

Media Relations Manager

Position Description

The Media Relations Manager is assigned to the Oversight Team, oversees LAC (Local Assistance Center) Communications Specialists and reports to the Oversight Manager. The Media Relations Manager updates the Oversight Manager and Cal EMA LAC Coordinator on all media involving LACs. The Media Relations Manager also provides guidance for handling media requests.

Responsibilities

1. Coordinate, maintain, and communicate media updates received from LAC Communication Specialists to the Oversight Manager and Cal EMA LAC Coordinator
2. Know all requests for interviews and work with LAC Communications Specialists to accommodate
3. Coordinate LAC Media press releases
4. Direct LAC Communications Specialists to provide regular updates to media
5. Keep the Oversight Manager aware of all interviews
6. Provide guidance for handling media requests to Oversight Manager

Activation Phase Actions

- Notify regular supervisor of LAC work schedule
- Review position responsibilities and clarify any issues regarding authority or assignment
- Check in with Oversight Manager
- Verify contact information
- Develop and distribute procedures for handling media inquiries
- Facilitate public awareness of the opening, closing and status of LACs
- Ensure Communications Specialist is present to handle media questions

Operational Phase Actions

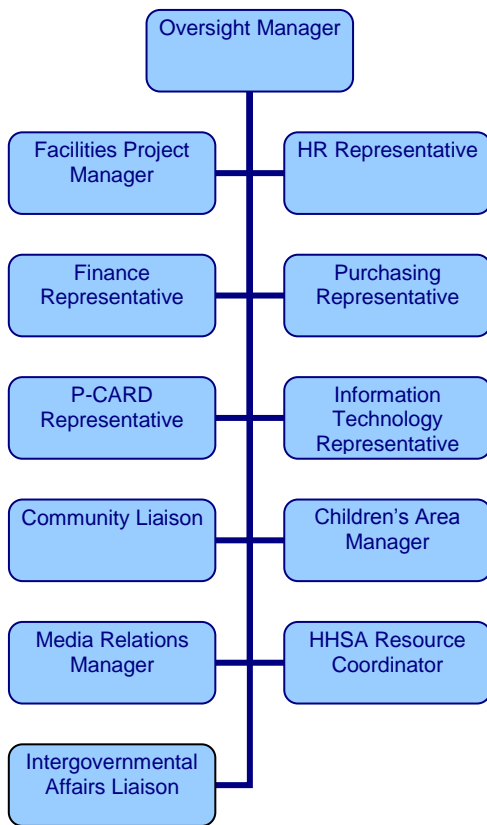
- Review position responsibilities
- Attend ongoing situation briefings
- Coordinate the re-launch and continuous updating of the County's Recovery Web site: sdcountyrecovery.com
- Coordinate emergency Web site updates with the County's Web Content Manager or designee
- Facilitate LAC visits by elected officials and the press
- Monitor media coverage of recovery-related issues
- Report recovery-related media contacts to Oversight Manager and Recovery Manager/Coordinator
- Evaluate public announcements and media releases
- Function calmly in situations requiring a high degree of sensitivity, tact, and diplomacy

Deactivation Phase Actions

- Work with Oversight Team to develop Demobilization Plan
- Participate in the Demobilization Plan
- Ensure that any open actions are handled by the appropriate person
- Ensure that all required forms and reports are completed
- Contact any of your department/agency staff that had been scheduled to work in the LAC and notify them of deactivation
- Contact your regular supervisor and notify him/her of deactivation
- Leave forwarding information, including pager or cell numbers and email
- Participate in the LAC After Action Report

Organizational Structure

LAC OVERSIGHT TEAM



LAC TEAM

