

RESPONSIBILITIES INCLUDE

- Setting of PIM direction across the response
- Ensure the Controller and wider IMT are informed of the PIM aspects of the response
- Provision of expert PIM advice to the Controller and other functions
- Provision of authorised information and life, health, and safety messages to the public
- Ensure messages are accessible (including translation into accessible formats and other languages as required), frequently updated, consistent, and coordinated
- Strategic management of media
- Organisation of media briefings, preparing spokespeople
- Ensuring NZSL interpreters are present at press conferences, media stand-ups
- Provision of coordination, direction, support, and/or mentoring to regional level PIM leads
- Coordination of messaging from regional level response agencies
- Management of internal and external communication, channels, identifying most effective channels for reaching audiences
- Coordination of stakeholder liaison

KEY RELATIONSHIPS

- Media
- Spokesperson
- Controller (and deputy), Response Manager
- The IMT and other functions, particularly Intelligence, Planning, Operations, Welfare, and Iwi/Māori Representation
- PIM functions at other NCCs and local and national level (if applicable)
- Strategic Communications
- Iwi rūnanga
- Internal and external stakeholders, partners, and support agencies/organisations
- Mayor/Chair/Governance

KEY OUTPUTS

- Warnings (where appropriate)
- Life, health, and safety messages to public
- Media releases, log of responses, organising press conferences and media opportunities, etc.
- National PIM communications strategy
- Content for website and social media, factsheets
- Talking points and briefing notes
- Key message bank
- PIM Status Reports, briefings, and stakeholder updates
- Input into the Action Plan

CONSIDERATIONS

- Life, health and safety of the public
- Accuracy, currency, consistency, and relevance of information
- Using verified information only
- Sharing information across agencies to ensure a flow of information between agencies and response levels
- Utilising existing MOUs and resources, e.g. already published content, consistent messaging, templated releases, and communications plans
- Early identification and proactive management of misinformation, potential issues, and threats to reputation
- Ensuring information is relevant, suitable, and appropriate for all the audiences (language, culture, accessibility standards), identifying and addressing gaps
- Gauging public sentiment and key issues that affect the public
- Public perception of government; international reputation; trade relationships; commercial sensitivities (if relevant)

PIM SUB-FUNCTIONS

- Media Liaison
- Stakeholder and Partner Liaison
- Online Media Management
- Information and Warnings
- Community Engagement
- Internal Communications

INITIAL TASKS

- Obtain briefing from the Controller to gain situational awareness / obtain Controller's intent
- Establish PIM function; appoint, brief, and task staff; ensure staff have had an induction (including a Health and Safety induction)
- Connect with Intelligence to obtain ongoing information about the incident and response
- Contribute to the development of the Action Plan; develop a coordinated national PIM response plan
- Organise NZSL interpreters (if applicable)
- Map stakeholders and develop Engagement Plan; establish points of contact (e.g. PIM at other agencies and response levels); ensure local/regional levels are connected with iwi
- Set up a schedule of activities and establish the daily rhythm
- Set up logs (as required) to record decisions and actions
- Determine PIM requirements and brief to Logistics
- Establish communication channels, e.g. Facebook, website, etc.
- Confirm with the Controller who is authorised to approve information/material for public release
- Identify appropriate spokespeople

ONGOING TASKS

- Develop, disseminate, and brief key messages to PIM functions at other agencies, key partners, and stakeholders, monitor for currency and consistency
- Develop, provide, update, and maintain reports, briefings, press releases, key messages, speaking points, and situation updates (as required)
- Gather, clarify, and confirm information; identify stories of interest to the media and potential media opportunities
- Coordinate media engagement, arrange media visits and conferences, and liaise with VIPs (when required)
- Monitor media, news reports, and public and media reactions, passing information to the Controller, Intelligence, and IMT
- Contribute to the planning process
- Record decisions, actions, and other activities
- Brief and support spokespeople for media interviews, public meetings, and stakeholder briefings
- Ensure responding agencies are connected and messaging is coordinated through regular meetings
- Draw on effective engagement with iwi at other response levels
- Schedule, set up, and support stakeholder briefings
- Support PIM needs at regional level and assist with any issues escalated
- Liaise with the Recovery Manager to ensure seamless communication as response transitions to recovery
- Manage demobilisation for PIM

DEMOBILISATION

Refer to *Appendix F Demobilisation* in page 96 of the 3rd edition of the CIMS Manual for more information.