

New Year brings Todd Leitz to MSLA

Todd Leitz tapped as MySafe:LA Public Information Officer.

(January 1, 2013 -- Los Angeles) MySafe:LA, the fire and life-safety public education partner of the Los Angeles Fire Department, announces the hiring of Todd Leitz as Public Information Officer.

“Todd is a valuable addition to our team,” said MySafe:LA Executive Officer David Barrett. “With his background in the news media, city government and emergency services, Todd is a perfect fit for our organizational goal of spreading the safety messages as widely as we can.”

As Public Information Officer (PIO), Leitz is responsible for making sure MySafe:LA effectively communicates its message to the people of Los Angeles, including the Los Angeles Fire Department, the city's political apparatus, and the Los Angeles Unified School District.

“My goal is to make MySafe:LA the go-to source for fire and life safety information in Southern California,” said Leitz from his office in the LAFD’s Frank Hotchkiss Memorial Training Center. “We have the tools, resources and expertise to effectively educate a diverse population about the multi-risk environment in which we live.”

Leitz comes to MySafe:LA after spending two years as Press Deputy/Communications Director for the office of Los Angeles 4th District City Councilman Tom LaBonge, whose commitment to preparedness and public safety is well-known.

Leitz is also a certified Emergency Medical Technician in Los Angeles County and has spent time as a member of an LA-based ambulance crew for American Medical Response, one of the world’s largest private ambulance companies.

Leitz is perhaps best known as a reporter and anchor for the Los Angeles all-news radio station KNX 1070, where he worked for ten years and covered many critical incidents, such as the response to 9-11, huge California wildfires and major earthquakes.

“I’m very excited about this next challenge,” said Leitz, who also joins MySafe:LA fire-safety educators for presentations at Los Angeles schools. “Being the Public Information Officer at MySafe:LA blends all of my experience, skills and strengths to hopefully make the people of Los Angeles more knowledgeable, more prepared and, ultimately, safer.”

MySafe:LA is an independent 501-(c)(3) that covers a wide range of issues, including residential fire safety, wildfires, earthquakes, burns, floods, accident and injury prevention, pet/animal safety, carbon monoxide awareness as well as holiday and seasonal safety issues such as Fourth of July Fireworks safety and Christmas tree fires.

**MySafe:LA**

Media Contact:

Todd Leitz

Public Information Officer

Mobile: 213.379.0021

Email: todd.leitz@mysafela.orgHelp Support **MySafe:LA** **DONATE**