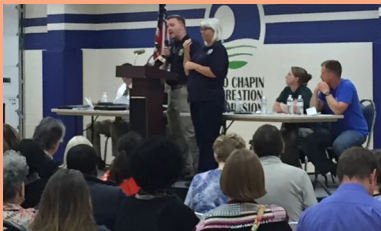


A Guide to Working with Your Organization's Public Information Team (PIT)

- Who:** Your agency's PIT might include a Public Information Officer (PIO), a Director of Communications, a Risk Communicator and others.
- When:** Connect with your PIT before an event or incident. In the middle of an incident, available time is minimal. Quickly responding to requests from your PIT allows the media and the public to obtain information faster and helps establish your agency as an authority.
- What:** Providing information and conversing with your PIT is not the same as communicating with the public or the media. Instead, it is a chance to share concerns and help frame the message. After these conversations take place, and the proper approval process has been followed, the information will be ready for a larger audience. In that larger setting, nothing is off the record.
- How:** All PIT activities are conducted and approved through established protocols..
- Why:** Your PIT is charged with getting your agency's information out quickly and accurately. A well-prepared and supported PIT can minimize misinformation, increase response times, and build trust with partners and the public.



Your Public Information Team works with the MEDIA to:

- fulfill requests for information and interviews
- gather info from subject matter experts
- update info on website and social media
- write and disseminate news releases
- schedule and publicize news conferences
- coordinate operations of the Joint Information Center

Your Public Information Team works with the PUBLIC to:

- arrange speaking engagements through the speakers bureau process
- attend or present at social gatherings based on opportunity
- provide situational reports for agency leadership (before public engagement)
- respond to calls and emails from the public and partner agencies

Your Public Information Team works with SUBJECT MATTER EXPERTS to:

- develop talking points in advance of interviews and speaking engagements
- coach SMEs on delivery, both verbal and non-verbal
- review presentation materials
- provide support for the message and messenger pre- and post-interview

Additional Resources

Georgia DPH Speakers' Bureau Request: bit.ly/2WJ57e2
CDC's Crisis and Emergency Risk Communication: bit.ly/2lqStGk
CERC in a Hurricane Response: bit.ly/2LKJmAj



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