



# Virginia Task Force 2

## Urban Search and Rescue

### Administrative Manual

1.12 PIO & Public Relations Activities  
March 2019

## PIO and Public Relations Activities

### ISSUE STATEMENT

- To provide VA-TF2 Public Information Officer (PIO) personnel guidelines with the procedures for administering public information to the media or outside agencies.
- To administer guidelines for the PIO personnel acting as liaisons for media or outside agencies during activations and deployments as well as day to day operations when not in an activated status.

### REQUIRED ACTIONS

- The **(PIO)** shall coordinate the release of all general information concerning Task Force policies and operations, as well as specific statements on controversial issues that might arise concerning the Task Force. Such information shall be conveyed to the media in a timely fashion.
  - The PIO will work in conjunction with the Incident Support Team (IST) PIO and the Task Force Leader (TFL) to ensure when information may be released.
- Task Force members may talk with a media representative after consulting with the PIO while on a deployment or the Program Manager when not activated.
- The Task Force PIO will provide talking points for task force leaders and any team member that may be in a position to speak with the media.
- Members of VA-TF2 shall not release:
  - Any patient information
  - Identity of juveniles
  - Personal opinions regarding an incident
  - Any information received from any other agency without their prior approval and any such release shall be conducted by the PIO
  - Home address or phone number of any member of the department
  - The identity of any task force member involved in a serious accident or injury without the approval of the IST PIO, and the TFL.
- Media representatives may have **guided access** to incident scenes when it is determined practical by the TFL.
- All news releases shall be prepared in accordance with the Department of Homeland Security directives. All press conferences/releases will be arranged by the **PIO** in coordination with the IST PIO.
- In the event the Task Force becomes involved in a mutual effort with other agencies, the agency having primary jurisdiction shall be responsible for releasing or coordinating the release of information.