**INFORMATION**

The Public Information Officers team was staffed with Tim Engrav as Lead PIO2, Ron Sanow as PIO2, Christi Patrick as PIOF(t), a half-day of assistance from Marty Christensen as PIO2, and website and social media posting assistance from Christi Powers as MIFC PIO.

Tim and Ron attended the IMT in-briefing on Friday, June 2, 2017 and completed preparation tasks including the first News Release. Tim arrived on Sunday June 4, 2017 to set up the information desk at Itasca Community College. PIOs staffed the information desk throughout the week. Tasks included: providing customer service to students who needed to find their classrooms; daily updates posted to the mnics.org website and emailed; and some posts to social media (Twitter and Facebook).

Media visits to the Academy included WDIO-TV and KBJR-TV from Duluth, KOZY Radio from Grand Rapids, the Grand Rapids Herald-Review, FOX 21 News from Duluth, and Lakeland News TV from Bemidji. All media interactions provided the opportunity to discuss and use PPE with reporters.

**Highlights of What Went Well**

 The Academy continues to provide a valuable for PIO trainees. As we get some more active PIO2 trainees we need to get them involved in an Academy assignment.

 The Academy provided an opportunity for some PIO trainee task book elements and experience in writing Daily Updates and Information Desk work.

 The PIO staff was sized right for the workload experienced this year and expanded with additional PIOs (Christi and Marty) when needed to help accomplish website, social media, and media site visit tasks.

 The Academy allowed several MNICS PIO2s to continue to develop their group cohesion and collaboration in working relationships while helping out here and there or as needed without adding additional staffing.

 The excellent interaction with other IMT sections was helpful to accomplishing the information function.

**Ways to Improve**

 The Lead PIO2 was also a Unit Instructor for S-203 this year and while that is efficient, the timing of teaching and Academy IMT functions sometimes conflicted. It worked because we had another qualified PIO2 in place to help cover. If only one qualified PIO2 is assigned then they need to stay dedicated to the Academy and working with the PIO trainees.

 We need to prepare a standard Academy email contact list for internal/external contacts that can be updated and used every year.

 Local hotels, the Grand Rapids Chamber/Visitor Bureau, and city officials need to be included on a trapline or external email list so that they can receive the daily updates.

 An Information “Sandwich” Board needs to be ordered and placed outside the entry to the Backes Student Center where PIOs can post maps, daily updates, and Academy announcements.

**Notes for Next Year**

 A roadside banner was not used in 2017. If a new one is made for the future it should include the UMN-NROC logo.

 Minnesota’s elected federal officials are interested in visiting the Academy and seeing how it all works. In the pre-planning for the 2018 Academy it is critical that we reach out and notify the US Senator’s and US Representative’s Offices with advanced notice in case there is interest in some of them visiting. The Academy PIO group would then need to be staffed appropriately for VIP visits which is another great trainee opportunity.