**[COLLAPSE](https://bblearn.philau.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_11657_1&nav=discussion_board_entry&conf_id=_11961_1&forum_id=_2485_1&message_id=_57891_1)**

Top of Form

1) What are the difficulties encountered in communication from the Public information officers point of view? Put yourself into the PIO role and discuss what you find to be the top 3 issues.

The top three difficulties I think are: (1) communicating through uncertainty, (2) being viewed as the expert, and (3) developing a means to reach the whole population.

The first difficulty arises mostly during crisis situations where information is scant, and doesn’t always have the best credibility.  During an emergency, it is the job of the PIO to interact with the public, answer their questions, assuage their fears, and ensure that they understand the situation and possible preventative actions.  However, doing this when you only have half of the information you should is extremely difficult, and might require you to say, “I don’t know.”

This response is the reason for difficulty number 2.  In an emergency, the PIO becomes the expert, simply because they are the ones talking to the public. There might be a technical specialist behind the PIO, but they are not the ones who talk to the media, or answer questions from citizens.  When a question is asked, the community expects, not only an answer, but an answer that will put their fears to rest, and give them some hope.  They do not want to hear “I don’t know,” and might because angry or upset with the lack of information being given.

At a risk of sounding like we’re beating a dead horse. The final difficulty is everything we discussed in week 7—communicating with marginalized communities, and doing it in a culturally sensitive way.  A study done by Georgia State University, found that over 60% of PIOs have difficulty connecting and collaborating with minority communities, and notice a lack of minority representation in the planning phases (Golding & Rubin, 2011).  They also found that about 40% of PIOs have a difficult time developing culturally relevant materials and message, dealing with literacy challenges, and have trouble communicating with diverse populations (Golding & Rubin, 2011). The survey also asked PIOs to list what types of trainings were necessary to their job.  The types included: tailoring and targeting campaigns to improve the well-being of diverse individuals, methods for developing high credibility in diverse communities, and incorporating input from diverse cultural, racial, ethnic, linguistic and economic communities (Golding & Rubin, 2011).  Seeing this study made me realize that what we talked about in week 7 are actual issues PIOs currently face.  Understanding, including and targeting marginalized communities is a difficult task, but must be done because, as the PIO, it is your duty to communicate with all citizens.

2) The public campaign I’m focusing on stems from this video. Please watch it before reading my response because I try hard not to give any spoilers away, and the response might not make sense without watching.

<https://www.facebook.com/itsokaytobesmart/videos/1067027756728221/>

I saw this on Facebook and it immediately evoked a powerful emotion.  I can’t quite put a name to the emotion I felt, but I felt mad at myself for not noticing anything besides the main guy’s journey.  While watching I had no idea where the story was going or what the goal of the video was, so I was sucked into the journey of the kid.  When I got the wool pulled over my eyes, I realized just how narrow visioned I was being.  I think this video did a great job at impacting me and driving me to change.  Even if that change is just spreading the word more.  I plan to use this video as my idea for my PSA due in a few weeks.  I really love the way it was done, but maybe something missing was during the review of all the actions we missed, there could have been some text explaining the sign, since the video is saying “it’s preventable if we just know the signs.”

Golding, L., Rubin, D. (May, 2011). *Society for Public Health Education.*Volume 12, No. 3. Pg 406-413.Doi: 10.1177/1524839909344185. Retrieved from: http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.901.8232&rep=rep1&type=pdf

Bottom of Form