

## JIC - Media Relations Lead

**Mission:** The Media Relations Lead is responsible for assessing, monitoring and managing all media needs. The Media Relations Lead is also responsible for organizing and assigning staff to the following tasks: News Desk, Media Liaison, Deputy/Field PIO, and Media logistics.

Date: _____ Start: _____ End: _____ Position to Report to: _____			
Signature: _____			Initial: _____
Command Center Location: _____		Radio Title: _____	Fax: _____
Telephone: _____		Cell/Pager: _____	Email: _____

<b>Immediate (Operational Period 0-2 Hours)</b>	<b>Time</b>	<b>Initial</b>
Receive appointment/ instruction from the JIC PIO Lead and/or JIC Manager.		
Obtain situational briefing from JIC PIO Lead and/or JIC Manager.		
Read this entire job action sheet, review JIC Org Chart and put on vest.		
Review media objectives with JIC PIO Lead and/or JIC Manager, including deadlines.		
Work with JIC PIO Lead to establish frequency of the release of information and/or media briefing sessions.		
Prioritize and assign tasks and activities to work team members for News Desk, Media Liaison, Deputy/ Field PIO, and Media Logistics.		
Oversee work team members to ensure that tasks are carried out and review work progress.		
Instruct News Desk to establish a secured media phone and notify news media about phone line for media only.		
Ensure that News Desk promptly answers and returns all media calls and logs media calls, inquires and requests on media log. News Desk should update and maintain media contact numbers, if necessary.		
Consult with Research/Writing Unit to develop media advisories, releases, talking points, and press packet materials and obtain approvals from the JIC PIO Lead and/or JIC Manager.		
Review release of information to media with the JIC PIO Lead.		
Assign and deploy Deputy/Field PIOs to handle on-site media in the field, if necessary.		
Prepare and provide status reports on media activities, including JIC and field operations as needed to JIC Manager and staff.		
<b>Intermediate (Operational Period 2-12 Hours)</b>	<b>Time</b>	<b>Initial</b>
Work with JIC PIO Lead and/or JIC Manager to assess media needs and organize resources to fulfill those needs.		
Assign news desk to prioritize and respond to media calls, requests and inquiries and maintain media log.		
Obtain approval from the JIC PIO Lead and/or JIC Manager to release of information to media as needed.		
Instruct Media Liaison to distribute approved information to the news media, JIC unit staff, and deputy/field PIOs via fax, email, hardcopy, press packets, etc.		
Work closely with the Deputy/ Field PIOs to obtain and provide situational reports from the field.		
Provide direction and guidance to Deputy/ Field PIO on handling on-site media at field locations, including approving release of information as appropriate.		
Ensure that the Deputy/Field PIO receives copies of all current and updated media advisories, releases, talking points, and all other public information materials that are		

being distributed.		
Instruct Media Logistics to set up briefing area for news conferences under the direction of the JIC PIO Lead and/or JIC Manager.		
<b>Extended (Operational Period Beyond 12 Hours)</b>	<b>Time</b>	<b>Initial</b>
Work with JIC PIO Lead and/or JIC Manager to assess media needs during a prolonged event and organize resources to fulfill those needs.		
Ensure physical readiness through proper nutrition, water intake, rest, and stress management techniques		
Observe work team members for signs of stress or atypical behavior. Document and report concerns to PIO.		
Instruct team members to continue to carry out tasks for News Desk, Media Liaison, Deputy/Field PIO, and Media Logistics as needed.		
Continue to provide status reports to JIC PIO Lead and/or JIC Manager.		
Continue to obtain status reports from JIC and PIO field operations staff		
Continue to provide informational updates to news media as needed.		
Document media activities and media requests on log form.		
At shift change, provide detailed status report and all written materials to replacement staff.		
Evaluate Media Relations Unit operations.		
<b>Demobilization/System Recovery</b>	<b>Time</b>	<b>Initial</b>
Obtain final reports and documentation from work team members to prepare final briefings.		
Assist in deactivation procedures as needed.		
Ensure return of all equipment and supplies, including all assigned incident command equipment.		
Document observations, lessons learned and recommendations for improvements for possible inclusion in the After Action Report.		
Brief JIC PIO Lead and/or JIC Manager with the final status reports upon deactivation of position.		
Submit media logs, contact lists, and any other status documentation to PIO.		
Participate in or provide information for after-action debriefings.		
Conduct post-event evaluation.		
<b>Document/Tools</b>		
<ul style="list-style-type: none"> <li>- Crisis Emergency Risk Communications Operational Manual</li> <li>- Supplemental background info/ materials.</li> <li>- Jump drives with JIC and Risk Communication Documents</li> <li>- JIC staff org chart, Job Action Sheets, &amp; Roles/Responsibilities list</li> <li>- EOC communications directories</li> <li>- Field Maps</li> <li>- Key Contact Lists</li> <li>- Media Contact Lists</li> <li>- Press conference equipment and supplies</li> <li>- Media Contact Logs</li> <li>- Media Sign-In Sheet <ul style="list-style-type: none"> <li>o Media Advisory and Media Release Template</li> <li>o Media briefing and press conference checklist</li> </ul> </li> </ul>		