

General Observations – Lessons Learned

1. Have a really great Police PIO
2. Use PIO mutual aid
3. It won't be over the first day
4. Honor your culture
5. If disagree with other agencies, see #4
6. Create, train joint city/police PIO team
7. Constantly monitor needs of community
8. Community partners (hospitals, schools, etc.) are critical
9. You won't have your key players
10. Document incident
11. Likely bigger than public safety
12. ID, create management team: now
13. Use as many tools as possible to reach audiences, maintain unified message
14. Build, maintain media relationships before incident