

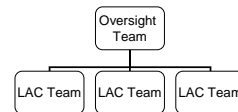
Local Assistance Center (LAC) Oversight Positions

Media Relations Manager Training

LAC Just-In-Time 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.