



Position

Public Information Officer

Position Reports To

ACS Deputy Director; IC when deployed

Position Summary

The PIO is the primary ACS interface with the media and provides direction to ACS membership to maximize public awareness of our mission and activities.

Duties and Responsibilities

- Establishes and maintains a list of media contacts in the local area; strives to establish and maintain personal contact with appropriate representatives of those media (e.g., editors, news directors, science reporters, etc.)
- Becomes a contact for the local media and assures that editors/reporters who need information about Seattle ACS Amateur Radio know where to find it.
- Works with Seattle Government Liaisons to establish personal contacts with government officials where possible and explain to them, briefly and non-technically, about ASC Amateur Radio and how it can help their city departments.
- Keeps informed of activities by ACS members and identifies and publicizes those that are newsworthy or carry human interest appeal. (This is usually done through news releases or suggestion for interviews or feature stories).
- Attempts to deal with and minimize any negative publicity about ACS Amateur Radio members and to correct any negative stories which are incorrectly ascribed to ACS Amateur Radio operators.
- Generates advance publicity through the local media of scheduled activities of interest to the general public including ACS meetings, Field Day operations, etc.
- Helps prepare an emergency response PR kit, including general brochures on ACS Amateur Radio. Distribute them to City of Seattle served departments before an emergency occurs. During emergencies, these kits should be made available to reporters at the scene or at a command post. The PIO should help summarize ACS Amateur Radio activity in an ongoing situation, and follow up any significant emergency communication activities with prompt reporting to the media of the extent and nature of ACS Amateur Radio involvement.
- Help ACS Members to develop and promote good ideas for community projects and special event to display ACS Amateur Radio to the public in a positive light.
- In times of a declared emergency answers to the ACS Mission Incident Commander under the ICS system to disseminate appropriate information on the ACS contribution to the mission efforts, acting as the team's point of contact to the media.
- Act in accordance with the ACS Standards of Professional Conduct at all times and perform other related duties as required.

Knowledge, Skills, and Abilities

- Experience with media highly preferred.
- Good written and verbal communications skills.
- Solid understanding of the operation of ACS.
- Ability to creatively solve problems within the overall goals and practices of ACS.
- Willingness and ability to work in ambiguous and quickly changing situations.



Training, Licensing and Registration

- Achieve ACS Readiness 1 training within 1 year of appointment.
- This position requires the following FCC amateur radio license: Technician
- This position requires a Seattle PD background check.
- This position requires registration with the State Department of Emergency Services.

For Further Information

For further information and to submit suggestions for improvement, contact the author, Jim Doub