

## Job Aid: Public Information Maintenance and Training Checklist

Do you have systems and procedures for:	Yes	No
<ul style="list-style-type: none"> <li>▪ Training PIO team members in basic public information skills (i.e., research and writing, media relations, on-camera interviews, media analysis)?</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ Ensuring that designated spokespersons have received media training and risk communications training?</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ Developing exercises to ensure that public information is included in departmentwide, communitywide, regionwide, or statewide exercises?</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ Providing regular training for the public information team in the form of drills and exercises?</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ Providing drills and exercises that are realistic and challenging in terms of public information and media relations?</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ Evaluating public information operations after an incident and capturing lessons learned so procedures can be continually refined and improved?</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ Updating plans, procedures, training, drills, exercises, and contact information regularly to reflect lessons learned and to address changes in personnel?</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>

**Notes:**