



Missing In America Project

www.miap.us

NATIONAL DIRECTOR
FRED SALANTI
2874 Sandlewood St
Redding, CA 96001
530-229-9000

NATIONAL VICE PRESIDENT
LINDA SMITH
PO Box 1757
Lake Ozark, MO 65049
573-528-6930

PUBLIC INFORMATION OFFICER

JOB DESCRIPTION

The primary function of the Public Information Representative of the Missing In America Project, is to develop, implement and maintain an effective public information program on both State and Nationwide basis; serve as the Organizations primary media liaison; develops positive press releases to the media; provides support to the Board of Directors in development of newspaper columns. Work includes professional application of research and writing skills, selecting news media, preparing and releasing material, and preparing various periodic reports.

Tasks:

Respond to requests for information from the media or designate another appropriate spokesperson or information source.

Prepare or edit organizational publications for internal and external audiences.

Engage in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media.

Researches media for relevant articles or interviews and for opportunities to place articles about the Organization and its accomplishments, to assure that the MIAPs' key messages reach the public; provides advice to the Board of Directors in the management of public information issues.