications:
newsletters,
brochures,
maps, etc.

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

Advertisements

TV Channel



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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

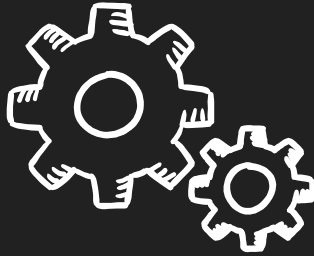
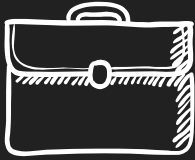
What do you believe needs to be improved or changed when it comes to communicating with the public?

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!

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.





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...



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A PICTURE IS WORTH A THOUSAND WORDS

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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.



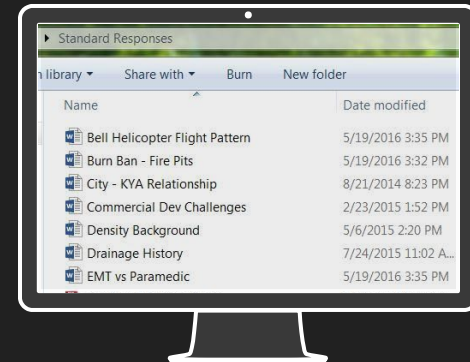
Standard Responses

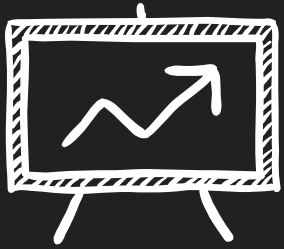
Hold on to text that explains recurring issues or questions.



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.

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Question

What is *Richmond Newspaper vs. Virginia*?

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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.

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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.

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Question

What is White Space?



GIVE US A SHOUT!



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SLIDE TEMPLATE CREDITS

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✕ Presentation template by [SlidesCarniva](#)