



**American
Red Cross**
Greater Rochester Chapter

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Greater Rochester Red Cross Public Affairs On-Call Overview

Since 1891, the American Red Cross of Greater Rochester New York has given relief to victims of disaster and helped our community prepare for, respond to, and recover from emergencies. We serve Monroe and West Ontario Counties. As a Regional Chapter, we also provide guidance to surrounding community Chapters in Yates, Wayne, Livingston, and Seneca Counties.

Each year we help more than 1,100 residents in Monroe and West Ontario County alone after disasters by giving them free emergency assistance. We also work with organizations and emergency responders so that whenever disaster strikes, our community is ready to respond – together. More than 2,200 volunteers of all ages and backgrounds make the local work of the Red Cross possible. Volunteers serve all levels, including local and national disasters.

The Greater Rochester Red Cross is working to strengthen its local Public Affairs Team by recruiting qualified PRSA communications professionals to volunteer for its Disaster & Emergency Service On-call Public Affairs Team (DPAT). Public Affairs is a vital part of fulfilling our mission to the community. PRSA Red Cross Public Affairs volunteers will aide the Chapter with its media relations on-call response efforts by reporting Red Cross services to the local media after hours (5 p.m.-7 a.m.) via phone.

Red Cross Disaster Service volunteers respond to every disaster in the Greater Rochester area to offer services of shelter, food, clothing, counseling and more to disaster victims. The purpose of Red Cross Public Affairs sharing information with the media when we provide services is so they in turn report to the community how the Red Cross provides disaster relief services in Greater Rochester (Monroe & West Ontario Counties) nearly everyday. It's imperative to let people know that the Red Cross is good stewards of donated dollars and to show community members how their contributions are being used.

When Disaster Action Team (DAT) volunteers get called to the scene “after hours” (5 p.m. to 7 a.m.), the DPAT Volunteer on-call is advised of the situation via a phone call. Public Affairs volunteers **will not respond to the scene.** They connect with DATs by calling them to get an update and report to the media any services the Red Cross is providing to disaster victims.

Current volunteer opportunities include:

- Disaster Public Affairs Team (DPAT) – media relations on-call support for local disasters –one week 5 p.m. to 7 a.m. including weekends.
- Training to respond to local and national large scale disasters.

In the event of a large-scale disaster that requires a Red Cross Public Affairs employee to respond, the Public Affairs Volunteer on-call will call the Communications Manager to take over.

If you are interested in becoming a part of the Red Cross Disaster & Emergency Service On-call Public Affairs Team please contact Nadine Krimow, Communications Manager at info@grcarc.org and put Disaster Public Affairs Team in the subject line.

The Greater Rochester Chapter serves Monroe and West Ontario Counties



Partners in Fund Raising

DISASTER PUBLIC AFFAIRS VOLUNTEER POSITION DESCRIPTION
American Red Cross Greater Rochester, NY

Location	Remote volunteer
Position Title	Public Affairs Team Volunteer – External Relations
Purpose	The PAT volunteers will support Greater Rochester Chapter with on call communications efforts and report to the Chapter Advancement Department. The primary purpose is to create a team of volunteer communications professionals to assist the chapter with on call media relations.
Key Responsibilities	<ul style="list-style-type: none"> • Willingness to support Red Cross Mission. • Willingness to be on call from 5 p.m. to 7 a.m. for overnight disaster calls Red Cross volunteers respond to and report Red Cross services to media. • Media relations – contacting media to advise of Red Cross DAT response after a disaster. • Action Call Center calls PA volunteer to report Red Cross DATs deployed; PA contacts DATs and reports Red Cross services to media. • PA volunteer reports evening's activities to Chapter Advancement Communications Manager • In the event of a large scale disaster, PA volunteer contacts Chapter Advancement Communications Manager to handle/deploy
Relationships	CA Communications Manager & Director, DAT volunteers, DES staff, local media, community, clients.
Qualifications	<ul style="list-style-type: none"> • Good communication skills • Media relations experience • Ability to interact with people • Organized • Dependable
Training	New Volunteer Orientation DSHR – Human Resources Training Disaster Public Affairs Overview Fundamentals of Disaster Public Affairs: the Local Response – November Training? On-going training to update information
Appointed by	Chapter Advancement Communications Manager
Reports to or Partners with	Chapter Advancement Communications Manager
Length of Appointment	6 months – renewable
Time Commitment	1 week per month
Development Opportunities	<ul style="list-style-type: none"> • Community Development - Connect volunteers to meaningful Red Cross duties and positions • Career Development - Various Red Cross training and certification opportunities • Get trained to be deployed locally & nationally to large scale disasters.

I understand the responsibilities and qualifications of this position, and agree to fulfill them to the best of my ability.

Print Name

Signature
Revised: November 3, 2009

Date