Local Assistance Center (LAC)

Oversight Positions

Media Relations Manager

Training

Oversight Team Purpose

The Oversight Team is responsible for the initial planning activities of the LAC(s) and ongoing decisions. The team ensures that disaster relief efforts are provided in a standardized and consistent manner throughout all LAC operations. The team activates and directs the activities of the LAC through the LAC Manager.

Media Relations Manager Position Description

- Coordinate
  - Coordinate media updates received from the LAC Team Communication Specialist to the Oversight Manager and Cal EMA LAC Coordinator.
  - Coordinate LAC Media press releases.
  - Coordinate with the County’s Web Content Manager for the re-launch and continuous updating of the County’s Recovery Website: sdcountyrecovery.com

- Manage
  - Direct LAC Team Communications Specialist to provide regular updates to media.
  - Work with LAC Team Communications Specialist to accommodate all requests for interviews.
  - Ensure a media representative is present to handle media questions.

Media Relations Manager Position Description

- Report
  - Keep the Oversight Manager aware of all interviews.
  - Provide guidance for handling media request to the Oversight Manager.
  - Facilitate public awareness of the opening, closing, and status of the LACs.

Quick Tips

- Check in with Oversight Manager
- Communicate with LAC Team Communications Specialist
- Review Media Relations Manager Checklist

Good Luck

- Remember, the Media Relations Manager is responsible for providing guidance for handling media to create and distribute a unified message.
- Thank you for your commitment.