

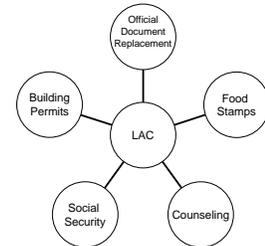
Local Assistance Center (LAC)

Communications Specialist Training

LAC Just-In-Time Training

Mission

- LACs provide a centralized location for services and resource referrals for disaster-caused needs, assistance and guidance following a disaster or significant emergency.



Communications Specialist Position Description

- Handle Media
 - Handle media requests and responses. If resources permit, be onsite during the first two weeks of opening. Following the initial two weeks, visits will be determined by media and VIP visits.
- Assist
 - Assist the LAC Manager with guidance on how to answer or respond to media requests. This might include writing talking points and conducting interviews.

Communications Specialist Position Description

- Coordinate
 - Coordinate VIP visits and reports back to the Joint Information Center (JIC) or the Recovery Center Media Relations Manager.
 - Coordinate with the Joint Information Center LAC updates, such as services offered and hours operated, to keep the media informed with official releases. Be sure to include any positive or negative situations that could become newsworthy.
- Draft
 - Draft LAC press releases and submit to Joint Information Center for release. All press releases should be disseminated by Joint Information Center.

Quick Tips

- Sign in
- Obtain Communications Specialist Vest
- Check in with LAC Manager
- Be sure your message is unified with the overall response from the Joint Information Center
- Review the Communications Specialist Checklist

Good Luck

- Remember, the Communications Specialist is responsible handling media contact and providing assistance to the LAC Manager during VIP visits.
- At the end of the shift sign out and return the vest.
- Thank you for your commitment.