PIM Summary for the Action Plan

* A word version is available at [www.civildefence.govt.nz](http://www.civildefence.govt.nz)
* Green highlights need to be filled with the relevant data, and yellow bits need to be deleted
* This template is intended to be amended to suit the PIM team needs.

Refer to Appendix F in the *Public Information Management Director’s Guideline* for an example.

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| --- | --- | --- | --- |
| Reference number | **PIM AP [00x]** | Date | [201X-month(xx)-day(xx)] |
| PIM Summary for the | [name here] ECC/EOC | Emergency event |  |
| Prepared by | [name and role] | Approved by | Controller [name] |

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| Overview of PIM response |
| [Insert a brief description of how PIM will be implemented during the response, which must support the concept of operations determined by the Controller. Include the main audiences and level (local, regional, national, international), the main ways of communicating messages (media releases, web pages, social media, Information points, radio, all available etc.), whether the PIM effort is single agency, or multi-agency, and what message topics this PIM team will address.] |
| PIM team |
| **PIM team structure**  [Insert structure diagram] |
| **PIM Manager** [dedicated phone number]  **PIM team Manager 2IC**[dedicated phone number]  **Media Manager** [dedicated phone number]  **Social Media Manager** [phone number]  [Insert other roles as appropriate] |
| The **PIM Team role descriptions** are listed [insert name of document and where to find it, or who to contact]  The **PIM Team roster** is available in [insert name of document and where to find it, or who to contact] |
| **PIM meetings** are scheduled for [insert where, when, topic (if applicable), and attendees] |
| Spokespeople |
| Mayor, general emergency updates, [insert name, contact details, topics and availability]  [Insert additional spokespeople, including their role, topics, name, contact details, and availability] |

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| --- | --- |
| Direct message distribution | Details of the specific sites or types |
| Websites | [Insert name of site and pages, contact people and their details, type of information they will give out, any deadlines (in bold)] |
| Social media | [Insert name of site and pages, contact people and their details, type of information they will give out, any deadlines (in bold)] |
| Helpline | [Insert name of helpline(s), type of information they will give out, contact people and their details] |
| Information points | [Insert name, location, and function of places that include information points, type of information they will give out, the PIM liaison people and their details] |
| Community contacts/meetings | [Insert community organisation, role, name, and contact details of liaison person, type of information they will give out, and scheduled meeting times] |
| [Other- posters/ hand-outs/ SMS (text messaging)/ subscription message service] | [Insert type, how it will be distributed, the type of information they will give out, contact people and their details, and any deadlines (in bold)] |
| Media message distribution | Specific stations or publications |
| Radio | [Insert name of station, contact people and their details, any deadlines(in bold)] |
| TV | [Insert name of station, contact people and their details, any deadlines(in bold)] |
| Newspapers | [Insert name of publication, contact people and their details, any deadlines(in bold)] |
| Media | Schedule |
| Media briefing/conferences | [Include how frequently, location, invitees] |
| Media site visits | [Include how frequently, location, invitees] |
| Interviews | [Include how frequently, location, invitees] |
| Message monitoring | |
| [Include what role is analysing the results of the monitoring; who will the results be reported to, and what actions they will take; what is being monitored, and who is monitoring it.] | |