



**ROLE**

**DESCRIPTION**

**SHEETS**



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ROLE DESCRIPTION SHEET

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## LA County Fire Chief

You are the head Fire Chief for Los Angeles County. You are a veteran of the force and are no stranger to wildfires and the damage they cause. You feel responsible for all the residents in Los Angeles County and are regarded as the more personable one between you and the LA County Sheriff. You are always willing to help out the community, and they show their appreciation to you.

You live in the Malibu area close to the Malibu Mayor. You are good friends with the Mayor and your other neighbors. You are well connected to the Los Angeles County Sheriff because you must work closely together to make decisions. You also maintain a strong line of communication with the Joint Information Center (JIC). You all need each other to help the most people.

### **Background:**

You work with the LA County Sheriff to decide when to release evacuation orders. You also need to respond to information you receive from the field promptly. Sometimes you must decide where to send firefighting teams. You also must stay up-to-date on where the fire is and where it is heading based on information provided to you.

### **Goals:**

1. You want to protect the residents of Los Angeles County.
2. You need to organize the information you receive in-order-to help the community best understand what is happening and what they need to do to stay safe.
3. You want to provide factual information as fast as possible in order to lead the fire response and provide residents with information they can use to make decisions.

### **Relationships:**

Joint Information Center: You like the JIC team and enjoy collaborating with them. You are especially fond of the PIO - VC EOC.

Red Cross Team: You get along with the Red Cross Team and respect what they bring to the events.

Malibu Mayor: You are good friends with and a neighbor of the Malibu Mayor. You want him/her to succeed as Mayor and protect the residents of Malibu. You will provide him/her with information and guidance as needed during a crisis situation.

LA Herald News Reporter: You have worked with the LA Herald News Reporter for a long time. You feel the LA Herald News Reporter is fair with you and does not post untrustworthy information. He/she keeps the fire department in a positive position in the news.

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## LA County Deputy Fire Chief

You are the Deputy Fire Chief for Los Angeles County. As a long-standing employee, you are happy in your position. You do not want to be the Fire Chief. You do not like dealing with the public, the press, or any politicians. Your avoidance to these groups has led others to think you are arrogant. You feel misunderstood.

You like to focus on getting the job done for Los Angeles County. You have lived in Los Angeles for your whole life. You have had offers to be the Fire Chief in other areas, including Oxnard, but turned them down every time. Your son and daughter both want to join the fire department when they graduate from college. You are proud of them, but worried as it is dangerous work.

You want to retire in the next 5-8 years. No one knows this. You are starting to plan your post-retirement life. You will stay in Los Angeles but want to travel a lot.

### **Background:**

As the Deputy Fire Chief, you are responsible for making logistical decisions on emergency and fire response. You assess the emergency situations and recommend where resources should be placed. You collaborate with the LA Fire Chief, LA Sheriff and the Joint Information Center (JIC) during emergency events.

### **Goals:**

1. Deploy fire and emergency response resources to respond to crisis events.
2. Protect the residents and infrastructure of Los Angeles County during emergency events.
3. Increase the public trust in the LACFD.

### **Relationships:**

Joint Information Center: You have a working relationship with the JIC during crisis situations. You try and work the most with the LA EOC so he/she will come to you first.

Red Cross Team: You respect the entire Red Cross team and you communicate with them about the shelter services they provide during crisis situations.

LA Herald News Team: You avoid the LA Herald and all news teams as long as you can. You do not like it when they interfere with your crisis meetings.

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## LA County Sheriff

You are the LA County Sheriff. You are an elected leader. When a natural disaster occurs, people in Los Angeles turn to you. You are direct in your interactions, not allowing any emotion to get involved. You share exact information openly and are honest to make sure the public, news, and other government organizations know what is going on and what your views are.

### Background:

You are the lead law enforcement official in Los Angeles County. You rely on your 20+ years' experience to make critical decisions. You are the leading voice in deciding on evacuation notices in natural disaster events.

You work with the Fire and Operations team to make critical decisions. You want to have final say because you know what is best for Los Angeles County. You will respect the Ventura County Sheriff's decisions, but will not allow anyone from Ventura County to dictate what you should do.

### Goals:

1. Your goal is to keep the residents of Los Angeles County safe.
2. You want to be seen as the open and honest law enforcement leader the county needs and trusts.
3. You want the public to trust you and know you have their best interests in mind when you make decisions.
4. You want to make quick and effective decisions.
5. You want to ensure your re-election as LA County Sheriff.

### Relationships:

Joint Information Center: You have a working relationship with the JIC during crisis situations. You find the PIO for Public Works to be the most helpful and forthcoming with information that affects the community.

Red Cross Team: You respect the entire Red Cross team and you communicate most with the Communications Lead about the shelter services they provide during crisis situations.

Malibu Aerospace and Defense VP: You respect the Aerospace and Defense Vice President for his/her military service. You see his/her experience as similar to yours in law enforcement. He/she is the closest relationship you have with any of your neighbors.

Malibu Mayor: You are responsive to the Malibu Mayor's reach-outs. Since you live in Malibu, you are interested in what is going on in the Malibu community.

Gilley Horse Ranch Foreman: You have known the Gilley Horse Ranch Foreman for many years. You have had five horses at the ranch for training in the past and know the foreman to be reliable and one of the best trainers in the area. Horses: Trigger, Dynamite, Jack, Cisco, Buddy.

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## Ventura County Fire Chief

You are the Fire Chief with the Ventura County Fire Department (VCFD). You are a career firefighter who has risen to the rank of Fire Chief after many years of progressive promotions. You are aggressive in getting what you want. You want people to know you are in the room and making effective decisions.

You have led firefighting teams through numerous wildfire and earthquake events in Ventura County. You are proactive in ensuring evacuation orders are released in emergency situations as fast as possible to give the public notice. But, you will only release evacuation orders when you feel they are absolutely necessary. You do not want to place the public in a crisis if you do not have to.

You are a state certified paramedic, a master instructor for California state fire training, have a California Chief Officer certification, and completed the Executive Fire Officer Program at the National Fire Academy.

### **Background:**

As the Fire Chief, you are responsible for making tactical decisions on emergency and fire response. You assess the emergency situations and recommend and post evacuation and emergency warnings. You collaborate with the Ventura County Sheriff and the Joint Information Center (JIC) during emergency events.

### **Goals:**

1. Deploy fire and emergency response resources to respond to crisis events.
2. Post effective emergency and evacuation messaging in a rapid manner.
3. Protect the residents and infrastructure of Ventura County during emergency events.
4. Increase the public trust in the VCFD.

### **Relationships:**

Joint Information Center: You collaborate well with the people in the JIC as you know they have a stressful position during crisis situations. You respect their calm demeanor.

Red Cross Team: You feel the Red Cross does not get the respect they deserve. You prefer to work with the Communications Lead and feel he/she always comes through in helping the community.

Ventura Courier News Editor: You have gotten to know the Ventura Courier News Editor from doing various charity events together over the years. You are fine with providing information to him/her during crisis situations as you know he/she can be trusted to broadcast the information the public needs.

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ROLE DESCRIPTION SHEET

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## Ventura County Deputy Fire Chief

You are the Fire Chief with the Ventura County Fire Department (VCFD). You are a career firefighter who has risen to the rank of Fire Chief after many years of progressive promotions. You are aggressive in getting what you want. You want people to know you are in the room and making effective decisions.

You have led firefighting teams through numerous wildfire and earthquake events in Ventura County. You are proactive in ensuring evacuation orders are released in emergency situations as fast as possible to give the public notice. But, you will only release evacuation orders when you feel they are absolutely necessary. You do not want to place the public in a crisis if you do not have to.

You are a state-certified paramedic, a master instructor for California state fire training, have a California Chief Officer certification, and completed the Executive Fire Officer Program at the National Fire Academy.

### **Background:**

As the Fire Chief, you are responsible for making tactical decisions on emergency and fire response. You assess the emergency situations and recommend and post evacuation and emergency warnings. You collaborate with the Ventura County Sheriff and the Joint Information Center (JIC) during emergency events.

### **Goals:**

1. Deploy fire and emergency response resources to respond to crisis events.
2. Post effective emergency and evacuation messaging in a rapid manner.
3. Protect the residents and infrastructure of Ventura County during emergency events.
4. Increase the public trust in the VCFD.

### **Relationships:**

Joint Information Center: You have a working relationship with the JIC during crisis situations. You try and work the most with the VC EOC so he/she will come to you first.

Red Cross Team: You respect the entire Red Cross team and you communicate with them about the shelter services they provide during crisis situations.

Ventura Courier News Team: You keep a distance from the Ventura Courier News. But you want them to promote your name in the news so you can get more notoriety.

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## Ventura County Sheriff

You are the Sheriff for Ventura County. You are in your second term as sheriff, re-elected by a wide margin in the last election. You have realized your goal of being the sheriff and look to continue into a third term in the future.

You promote a collaborative team effort that is centered on accountability and transparency for all law enforcement. You have a Masters in Emergency Services Administration from California State University at Long Beach and talk about the value of education a lot. You started your career as a police officer in Simi Valley. You left before returning to Ventura County, working in Oxnard. You are pleasantly kind in meetings, preferring to lead by example.

You have a good relationship with the Ventura Courier news team. You share emergency information with them and the public. You do not appreciate the other news services. In your free time, you enjoy riding horses. You keep your personal horse and the Sheriff's office horses at the Gilley Horse Ranch near Bell Canyon.

### **Background:**

You lead the law enforcement response to emergencies in Ventura County. You work closely with the Ventura County Fire Chief and the Joint Information Center to ensure emergency messaging is provided quickly and accurately to the public.

### **Goals:**

1. Provide effective emergency messaging on social media.
2. Be trusted by the public, news, and government for providing important emergency information.
3. Protect the residents and animals of Ventura County.
4. Maintain the trust of the public.

### **Relationships:**

Joint Information Center: You have a working relationship with the JIC during crisis situations. You find the PIO for Public Works to be the most helpful and forthcoming with information that affects the community.

Red Cross Team: You respect the entire Red Cross team and you communicate most with the Communications Lead about the shelter services they provide during crisis situations.

Ventura Courier News Team: You work well with the Ventura Courier News Team. They are the news organizations that you will give more information to, as long as they do not betray your trust. You are partial to the News Reporter.

Gilley Horse Ranch Team: You board your horse, Bullet, at the Gilley Horse Ranch and bring the Ventura County Sheriff's horses there for training. You respect the Gilley Horse Ranch - Foreman and the Ranch Hand for their training skills and their care. Ventura County Sheriff horses at the ranch: Ranger, Eli, Red.

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## Oxnard Fire Chief

You are the Oxnard Fire Chief. You were appointed by the Oxnard City Manager to modernize the city's fire operations and improve community collaboration. You are effective in using a modest budget for the Oxnard Fire Department.

You previously worked with the Burbank Fire Department as Deputy Fire Chief. Your performance there led you to be recruited by Oxnard. You are a life-long learner, working on your MBA at Coastal University. You have a Bachelor's Degree in Fire Protection Administration and a Chief Fire Officer certification from the Center for Public Safety Excellence.

Your community reach-out efforts have been well received by the residents of Oxnard. You have built a good relationship with Naval Base Ventura County – Point Mugu (NBVC Point Mugu), specifically the NBVC Community Director. You sometimes feel you are left out of decisions by the Ventura County Sheriff and Fire Department as they see you as focusing only on Oxnard.

### **Background:**

As the Fire Chief, you are responsible for the fire response to any fire emergencies in Oxnard. You work with Naval Base Ventura County and the Ventura County Fire Department to support emergency events. You are respected by your peers. They know your priority is to protect Oxnard first.

### **Goals:**

1. Protect the residents and infrastructure (buildings and roads) in Oxnard.
2. Release emergency information in a timely manner for the residents.
3. Be trusted by the public and your peers in the news and government organizations for posting social media messages that are informative and supportive.

### **Relationships:**

Naval Base Ventura County (NBVC) Point Mugu Emergency Management Team: You work well with the entire NBVC Team. The Naval Public Affairs Officer is your official first point-of-contact for any coordination needed during crisis situations that affect the city of Oxnard. But, you have a stronger relationship with the Naval Community Director and prefer working with him/her.

Red Cross Team: You have had some issues with the Red Cross Communications Lead because you feel he/she is overly focused on Ventura and LA County. You work better with the Human Shelter Lead.

Hardware Store Manager: Your team regularly shops here and you get a discount.

Fast Food Manager: The fast food manager always has his/her team take care of you and the firefighters when you come in for lunch or dinner.

Gas Station Manager: You have had discussions with the Gas Station Manager about education as you are working on your MBA and he/she wants to go to law school.

LA World News Reporter: You lived near the LA World News Reporter when you were part of the Burbank Fire Department. He/she has always been supportive and you maintain the friendship to this day.

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## Oxnard Deputy Fire Chief

You are the Oxnard Deputy Fire Chief. You are new to the department, having been hired 6-months ago. You grew up outside San Francisco and were a firefighter in Mountain View. You miss the Bay Area, but this was an opportunity that you could not pass up. You know you beat out a lot of other potential applicants.

You have made a concerted effort to be out in the community. You want everyone to know that you and the Oxnard Fire Department are there for them. Everyone has found you to be personable and friendly. You feel you have made a positive impact in a short time.

You have three dogs that you moved down to Oxnard and enjoy taking them to the beach. You are anticipating your first fire season in Southern California and hope that it is mild.

### **Background:**

As the Deputy Fire Chief, you are responsible for resources and logistics for any fire emergencies in Oxnard. You work with Naval Base Ventura County and the Ventura County Fire Department to support emergency events.

### **Goals:**

1. Protect the residents and infrastructure (buildings and roads) in Oxnard.
2. Release emergency information in a timely manner for the residents.
3. Be trusted by the public and your peers in the news and government organizations for posting social media messages that are informative and supportive.

### **Relationships:**

College Park Stores Team: You have quickly gotten to know the managers at the College Park Shopping Center. You like all of them and what they provide to the community. They have provided contacts for other service people in the area that you can use when needed. The Grocery Store Manager has been especially kind and seems to have made the extra effort to help you out.

Ventura Courier Social Media Reporter: The Ventura Courier Social Media Reporter has reached out about potentially doing a profile of you as the newest member of the Oxnard Fire Department. You are interested in scheduling this in the near future.

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## Oxnard Mayor

You are the Mayor of Oxnard. A position you have taken very seriously for the past two terms. You are a candidate to be the next Governor of California. This is the position you have wanted since you got involved in politics. You know you face challenges from the Malibu Mayor and the Agoura HOA President. The Malibu Mayor is younger than you and you feel that he/she does not have enough experience. You do not see the Agoura Hills HOA President as a threat.

Before getting involved in politics you were the Fire Chief in Oxnard. You were well respected for your performance in keeping the city and residents safe. You were keenly aware of the financial issues the fire department faced and fought the city to get more fire resources. Now, you are on the other side of the table, trying to justify the budget requests from the Fire Chief. You are friends with the Naval Base Ventura County Command Master Chief, who provides you information when needed.

Your campaign director has advised that you need to be more aggressive in getting your face out there statewide for voters to see. This is a struggle for you as you have a laid-back demeanor.

### **Background:**

As the Mayor of Oxnard, you need to stay up to date on all things involving Oxnard. You need to be available to the community members who reach out to you. You also need to work with your team to gather information and craft statements for the community. You want to be elected the next Governor.

### **Goals:**

1. You want the community of Oxnard to know they can trust you in all situations.
2. You want to protect your family and your home.
3. Be elected Governor of California.

### **Relationships:**

Ventura Courier News: You want to get the Ventura Courier News to endorse you for Governor. You have been respectful to them when they have reached-out to talk.

LA Herald News: You need to get into the LA Herald News to broaden your appeal in the state. Your campaign director has pushed for you to get more press time with them.

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## Malibu Mayor

You are the Mayor of Malibu, serving your first term. You feel a strong need to prove yourself in the position as a leader by best serving your community. Once the Governor recall election was announced, you were eager to be a candidate, feeling you could leverage your Malibu connections to get elected. You are actively campaigning. The Oxnard Mayor is your major challenger in the election, but you feel the election is yours to lose. The other challenger, the Agoura Hills HOA President, you do not see as a threat.

You are a long-time resident of Malibu. You lost your home to the last wildfire. You vowed never to evacuate again. You will stay to fight the fire and save your home. Your home and family are extremely important to you. Rebuilding your home was a hard experience for your entire family. You are neighbors with the Los Angeles County Fire Chief and you rely on him/her for information.

You enjoy living in Malibu and like to be seen with the celebrities in town.

### Background:

As the Mayor of Malibu, you need to stay up to date on all things involving Malibu. You need to be available to the community members who reach out to you. You also need to work with your team to gather information and craft statements for the community. You want to be elected Governor.

### Goals:

1. You want the community of Malibu to know they can trust you in all situations.
2. You want to protect your family and your home.
3. Be elected the next Governor of California.

### Relationships:

LA County Sheriff: The LA County Sheriff has been responsive to your reach-outs. He/she lives in Malibu, so he/she is very interested in what is going on in the Malibu community.

LA Fire Chief: You are a neighbor and good friends with the LA Fire Chief. You know he/she supports you as Mayor and wants you to be successful. He/she provides you with guidance during crisis situations. This may conflict with what the Public Safety Manager provides.

Malibu Film Executive: You know the Malibu Film Executive as he/she are interested in what happens in the community. You want to get to know him/her better, but are hesitant as you see him/her as trying to play you and the Mayor Pro Tem against each other at times to get what he/she wants.

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## Malibu Mayor Pro Tem

You are the Malibu Mayor Pro Tem. You were recently elected by the Malibu City Council by a close vote of 3-2. You were previously elected to the City Council five years earlier. You are excited to be part of the Mayor's campaign for Governor, seeing a future position as part of the Governor's office. A fall back to being the next Mayor of Malibu is fine with you.

You lost your home in the last wildfire. You did rebuild your home, but you will always prioritize your family's safety ahead of material items. You are vocal in the news to make sure Malibu is better prepared for wildfire events and see yourself as an example of following evacuation orders.

Your child is part of the Student News team at Coastal University. He/she is a junior and you are hoping he/she will go into a career of public service. You actively try to keep them knowledgeable of Malibu and local politics.

### **Background:**

As the Malibu Mayor Pro Tem, you work with the Mayor and his/her team to set the local laws and ordinances in the city of Malibu. You provide direction during emergency events. You post transparent information on social media that the residents can use to make critical decisions.

### **Goals:**

1. Ensure the residents of Malibu trust you in all situations.
2. Protect your family and your home and the Malibu community.
3. Become the next Mayor.

### **Relationships:**

Coastal U Junior Reporter: Your child is the Coastal U Junior Reporter. You exposed him/her to the Government process and he/she calls to talk to you about issues.

Malibu Film Executive: You know the Malibu Film Executive as he/she lives in your neighborhood in Malibu. You enjoy hearing his/her stories about Hollywood. You know he/she can come across as arrogant at times and will try to play you and the Mayor against each other to get what he/she wants.

Malibu History Professor: You are neighbors with the Malibu History Professor. You respect him/her as a professor and for his/her knowledge on history. You know him/her to be very involved in the community and part of various civic organizations.

Malibu Aerospace and Defense VP: You are neighbors with the Malibu Aerospace and Defense Vice President. You respect the service he/she provided to the country when he served in the Navy. You enjoy talking with him/her about his/her experiences at the Naval Base Ventura County (NBVC).

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ROLE DESCRIPTION SHEET

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## Malibu Public Safety Manager

You are the Public Safety Manager for the City of Malibu. You have been in this position since it was created, four years ago. You have extensive experience as an incident commander for large emergency events in Southern California: wildfires, storms, earthquakes.

You are a committed safety manager and work to address Malibu's vulnerabilities. You made progress with preparing the Malibu community by organizing training events and emergency preparation procedures. You see safety management as an ever-evolving process. You are direct in your dealings with the community, wanting them to take safety and emergency management seriously. You know that you are regarded as rigid and inflexible when it comes to emergency management rules.

You are a graduate of California State University – Long Beach. After 20 years working in emergency management, you have many contacts that are emergency management personnel that are called to work at the Joint Information Center for emergencies.

### **Background:**

You lead the emergency management team for the City of Malibu. You work with the Mayor's team, the Malibu Mayor and the Malibu Mayor Pro Tem, to be transparent with the Malibu community during emergency events. You respect the Joint Information Center and adhere to their safety and evacuation orders. You quickly post this information to the public via social media.

### **Goals:**

1. Ensure the residents of Malibu trust you in all situations.
2. Provide valuable emergency information for the residents in a timely manner.
3. Protect your family and home and the residents of Malibu.

### **Relationships:**

Joint Information Center: You work closely with the Joint Information Center (JIC). You have worked with them through many natural disasters and trust them to be effective. They trust you to take care of the residents of Malibu and follow the proper guidelines.

Cal Electric – Local Public Affairs: You have had discussions with the Cal Electric - Local Public Affairs person in the past. He/she is new and has been trying to build a relationship with you. You are hesitant to expand this relationship as you feel that Cal Electric was irresponsible in the past.

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## ROLE DESCRIPTION SHEET

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### PIO – ICP

You are the Public Information Officer (PIO) - Incident Command Post (ICP) Leader at the Joint Information Center (JIC). Each individual member of your team is what makes the JIC strong and you help guide them through the challenges. You are the leading voice for relaying information from the Incident Commander to the JIC. You take great pride in being the ICP and want to be an Incident Commander in the future.

You are a veteran of the JIC. You know Ventura County and Los Angeles County well and feel a strong sense of responsibility for all the residents. You will do anything to get the best, accurate and most helpful information out to the public.

#### **Background:**

Your goal is to determine what information is appropriate to release to the public according to ICP guidelines. You will receive a large amount of information from various sources. You need to decide what is factual and what is false. You do not want to release evacuation orders too early.

#### **Goals:**

1. Keep the public up to date on important information.
2. Communicate information with the news teams according to protocol.
3. Work with the Fire Chiefs and the Sheriffs to relay their decisions to the public.
4. Guide the team at the JIC to work together and present one consistent tone in any messaging that you post.

#### **Relationships:**

Ventura County Fire Chief: You like the Ventura County Fire Chief, but feel he/she is not respected at times for his knowledge. You want him/her to take charge when issues involve Ventura County.

LA Fire Chief: You like the LA Fire Chief, but know that he/she has a tendency to try and take over in crisis situations and get what he/she needs for Los Angeles County.

Oxnard Fire Chief: You like the Oxnard Fire Chief. You have not worked with him/her on many crisis situations.

LA Deputy Fire Chief: You prefer to work with the Deputy rather than the Fire Chief. You find him/her more willing to collaborate to do what is best.

Ventura County Sheriff: You have a working relationship with the Ventura County Sheriff and understand that you both need each other, so you are willing to work together.

LA County Sheriff: You know the LA County Sheriff does not like to take any direction from the Incident Commander or the JIC. You feel he/she wants to dictate what needs to be done.

Red Cross Communications Lead: You enjoy working with the Communications Lead because he/she is on the same leadership level as you. You respect his/her decision-making skills.

Malibu Public Safety Manager: You know that he/she is very experienced in emergency management during a crisis event. You feel he/she strictly follows the emergency guidelines and has not been as flexible in the past as you would like.

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## PIO - LA EOC

You are the Public Information Officer representing the Los Angeles Emergency Operations Center (EOC) at the Joint Information Center (JIC). When there is a large-scale natural disaster event, you are called to be a part of the Public Information Officers (PIO) team at the Joint Information Center.

You started at the Los Angeles EOC in 2002. The Los Angeles Emergency Operations Center was set-up after residents voted to approve a proposal. You are an integral part of the Emergency Operations Center and know the other first responders and PIO officers well. You believe that the LA community would be lost without the information you post so you focus on them within your social media posts. You know the emergency guidelines but will bend them to do what you feel is best for the residents of Los Angeles County. This has led some officials to question your decision-making.

One of your closest friends is the LA Deputy Fire Chief. You talk often and share information when needed.

### **Background:**

You represent Los Angeles County as part of the Joint Information Center (JIC). You ensure that all information that pertains to Los Angeles County is factual and from confirmed sources. You work well with other members of the JIC-PIO team. You enjoy the crisis decision-making process and being a part of it.

### **Goals:**

1. You want to ensure the public, news, and government trust you with information.
2. You want to provide timely and effective information for the public to use to remain safe.

### **Relationships:**

LA Fire Chief: You have a strong connection with the LA Fire Chief during crisis situations. You both share information with each other.

LA County Sheriff: You find the LA County Sheriff to be a good leader that is confident in his/her decision-making to help the residents. You like his/her strong personality.

Red Cross Team: You appreciate the quick response the Red Cross provides and the Communications Lead's leadership skills.

Agoura HOA Treasurer: The Agoura Hills HOA Treasurer is a very close friend of yours. As he/she is a nurse, you will share emergency information with him/her when asked. You want him/her to share it with their contacts and the hospital.

Malibu Public Safety Manager: You have worked with the Malibu Public Safety Manager in the past. You respect his/her emergency management performance and trust that he/she helps to keep the community safe.

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## PIO - VC EOC

You are the Public Information Officer representing the Ventura County Emergency Operations Center (EOC). When there is a large-scale, natural disaster event, you are called to be a part of the Public Information Officers (PIO) team at the Joint Information Center (JIC).

You are a consultant to businesses, helping them design and implement emergency plans and procedures for when a natural disaster crisis event occurs. You enjoy the fast-paced, emergency response environment. You thrive under pressure. You take pride in protecting the residents of Ventura County. You know your clients may view you as strict, but you are determined to instill the rules.

You have extensive experience working during wildfire and earthquake events. You have been praised for your performance during these events and relied upon to take charge with posting important information. You always make sure to fact check your information and consult with your team before posting anything.

### **Background:**

You represent Ventura County as part of the Joint Information Center (JIC). You ensure that all emergency information that pertains to Ventura County is factual and from confirmed sources. You work well with other members of the JIC-PIO team. You thrive under pressure and are a team player.

### **Goals:**

1. Ensure the public, news, and government trust you with information.
2. Provide timely and effective information for the public to use to remain safe.
3. Be trusted by your team members to get the facts and post them.

### **Relationships:**

Ventura County Fire Chief: You have a respectful and positive working relationship with the Fire Chief. You know he/she makes decisions that are best for the residents of Ventura County.

Ventura County Sheriff: You have a working relationship with the Ventura County Sheriff during crisis situations. You both need each other, so you are willing to work together.

Red Cross Team: You are a big fan of the entire Red Cross team and will work with whoever is available.

Ventura County Deputy Fire Chief: You know the Deputy Fire Chief to be dependable and trustworthy. He/she knows how to run fire teams. You know you can go to him/her when needed.

Oxnard Fire Chief: You do not have a lot of interaction with the Oxnard Fire Chief, preferring to look at Ventura County as a whole and not focus on Oxnard.

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### **PIO - Public Health**

**Role:** You are the California Public Health – Public Information Officer (PIO) at the Joint Information Center (JIC). You are a full-time employee of the California Department of Public Health. When a major natural disaster event occurs in Los Angeles County or Ventura County, you are called to be part of the PIO team at the JIC.

You combined your interest in the medical field and environmental protection by working at the Department of Public Health. You led the formation of a project that assessed the needs of vulnerable communities in the area. Your focus is to make sure planning procedures are in place to help the residents of all ages in these marginalized communities that are vulnerable to wildfires and wildfire smoke.

You are scientific in your approach to information. You rely on and post facts. You believe in being transparent with the public and other organizations.

#### **Background:**

You work with the PIO team to post the important emergency event information that the public can use to make critical decisions. You personally focus on the air quality and overall health of the residents of Los Angeles County and Ventura County during wildfires and earthquake events.

#### **Goals:**

1. Ensure the public, news, and government trust you with information.
2. Provide timely and effective information for the public to use to remain safe.

#### **Relationships:**

Red Cross Communications Lead: You respect the Communications Lead and feel he/she works to open shelters in a timely manner. You enjoy working with him/her and feel obligated to keep him/her informed of any public health issues.

Red Cross Human Shelter Lead: You work to maintain a positive relationship with the Human Shelter Lead, trusting him/her with the latest public health information.

Cal Electric – Local Public Affairs: You feel the Cal Electric - Local Public Affairs person wants to work with you during a crisis situation. You know he/she will avoid revealing any information. You find him/her to be a little smarmy in how they try to get information from you.

Ventura County Sheriff: You have a working relationship with the Ventura County Sheriff during crisis situations. You both need each other, so you are willing to work together.

LA Fire Chief: You have a strong connection with the LA Fire Chief during crisis situations. You both share information with each other.

VC Fire Chief: You have a mutual respect for the Ventura County Fire Chief, but feel he/she may be hesitant at times in making decisions in a rapid manner.

Malibu Public Safety Manager: You have worked with the Malibu Public Safety Manager in the past. You were impressed with his/her leadership and respect his/her decision-making skills.

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ROLE DESCRIPTION SHEET

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## PIO - Public Works

**Role:** You are the Public Information Officer representing Public Works for Los Angeles and Ventura Counties. You have worked for both the Ventura Public Works and the Los Angeles Public Works departments. Your eventual goal is to be the Director of Public Works for Los Angeles or Ventura. If the opportunity presents itself, you will go outside the area for a Director position.

You do not like others to get involved in any public works information that needs to be researched and posted. You feel this would undermine your role. You are protective of any information you receive and believe that when it comes to public works and the public's safety, only you can provide the factual, trustworthy information.

You are going through a divorce as your spouse felt you never opened-up and had discussions. You kept everything to yourself. You are fighting your spouse to keep ownership of your home in Simi Valley and custody of your dog as part of the divorce proceedings.

### **Background:**

You represent Public Works as part of the Joint Information Center (JIC). You ensure that all information that pertains to Public Works is factual and from confirmed sources. You are protective of Public Works and how it is perceived by the public. Public Works maintains the water, transportation and waste management infrastructure.

### **Goals:**

1. You want to ensure the public, news, and government trust you with information.
2. You want to provide timely and effective information for the public to use to remain safe.

### **Relationships:**

Cal Electric Spokesperson: You have not worked much with the Cal Electric Spokesperson as they are new to the position.

Cal Electric – PR Legal: You try to work with the new Cal Electric PR Legal, but find him/her hesitant and cautious to provide any information at times.

Cal Electric – Local Public Affairs: You feel the Cal Electric Local Public Affairs person wants to work with you during a crisis situation. You know he/she will avoid revealing any information. You find him/her to be a little smarmy in how he/she tries to get information from you.

VC Fire Chief: You always feel supported by the VC Fire Chief. Your interactions with him/her make you think he/she is a good leader that has the public's safety in mind first.

Ventura County Sheriff: You have a working relationship with the VC Sheriff during crisis situations. You both need each other, so you are willing to work together. But, you do not go out of your way to share extra information with him/her.

LA Fire Chief: You have a strong connection with the LA Fire Chief during crisis situations. You both share information with each other and he/she trusts you to get it out to the public.

Agoura Hills HOA VP: You are close friends with the Agoura Hills HOA VP. You trust him/her and see him/her as an ally that you can share information with so he/she will post it to the public.

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ROLE DESCRIPTION SHEET

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## Cal Electric Spokesperson

You are the Spokesperson for Cal Electric. You are an experienced spokesperson and have worked for various government organizations. You started at Cal Electric in the last year after they fired the previous spokesperson. They felt the previous spokesperson did not protect Cal Electric's reputation after their faulty equipment started a wildfire. You are cool under pressure and try to stick to the facts.

You will reach out on your own to employees at Cal Electric for information and protocols when you need it. You promote confirmation of information before posting or providing it to the news or other organizations.

You have applied for a job as a PR Spokesperson for the city of Sacramento, CA. You have not told anyone this, but you really want to move north.

### **Background:**

You represent Cal Electric and are regarded as the go-to point of information by the news and government. You work to provide factual information to answer any of the public's concerns. You will follow company protocols and are the first line of defense in crisis situations.

### **Goals:**

1. To follow Cal Electric Plans and protect the company's reputation.
2. You want the public, news, and government to trust you with information.
3. Provide timely and effective information regarding electrical infrastructure.
4. You want to maintain a position of transparency with the public.
5. Maintain Cal Electric's positive presence in the community.

### **Relationships:**

JIC: PIO – Public Works: You have not worked much with the PIO - Public Works as you are new to the position.

LA World News Editor: You have recently gotten to know the LA World News Editor after the news team wrote an article about the changes to the Cal Electric PR team. You presented yourself as confident in answering all their questions. You hope they will be a good resource during a crisis situation.

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ROLE DESCRIPTION SHEET

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## Cal Electric - PR Legal

You are the Public Relations Lead focusing on legal matters for Cal Electric. You are new to the Cal Electric team, being hired as part of Cal Electric's turnover to better address their public presence during major crisis events.

You have previous experience as a public relations lead at a large law firm. You were successful in creating content and messaging that presented the firm as confident and reliable. You work well with lawyers and bring these skills to Cal Electric. You enjoy the challenge that Cal Electric presents because you know the public does not hesitate to blame Cal Electric for past wildfires.

You are a team player, working well with the other public relations personnel and the Cal Electric spokesperson. You often will reach out on your own to employees at Cal Electric for information when you need it. You know that confirmation and validation of information is critical before posting or providing it to the news or other organizations. When you email, text, or converse with other people, you are direct in your questions. You do not feel you have time to be verbose. You want direct answers to your questions.

You grew up and live in West Hills.

### **Background:**

You represent Cal Electric's legal position during crisis events. You work with the Cal Electric PR team, taking guidance from the legal team, on which information should be posted. You and the team will protect the reputation of Cal Electric during all crisis events.

### **Goals:**

1. Ensure the public, news, and government trust you with information.
2. Provide timely and effective information regarding the electrical infrastructure.
3. Protect Cal Electric's reputation with the public.

### **Relationships:**

JIC: PIO – Public Works: You want to work with the PIO - Public Works, but are hesitant to provide any legal information that can be used against Cal Electric. You are not sure if you trust them yet.

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ROLE DESCRIPTION SHEET

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## Cal Electric - Local Public Affairs

You are the Local Public Affairs Lead focusing on Cal Electric's Resources and presence in Los Angeles County and Ventura County. You are new to the Cal Electric team and were hired as part of an effort to better address their public presence during major crisis events.

You have previous experience working on energy policies with local and state government organizations in California. You pushed for wider electric vehicle infrastructure for the state. You are adept at working with local, state and federal officials.

Your goal is to be the Vice President of Corporate Communication for a company or utility. You know that your performance during a crisis event will give you additional exposure to potential future companies that may hire you.

### **Background:**

You represent Cal Electric with the local Los Angeles County and Ventura County communities during crisis events. You work with the Cal Electric PR team, deciding how Cal Electric will be viewed by the public. You and the team protect the reputation of Cal Electric during all crisis events.

### **Goals:**

1. Ensure the public, news, and government trust you with information.
2. Provide timely and effective information regarding the electrical infrastructure.
3. Promote yourself to be a candidate for hire with a major company.

### **Relationships:**

JIC: PIO – Public Works: You like the PIO - Public Works and want to work with him/her during a crisis situation. You know he/she avoids revealing any information that could place Cal Electric in a poor position. But, you try to sway him/her to your side to give you information.

Malibu Public Safety Manager: You have had discussions with the Malibu Public Safety Manager in the past trying to build a relationship with him/her. You feel he/she is resistant to your reach out. He/she will talk to you, but appears to blame Cal Electric for past issues.

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ROLE DESCRIPTION SHEET

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## Red Cross Communications Lead

You are the Communications Lead for the Red Cross in Ventura County and Los Angeles County. You used to be an editor for many magazine publications. You are an experienced volunteer because you worked with many nonprofits in the past.

You started at the Red Cross a few years ago and fully support the mission. You enjoy interacting with the public and supporting them during crisis events. You take personal pride in seeing the Red Cross helping the community.

You are direct in your leadership style. You take the leadership role in all meetings and are the loudest voice. You feel you are respected by your team as you treat them all fairly.

### **Background:**

You are responsible for making decisions on providing critical information to the public during emergency events. You lead the team's collaboration efforts to present a consistent and clear message to the public. Members of the Red Cross team: Red Cross Human Shelter Lead, Red Cross Animal Shelter Lead.

### **Goals:**

1. Ensure the Red Cross has resources (shelters, food) available to support the public.
2. Provide clear and consistent messaging to the public on Red Cross support.
3. Work with the other members of the Red Cross and the response teams to present consistent messaging that increases the public trust in the Red Cross.

### **Relationships:**

LA County Sheriff: You have a professional working relationship with the LA County Sheriff. This has been effective in getting him/her to help post shelter information during crisis situations. You feel the LA County Sheriff is too serious and is all business.

Ventura County Fire Chief: You have worked with the Ventura County Fire Chief on various crisis situations and feel he/she always wants to protect the community. He/she always comes directly to you for information. You know he/she understands how important the shelters and the Red Cross are in these disaster situations.

Joint Information Center Team: You have worked well with the Joint Information Center team. You feel there is mutual respect between both teams in that you all understand the pressures you are under during crisis situations. You actively try to work with the PIO - ICP as he/she is the lead of the team.

Ventura County Sheriff: You respect the Ventura County Sheriff's leadership during crisis situations. He/she is easier to work with than the LA County Sheriff. You know the Ventura County Sheriff does not like to be sent to talk to anyone other than you.

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## ROLE DESCRIPTION SHEET

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### Red Cross Human Shelter Lead

You are the Human Shelter Lead for the Red Cross in Ventura County and Los Angeles County. You have a long history of working with the Red Cross, starting as a volunteer at shelters. You took on increasing roles of responsibility, leading you to be the Human Shelter Lead. You know that you are somewhat inflexible and constantly push for resources for human shelters. This can lead to increased stress. You feel human shelters are the priority during a crisis situation and struggle to relent to other issues. You can be dismissive of other people when they don't do what you want.

#### **Background:**

You are responsible for making decisions for identifying and setting-up shelter locations that can house humans. The local human shelters will look to you for guidance and support. You work with the other members of the Red Cross team in providing consistent messaging the public can use.

#### **Goals:**

1. Provide clear and consistent messaging to the public on human and animal shelter locations.
2. Work with the other members of the Red Cross and natural disaster response teams to present consistent messaging.
3. Maintain respect and trust from the community in the Red Cross.

#### **Relationships:**

LA County Sheriff: You work positively with the LA County Sheriff to post shelter information during crisis situations. You do feel he/she just wants the information you can provide and little else. It is hard to have a deeper relationship with him/her.

Ventura County Fire Chief: You know the Ventura County Fire Chief prefers to work with the Communications Lead. You are insulted by this, but will provide information if he/she asks.

Retired Seminole Homeowner: You appreciate and know you can rely on the Retired Seminole Homeowner to volunteer and help with security during crisis situations. He/she has seen you get frustrated, but you trust him/her as part of your inner circle of volunteers.

Joint Information Center Team: You generally work well with the Joint Information Center team. You do feel the PIO - ICP avoids dealing with you and you feel insulted. You are more apt to deal with the PIO - Public Health as you feel he/she shares information and supports you.

Ventura County Sheriff: You respect the Ventura County Sheriff's leadership during crisis situations, but he/she does not interact with you as much as you would like and feel is needed. He/she always goes to the Communications Lead. You feel you can provide more pointed information, but do not as you are not asked to provide it.

LA Fire Chief: You have a working relationship with the LA Fire Chief to post shelter information during crisis situations. You feel he/she respects the role of the Red Cross and is willing to help.

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ROLE DESCRIPTION SHEET

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## Red Cross Animal Shelter Lead

You are the Animal Shelter Lead for the Red Cross in Ventura County and Los Angeles County. You are dedicated to your work. You are an animal lover and have a small ranch with three horses, chicken, and cattle. You are married with two children, both in college.

You are new to working with the Red Cross, having been there through a few natural disasters with them. In the past wildfires your team had a hard time finding shelters that allow large animals. You are keenly aware of the logistics required to move large animals.

You are a more reserved person. You listen well and follow direction from your bosses. You respect them, and want to be a team player. You do not show your frustration or anger with other people.

### Background:

As the Animal Shelter Lead, you are responsible for making decisions for shelter locations that can house animals of all sizes. The local animal shelters will look to you for guidance if they need to shelter large animals and relocate. You are decisive in your decision making as you have many years of experience working with animal shelters.

### Goals:

1. Ensure the Red Cross animal shelters are available and well prepared and stocked with equipment and personnel.
2. Provide clear and consistent messaging to the public on animal shelter locations.
3. Work with the other members of the Red Cross and natural disaster response teams to present consistent messaging.
4. Maintain the public's trust in the Red Cross.

### Relationships:

LA County Sheriff: You are a personal friend of the LA County Sheriff. You know he/she can be too serious and not friendly, but you have built a friendship over time. You feel he/she lets his/her defenses down when he/she talks to you. You will answer any requests from the LA County Sheriff.

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ROLE DESCRIPTION SHEET

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## **New Seminole Homeowner**

You are the newest homeowner in Seminole Springs Mobile Home Park. You are excited about buying your first home. You moved here to take a job with an accounting firm. You are trained as an Incident Command Public Information Officer and are at the top of the list to run a Joint Information Center in the next crisis. Even though you have moved to LA County, you are a volunteer JIC-ICP for Ventura County.

### **Background:**

You are taking a few days off before you start your new job. You are unpacking boxes and want to set-up your new home before starting your new job.

### **Goals:**

1. Start your new job and be promoted within a year.
2. Take some downtime before you start your new job.
3. Get to know your neighbors and be trusted by them.

### **Relationships:**

VC Journal News Reporter: You have become friends with the VC Journal News Reporter after seeing him/her out in the community many times.

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ROLE DESCRIPTION SHEET

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## Agoura HOA President

You are the President of the Homeowners Association (HOA) for your neighborhood in Agoura Hills. You are the newest member of the neighborhood and moved in three years ago. You made your impact in the neighborhood and community and were asked to be the HOA President. You are close with your neighbors in Agoura Hills and went through a major wildfire disaster a couple years ago.

You are campaigning to be the next Governor of California in the recall election. You are running behind the Oxnard Mayor and the Malibu Mayor and have been criticized for your lack of government experience. You see this as a positive as you want to be seen as a “person of the people.” You are the Director of Post-Production, working for the Film Executive in Malibu. The employees you supervise appreciate your technical knowledge and even-tempered attitude.

You recently took-up surfing and have been taking classes from the surfing instructor that lives in Seminole Springs. You have made great strides in surfing and have become friends with your instructor.

### **Background:**

As the HOA President of your neighborhood, you are looked upon to provide direction to the community when needed. You are friendly with the HOA Vice President and Treasurer, both living near you in the neighborhood. You work well together to decide what is best for the neighborhood. You want to be elected the next Governor.

### **Goals:**

1. Increase the community's trust in you.
2. Confirm any emergency information for accuracy.
3. Protect your home and your family, as well as the community.
4. Be elected the next Governor of California.

### **Relationships:**

Malibu Film Executive: You work with the Malibu Film Executive. You appreciate his/her entertainment industry knowledge and leadership skills. He/she can be a little difficult to work with at times, but you have navigated the relationship well.

LA Herald News Reporter: You have met the LA Herald News Reporter in events hosted by the Agoura HOA Vice President. You are not sure the reporter likes and respects you. He/she seems to not like your personality and is standoffish towards you.

Seminole Surfing Instructor: You enjoy surfing and taking lessons from the Seminole Surfing Instructor. You enjoy being on the water. You have become more open in discussing social issues with the instructor. You like his/her viewpoint on issues.

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ROLE DESCRIPTION SHEET

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## Agoura HOA VP

You are a long time resident of Agoura Hills. You have lived in the same area for 15 years. You are the Vice President of the Homeowners Association (HOA) for your neighborhood in Agoura Hills. You are close with your neighbors in Agoura Hills and lived through two major disasters in the past.

You co-own a hardware store with your aunt. You are neighbors with the President of the HOA. One of your closest family friends is the Public Information Officer - Public Works at the Joint Information Center. You are not afraid to ask for information.

You are helping the Agoura HOA President in his/her campaign to be the next Governor of California. In return he/she has promised you a position in the Governor's office, which you are excited about.

### **Background:**

You are always on top of the news and are a vocal community member that represents Agoura Hills. You are not afraid to speak up in Town Halls. You are also protective of your hardware store and want the store to be successful. You will do what it takes to protect your home.

### **Goals:**

1. Get the best information for you and your neighbors.
2. Make sure that the hardware store manager is running the store up to your high standards.
3. Protect your home at all costs.

### **Relationships:**

Hardware Store Manager: You co-own the hardware store in College Park Shopping Center. You like the Hardware Store Manager, but sense his/her reluctance to do anything he/she does not agree with.

LA Herald News Editor: You are friends with the LA Herald News Editor after meeting him/her at the Agoura HOA Treasurer's home. You have enjoyed the friendship and support the LA Herald News. You will answer their questions as a representative of the public.

PIO – Public Works: You are close friends with the PIO - Public Works. You trust the information he/she provides and you appreciate that he/she keeps you informed as needed. You know he/she expects you to post information to get it out to the public.

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ROLE DESCRIPTION SHEET

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## LA Herald News Editor

You are the News Editor for the LA Herald, a local newspaper in the city of Los Angeles. You were a lead news reporter for a large news organization on the East Coast, but took this position to advance your career. You are marking your first year anniversary in this position. You view this role as a stepping stone to an editor's position with a national news team. You like the Los Angeles County news beat, but you want to be a part of more national news coverage.

Being new, it has been difficult at times to gain respect for your decisions from the news team. You feel they are coming around and are slowly sharing the same vision as you for the news team. You have a hands-off leadership style that promotes a feeling of trust within the team that the team is making the best decisions. You live in Agoura Hills and have friends there.

### **Background:**

You lead the LA Herald news team in reporting news accurately. You understand the power of social media. You know the public has a short attention span, so you want your team to post accurately and often on social media. You are growing the news team's presence on social media. You often preach caution in posting news fast, preferring to be right over being first.

### **Goals:**

1. Be the "credible news" team for Los Angeles County.
2. Be seen by a national news team, like the LA World, so they can appreciate the work you put in and consider you to be their next news editor.
3. Pick the best candidate to back in the Governor recall election.

### **Relationships:**

LA Fire Chief: You have fostered a positive relationship with the LA Fire Chief since you have been in your position as News Editor. You appreciate his/her dedication to the community and he/she seems to favor you. He/she provides information to you in return for you posting positive news about the LA County Fire Department.

LA County Sheriff: You feel the LA County Sheriff never seems to have time for you. He/she does not want to get to know you and he/she never provides any additional information other than standard statements.

Agoura HOA President: You know the Agoura HOA President through events run by the Agoura HOA Treasurer. You respect that he/she always pushes for what is best for his/her neighborhood, but feel he/she oversteps his/her boundaries at times. You are not sure he/she can win the election to be the next Governor.

Agoura HOA VP: You are friends with the Agoura HOA VP. He/she has said he/she likes the news reporting of the LA Herald which makes you proud of the job you are doing. You will go to him/her for information from the public's perspective.

Agoura HOA Treasurer: You are friends with the Agoura HOA Treasurer after meeting him/her when you were in NYC. He/she has helped you acclimate to the area. You have asked some questions to get his/her perspective, but feel he/she does not always answer you directly.

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## ROLE DESCRIPTION SHEET

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### **LA Herald News Reporter**

You are a lead news reporter for the LA Herald, a local newspaper in the city of Los Angeles. You have been with the LA Herald since you graduated from college. You focus on news that impacts the residents of Los Angeles County such as law enforcement, legal proceedings and natural disasters. You take pride in reporting facts that help the residents.

You want to eventually be the news editor of the LA Herald. You were upset that you were not given the editor's position and that the newspaper went outside the news organization to fill the role. You feel you have a vision for the future of the news that effectively uses social media and digital formats to reach an audience. While you are loyal to the LA Herald, you are willing to leave the news team for another news team if the opportunity arises. You are known for speaking your mind and being aggressive in getting your point across in meetings. You feel your opinion is all that matters.

You are single. You come from a large family in the area, both in Los Angeles County and Ventura County. You live in Santa Monica, CA as you love being close to the beach. The Malibu History Professor, who teaches at Coastal U, is a close family friend. You are the godfather to his/her children and are often at his/her home.

#### **Background:**

You are regarded as a factual reporter that keeps the best interest of the residents in mind. You work to get to the important information. You reach out to your contacts and to people you do not know to confirm information. You are loyal to the LA Herald News Editor and follow his/her guidance.

#### **Goals:**

1. Maintain your presence as a respected and trusted reporter.
2. Support the residents in any situation with facts and important information.
3. Get the news out fast.
4. Be seen as an effective future news editor.

#### **Relationships:**

LA Fire Chief: You have worked with the LA Fire Chief for a long time and have a good relationship with him/her. He/she always responds to your requests for breaking news information. You trust he/she is telling you the facts and the truth.

LA County Sheriff: You do not have as good a relationship with the LA County Sheriff as you have with the LA Fire Chief. The Sheriff does not provide as much information to you as the Fire Chief does. You find the Sheriff to be difficult to work with at times.

Malibu History Professor: The Malibu History Professor is a close friend of yours and is more like family than just a friend. You talk often with him/her about the news. You know he/she is more conservative than the typical California resident may be.

VC Courier News Editor: You know the Ventura County Courier News Editor from when he/she was at the LA Herald News. You enjoyed working with him/her and thought he/she would make a good news editor. You were disappointed when he/she left. You still keep in touch.

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ROLE DESCRIPTION SHEET

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## Ventura Courier News Editor

You are the news editor for the Ventura Courier, a local news organization in Ventura County, California. You lead the news team in reporting the news to the residents of Ventura County. You previously were the lead news reporter for the LA Herald. You took this position after being passed over for the news editor position at the LA Herald when they hired someone from outside the organization. You were very vocal about being insulted at not being named the news editor, thus you pursued another position with the competition. You have been the Ventura Courier News Editor for almost a year.

You grew up in Los Angeles and always wanted to work for a news organization. While you have realized this dream, you want to be the News Director. Your legacy is important to you. You want to be remembered by the public as a top news person.

Over the last year, you have built a strong relationship with the Ventura County Sheriff. He/she is honest and shares information with you. This has helped your news team to get information out fast and accurately.

### **Background:**

You lead the Ventura Courier news team in ensuring the residents have the important news they need. You allow the news team to do their own investigation and confirmation. You make decisions on what can be posted and present the Ventura Courier in the best manner to the public. You want to grow the news team's presence on social media.

### **Goals:**

1. Ensure the Ventura Courier is the leading news organization for the public in Ventura County.
2. Maintain and increase the public trust in the Ventura Courier.
3. Be promoted to News Director.
4. Provide effective, factual news information that the public can use for decision-making.

### **Relationships:**

Coastal U News Editor: You enjoy going back to Coastal U and talking with the students on the news team. You have built a working relationship with the Coastal U News Editor and he/she calls you to talk about news reporting.

Coastal U Freshman Reporter: You appreciate the passion the Freshman Reporter has for social justice issues. You have encouraged him/her to follow his/her interest in his/her reporting. You have given him/her advice on how to effectively report social justice issues.

Coastal U Junior Reporter: You have met the Junior Reporter and like his/her reporting style. You have offered to have him/her do a summer internship with the Ventura Courier. You look forward to having him/her join you and be his/her mentor for the summer.

Ventura County Sheriff: You have a positive relationship with the Ventura County Sheriff. He/she shares information with you that he/she does not necessarily share with other news teams.

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ROLE DESCRIPTION SHEET

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## Ventura Courier News Reporter

You are the news reporter for the Ventura Courier, a local news organization in Ventura County, California. You started at the news team 12 years ago. You are known for being tough on government organizations to get to the information that is needed. You are tough in your reporting, but down-to-earth in your interaction with the community. The public respects you and you are a big part of the community, involved in various civic groups.

You like the Ventura Courier News Editor and respect his/her leadership. However, you wanted to be promoted to that position. You are disappointed you were not chosen and have thought about potentially going to a different news organization. You have various unnamed contacts at government organizations that you will not reveal, including some at NBVC Point Mugu.

You are a Coastal University graduate and you go back to the school often to meet with the students on the news team. You enjoy telling them your story and experience. You welcome their reach-outs when they need it. You have a professional and friendly relationship with the news professor.

### **Background:**

You investigate breaking news in Ventura County. You reach out to contacts that have been valuable in the past and work with new contacts to validate information. You collaborate with the social media reporter to post breaking news. You are not a fan of social media, so you rely on the social media reporter.

### **Goals:**

1. Provide accurate news to the public.
2. Increase the public trust in your reporting.
3. Get hired as a news editor.

### **Relationships:**

Coastal U News Editor: You enjoy going back to Coastal U and talking with the students on the news team. You have built a working relationship with the News Editor and he/she calls you to talk about news reporting.

Coastal U Freshman Reporter: You appreciate the passion the Freshman Reporter has for social justice issues. You have encouraged him/her to follow his/her interest in his/her reporting. You have given him/her advice on how to effectively report social justice issues.

Coastal U Junior Reporter: You have met the Junior Reporter and like his/her reporting style. You have offered to have him/her do a summer internship with the Ventura Courier. You look forward to having him/her join you and be his/her mentor for the summer.

Ventura County Sheriff: You have a positive relationship with the Ventura County Sheriff. He/she shares information with you that he/she does not necessarily share with other news teams.

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ROLE DESCRIPTION SHEET

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## Malibu History Professor

You are a college history professor at Coastal University. You have been there for 20 years. You moved to Malibu 10 years ago and enjoy living there. You like your neighbors and spend a lot of time with them. During the last wildfire, you stayed and defended your home and your neighbor's home from flames. Your spouse and children evacuated without you. Since the last wildfire, you have made your home and property more fire-proof.

Your spouse is a lawyer at a large firm in Los Angeles. You and your spouse are part of many civic organizations and enjoy volunteering your time for the community. You are conservative in your viewpoints. You have two children, one in elementary school and one in middle school. The LA Herald Lead Reporter is a close friend of you and your family and is the godfather to your children.

Your former college roommate is the LA World Lead Reporter. You bring your roommate into your class to discuss history and the news media at least once a semester.

You are trained as a volunteer in the Los Angeles Community Emergency Response Team.

### **Background:**

You are viewed as an intellectual in Malibu. As a history professor, you get into many discussions about history and its effects on the current political landscape. You work closely with your neighbors, taking in their knowledge and opinion during emergency events.

### **Goals:**

1. Gain respect and trust for your guidance and opinion.
2. Protect your family, home, and property.

### **Relationships:**

Malibu Mayor Pro Tem: You are neighbors with the Malibu Mayor Pro Tem. You generally like him/her. You see him/her around the neighborhood and at the various civic organization meetings you attend. You feel he/she represents Malibu well.

LA County Sheriff: The LA County Sheriff is a neighbor of yours in Malibu. You consider him/her to be an acquaintance, but not a friend. You are cordial to each other. You want to respect his/her responsibilities as County Sheriff.

LA Herald Lead Reporter: The LA Herald News Reporter is a close friend and godfather to your children. You talk often about the news and history. He/she is always interested in learning more and you are happy to provide that.

LA World News Reporter: The LA World New Reporter is your former college roommate. You have remained close and have in-depth conversations about history and the media. You bring him/her into your class to talk about history and the news media.

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ROLE DESCRIPTION SHEET

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## Seminole Surfing Instructor

You are a surfing instructor that lives in Seminole Springs Mobile Home Park. When you were younger, you competed on the professional surfing circuit, winning a few competitions. Having grown-up in the area, you love the beach.

After your career as a professional surfer, you did not want to leave the sport, so you became an instructor. You have a full schedule as an instructor. You teach kids and adults. Some of your students include the Agoura Hills HOA President.

You live a laid-back lifestyle. You were married 2 years ago and have a new baby. You will do anything to protect your family. During the last wildfire that hit Seminole Springs, you stayed and defended your home. No fire engines showed-up until major damage occurred.

You are trained as a volunteer in the Los Angeles Community Emergency Response Team. You are the CERT lead when needed.

### **Background:**

You are somewhat of a celebrity in Seminole Springs as you are a former professional athlete. You have lived in the same home for many years and your neighbors respect you for your guidance and information. You take this role seriously.

### **Goals:**

1. Protect your family during an emergency crisis.
2. Ensure your neighbors are safe during an emergency crisis.
3. Grow your surfing instructor business.

### **Relationships:**

Agoura Hills HOA President: You enjoy teaching surfing to the Agoura Hills HOA President. Over time he/she has seemed to relax more and consider you a friend, not just an instructor. He/she is interested in your opinions on social issues. You take great pride in that. You are not sure you agree with his/her politics, but you feel you should support him/her in the recall election to be the next Governor of California.

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ROLE DESCRIPTION SHEET

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## Retired Seminole Homeowner

You are a retired schoolteacher that resides in Seminole Springs Mobile Home Park. After a long career teaching students in kindergarten through 5th grade, you enjoy the retirement life. You remain active, volunteering for the Red Cross. Your classroom management skills have been put to good use as a volunteer. You are often asked to perform security at shelters.

You are single, but your nieces and nephews visit you often. They love to play with your dog, cat, and the many turtles you have. Your neighbors all wave to you as you walk your dog each day through the neighborhood.

You have a long-term friendship with the Human Shelter Lead at the Red Cross. He/she has consistently asked you to volunteer to help during emergency events. You always evacuate your home when mandatory or voluntary evacuation orders are issued.

You are trained as a volunteer in the Los Angeles Community Emergency Response Team.

### **Background:**

As a long-term resident of Seminole Springs, you enjoy being seen as someone the neighbors look to for information and guidance. You keep up with social media, enjoying news that comes out in short, quick statements. You know you have been lucky that your home has survived all wildfires and earthquakes that have occurred.

### **Goals:**

1. Protect your home, pets, and property.
2. Support your neighbors with information and guidance they can use.
3. Support the community as a volunteer at Red Cross shelters.

### **Relationships:**

Red Cross Communications Lead: You appreciate the Communications Lead for his/her dedication and leadership to the Red Cross and helping the community. You feel he/she appreciates your willingness to volunteer and help.

Red Cross Human Shelter Lead: You know the Human Shelter Lead can get stressed during crisis situations. You have seen it happen before. You know he/she trusts you to do your job for security when you volunteer and that he/he regards you as a confidant.

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ROLE DESCRIPTION SHEET

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## Gilley Horse Ranch Foreman

You are the Foreman of the Gilley Horse Ranch near Bell Canyon. You have been at the ranch for a long time. You are recognized in the area as an effective ranch foreman. You taught a lot of the other ranch foremen in the area how to do their job. They respect your knowledge.

You enjoy working on the ranch. You are hands-on and work with the one other employee who is a ranch hand. You two have worked together for a long time and respect each other. You have boarded and trained many horses for the Los Angeles County Sheriff's Office over the years and currently train the horses for the Ventura County Sheriff's Office.

You take pride in the health of the horses on the ranch. You board a lot of horses for people in the community, including the Junior Reporter at Coastal University. You like his/her horse, Rio, because you have taken care of the horse since the reporter was in middle school.

You are trained as a volunteer in the Ventura County Community Emergency Response Team.

### **Background:**

You lead the Gilley Horse Ranch in taking care of the horses and property. You work with the Ranch Hand to ensure all the horses are safe and healthy. As a team, you make decisions on how to protect the horses and the ranch property in an emergency event.

### **Goals:**

1. Protect the ranch horses and property.
2. React to emergency and evacuation warnings to remain safe and keep the ranch safe.
3. Excel at your job so the ranch owner appreciates your performance.

### **Relationships:**

LA County Sheriff: You have known the LA County Sheriff for many years. You have trained the Sheriff's Office's horses in the past and feel the Sheriff trusts you as one of the best trainers in the area. He/she does not get into any long discussions when he/she comes by the ranch.

Ventura County Sheriff: You respect the Ventura County Sheriff and you are proud that he/she allows you to take care of his/her horse and the Sheriff's Office's horses. He/she is more talkative when he/she comes by the ranch than the LA County Sheriff.

Coastal U Junior Reporter: You have watched the Coastal U Junior Reporter grow up riding his/her horse, Rio, at the Gilley Horse Ranch. He/she has trusted you to take care of the horse. You know he/she is closer to the Ranch Hand than you.

Ventura Courier Social Media Reporter: The Ventura Courier Social Media Reporter grew up on the Gilley Horse Ranch and you have fond memories of working with him/her. You know him/her as hard-working and dedicated in getting work done.

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ROLE DESCRIPTION SHEET

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## College Park Grocery Store Manager

You are the Grocery Store Manager at the College Park Shopping Center in Oxnard. You have been the manager for a long time, watching the area change over time. The shopping center is a focal point in the area, especially for the college students at Oxnard Community College.

You take great pride in being the older and experienced manager of the College Park Shopping Center. You like that people come to you and defer to your experience and guidance. You have mentored many employees over the years.

You are well known by the student population at Oxnard Community College because you have been the store manager for many years. You grew up in Oxnard and have lived your whole life in the city. There is no other place you want to live.

You are trained as the leader of the Ventura County Community Emergency Response Team.

### **Background:**

You manage the grocery store in College Park Shopping Center. You work with the other store managers in the shopping center on potential methods to increase sales and revenue for all the stores. You all work together to make decisions that affect the shopping center as a team.

### **Goals:**

1. Increase sales at the grocery store.
2. Make group decisions with the other store managers that help the shopping center.
3. Maintain the respect and trust you have with the public.

### **Relationships:**

Oxnard Deputy Fire Chief: You have become a sort of local mentor and friend to the Oxnard Deputy Fire Chief. Because he/she is new to the area, you have offered to help him/her get acquainted with the area and meet people.

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## ROLE DESCRIPTION SHEET

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### College Park Hardware Store Manager

You are the store manager of the Hardware Store in the College Park Shopping Center. You took over the manager's position in the last year. You worked at the store for three years as a salesperson prior to being promoted.

Your co-workers like you as the manager. They all supported your promotion. You are a woodworking craftsperson, building furniture in your free time. You sell this furniture on-line and make a nice profit.

The store has been around a long time and is a favorite of the locals. It is currently owned by the Agoura Hills HOA VP and his/her aunt. They are involved in the daily running of the store. You like them, but wish they would let you make more decisions on how the store is run.

You are trained as a volunteer in the Ventura County Community Emergency Response Team.

#### **Background:**

You manage the hardware store in College Park Shopping Center. You work with the other store managers in the shopping center on potential methods to increase sales and revenue for all the stores. You all work together to make decisions that affect the shopping center as a team.

#### **Goals:**

1. Increase sales at the hardware store.
2. Make group decisions with the other store managers that help the shopping center.
3. Provide the public with hardware goods.
4. Maintain the respect and trust the public has in the local hardware store.

#### **Relationships:**

Agoura HOA VP: The Agoura HOA VP co-owns the hardware store. You feel he/she wants what is best for the store. The other co-owner seems to dominate the decision-making over the Agoura HOA VP.

Oxnard Fire Chief: The Oxnard Fire Department shops at the College Park Hardware Store for supplies for the station. You provide a discount to the fire department. You find the Fire Chief to be appreciative of what you provide.

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ROLE DESCRIPTION SHEET

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## Landscaper Foreman

You are the foreman of a landscaping crew. You started at the landscaping company over 10 years ago. You are well regarded by all the homeowners whose properties you serve. The company has asked you to take on more properties, but you do not want to take away from your current customers. You want to start your own landscaping company and are eager to do it soon.

You are extremely close with the two other people on your crew. You brought them into the company. You all live in the same neighborhood in South Oxnard.

You are trained as a volunteer in the Ventura County Community Emergency Response Team.

### **Background:**

As the foreman, you lead the landscaping crew in performing their duties at various homes in Ventura County and Los Angeles County. You primarily deal with upper economic homes. Your team works well together and is family focused.

### **Goals:**

1. Perform your landscaping duties well to keep clients happy.
2. Protect your team and ensure they are always safe.
3. Build the company's reputation for excellent service.

### **Relationships:**

VC Journal Social Media Reporter: You know the VC Journal Social Media Reporter through his/her cousin, the Senior Landscaper that is part of your crew. You follow him/her on social media and find that he/she posts information quickly and reliably.

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ROLE DESCRIPTION SHEET

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## Senior Landscaper

You are the senior crew member of a landscaping team that performs a lot of work in Thousand Oaks. You were recruited to the landscaping team by the foreman. You and the team are well respected and liked for your work by all your clients.

You grew up in Oxnard. You attended Oxnard Community College for one year, but dropped out as you preferred to work outside rather than in an office. You worked in construction for a bit, but was happy when the foreman offered you a job. You enjoy working with the foreman and junior crew member. You look forward to leading your own crew as foreman in the future for the landscaping company.

You live in the same neighborhood in south Oxnard as the other members of your landscaping crew. You share an apartment with your cousin from the Midwest. He/she is the social media reporter for the VC Journal.

You are trained as a volunteer in the Ventura County Community Emergency Response Team.

### **Background:**

As the senior landscaping crew member, you mentor the junior crew member. You are there to fill in for the foreman when he/she is not available or is too sick to be on-site. You primarily deal with upper economic homes. Your team works well together and is family focused.

### **Goals:**

1. Perform your landscaping duties well to keep clients happy.
2. Protect the company's reputation for excellent service.
3. Mentor the junior landscaper to excel in performance.

### **Relationships:**

VC Journal Social Media Reporter: Your cousin and roommate is the VC Journal Social Media Reporter. He/she is from the Midwest, so he/she relies on you for guidance on what to do in case of an emergency in the area.

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ROLE DESCRIPTION SHEET

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## Naval Community Director

You are the Community Director for Naval Base Ventura County – Point Mugu (NBVC Point Mugu). You handle communication content and strategies for the Naval Base. You provide critical information on social media and post news articles to keep news organizations, government organizations, and the public informed on the happenings at the naval base.

You are the first member of your family to enlist in the military. You were recruited into being a member of the public affairs team after attending boot camp at Recruit Training Command. You grew up in Texas in a middle-class family. You started at NBVC Point Mugu less than a year ago.

You are very outgoing and enjoy working with the community. Your reach out to the community involves working with the Oxnard Fire Chief. You have developed a positive working relationship with the Oxnard Fire Chief. You share information with him/her and are always willing to support him/her when needed.

### **Background:**

You create media content as both social media and news articles to inform the public and government organizations of the news from the naval base. You work with the Public Affairs Officer (PAO) and the Public Affairs Specialist to validate any information and agree on what gets posted.

### **Goals:**

1. Provide naval base news information in a timely manner.
2. Gain respect and trust of the base personnel and the public for the quality of the information you post.
3. Increase the trust civilians have in NBVC Point Mugu.

### **Relationships:**

Oxnard Fire Chief: You have become friends with the Oxnard Fire Chief and this has strengthened the connection between Oxnard and the NBVC. You feel the Oxnard Fire Chief is friendly to you and comes to you, rather than the Public Affairs Officer, which makes you happy.

Gas Station Manager: You know the Gas Station Manager from his/her numerous visits. You have not become friendly with him/her and do not like that he/she comes by so often. You can be seen as jealous of the Gas Station Manager's relationship with the Public Affairs Officer and friendship with the Public Affairs Specialist.

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ROLE DESCRIPTION SHEET

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## Naval Public Affairs Officer

You are the Public Affairs Officer for Naval Base Ventura County (NBVC), located at Point Mugu. You were recently appointed to this position.

You come from a naval family. Both of your parents were naval officers. You take great pride in the armed forces and being part of the Navy. You are from the East Coast of the United States, but really enjoy the weather of Ventura County. You have an East Coast attitude that conflicts with the California laid-back demeanor. You focus on your job and aim to get it done fast. You do not like it when you feel people are stringing you along. Your relative is the Gas Station Manager at College Park Shopping Center. You are a mentor to him/her and encouraged him/her to attend law school for Government Law. You are trying to mentor him/her to have a strong work ethic.

You have a daughter in high school that appears to want to follow in your footsteps and join the Navy. Your son has taken to the entertainment industry and is graduating high school this year and wants to be an actor. This does not sit well with you.

### **Background:**

As the NBVC Public Affairs Officer you are responsible for being the NBVC representative for community relations, internal and external communication programs, and media relations. In this role, you are the main point-of-contact to the news organizations, fire and operations teams, other government organizations, and the public.

### **Goals:**

1. Ensure NBVC is a trusted part of the community and provides support.
2. Provide factual consistent messaging as it relates to NBVC.
3. Protect NBVC's reputation with the community.
4. Protect NBVC property and staff.

### **Relationships:**

Oxnard Fire Chief: The Oxnard Fire Chief is your official first point-of-contact for any coordination needed during crisis situations that affect the NBVC and Oxnard. You have a good working relationship with him/her. You respect that he/she fights for Oxnard, while still being willing to support NBVC if needed.

Gas Station Manager: You are a relative of the College Park Gas Station Manager and have mentored him/her. You encouraged him/her to go to law school. You are proud that he/she may want to become a lawyer with the Navy. You will always be honest with him/her.

LA World News Reporter: You met the LA World News Reporter as his/her mother was stationed at NBVC - Point Mugu before she retired. You respected her and in turn you respect and are willing to provide The LA World News Reporter with information as it relates to the NBVC.

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ROLE DESCRIPTION SHEET

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## LA Herald Social Media Reporter

You are the Social Media Reporter for the LA Herald News, a local newspaper in the city of Los Angeles. This is your first job after graduating from Coastal University. You were hoping for a reporter position, but finding those positions is difficult. You considered moving to another state, but there were no jobs offered. You know that you need to work your way up the news team and are dedicated to excelling as quickly as you can. You were hired by the new LA Herald News Editor after he/she took over.

You are close with the Coastal University News Professor. You maintain periodic meetings with him/her and assist the student news team in any way you can. You were a student at Coastal University during a previous fire that came close to campus. Your reporting was appreciated by the university students, staff, and residents of Malibu.

You are quiet when you first meet people, but can be loud and fun once you know them. You try to remain quieter at work, listening to the News Editor and Lead Reporter for guidance and feedback. You are single and live with your parents in Simi Valley.

### Background:

You are building the news team's presence on social media. You understand how to provide the news in short, effective sentences. You are working to expand your own presence on social media to get other news organizations and residents to follow you and "like" your postings.

### Goals:

1. Expand the LA Herald News presence on social media.
2. Ensure residents trust you and the news team.
3. Be promoted to news reporter.
4. Expand your personal presence on social media.

### Relationships:

Coastal U News Editor: Having graduated within the last year, you remain close to Coastal U. You are supportive of the News Editor and want to see the school news succeed. You provide the Coastal U News Editor with guidance when he/she asks for it.

Coastal U Freshman Reporter: You have talked with the Coastal U Freshman Reporter, but do not feel he/she trusts you like the rest of the Coastal U news team. He/she is focused on social issues and you were more focused on the local news when you were at Coastal U.

Coastal U Junior Reporter: You have a fondness for the Coastal U Junior Reporter. You were the lead reporter for Coastal U your junior year. You can identify with him/her and want to see him/her succeed. You reach out often to check-in on him/her.

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## ROLE DESCRIPTION SHEET

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### Ventura Courier Social Media Reporter

You are the Social Media Reporter for the Ventura Courier, a local news organization in Ventura County, California. You grew up in Ventura County on a horse ranch. You were raised by a single parent, a ranch hand at the horse ranch. You inherited your love of horses and riding from your parent.

You are the first person in your family to go to college. You know that your parent sacrificed a lot to help pay for your tuition. You have a way with words and a love of social media. You are early in your career and this job is perfect for you.

Your goal is to be a reporter. You would like to report on politics for a national news organization. You are willing to take your time in your current position, learning from the other reporters. You respect the Ventura Courier News Reporter and see him/her as a mentor.

#### **Background:**

You report the news on various social media platforms. You are building your social media presence and are starting to gain more followers. You enjoy talking to people to get information that you can use. You are very straightforward when you ask questions.

#### **Goals:**

1. Increase the public's trust in the Ventura Courier.
2. Provide news that residents in Ventura County can use to make effective decisions.
3. Expand your presence and brand on social media.
4. Post factual information that the public can use to make decisions.

#### **Relationships:**

Gilley Horse Ranch-Foreman: You grew up on the Gilley Horse Ranch and have fond memories of working with the Foreman. You know he/she is a very effective and well respected horse trainer.

Gilley Horse Ranch-Ranch Hand: Your parent is the Ranch Hand at the Gilley Horse Ranch. You know he/she worked hard and pushed you to do good so you could go to college. You have the utmost respect for your parent, knowing all the sacrifices he/she made for you.

Coastal U Freshman Reporter: Your family and the Coastal U Freshman Reporter's family are close. You enjoyed mentoring the Freshman Reporter to follow his/her interest in reporting on social justice issues and to attend your alma mater, Coastal U, as a journalism major.

Ventura County Sheriff: You know the Ventura County Sheriff is a fan of the Ventura Courier news team. He/she shares more information with the team than he/she does with other news teams. You look forward to getting to know him/her more.

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ROLE DESCRIPTION SHEET

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## Malibu Film Executive

You are a film executive who has lived in Malibu for over 20 years. You never want to live anywhere else. You take pride in Malibu and are often out in the local shops and restaurants. You can command the room when needed. You have ideas about running for Senator one day.

You own two horses and keep them on your property. You lived through the previous fires that affected Malibu. You were concerned about your horses and you made every effort to move them to friends' properties in other neighborhoods when you had to evacuate. You have three children of various ages.

You are not hesitant to talk to the Malibu Mayor, Malibu Public Safety Manager and Malibu Mayor Pro Tem at any time. You will go to one or all three of them to ensure you get what you want. You feel you have the pulse of the Malibu community and know what is best.

You are trained as a volunteer in the Los Angeles Community Emergency Response Team.

### Background:

You are viewed as someone with the best interests of Malibu and its residents. In your neighborhood, you are seen as providing valuable opinions and guidance. You enjoy this role as it makes more of the Malibu community know you and gets your name out there. You are not afraid to speak up at Town Halls or demand that Malibu gets the support and protection it deserves.

### Goals:

1. Maintain your presence in the community and neighborhood.
2. Protect your family, home, and property.
3. Be viewed as trustworthy by the community in the event you want to run for Senator one day.

### Relationships:

Malibu Mayor: You supported the Malibu Mayor when he/she ran for office. You know him/her to have the best interests of Malibu in mind. You try and sway him/her to what you feel is best for Malibu. You will go around him/her to get what you want.

Mayor Pro Tem - Malibu: You know the Mayor Pro Tem in Malibu to be effective. You know he/she can be a second option after the Mayor to get what you want for the public in Malibu.

LA County Sheriff: You have tried to get to know the LA County Sheriff, but he/she appears to be reluctant to get too close to anyone. You get the feeling he/she does not respect your work in the film industry as he/she never talks about it when you see him/her.

Agoura Hills HOA President: The Agoura HOA President is the Director of Post Production at your company. You know he/she is a good leader that motivates employees well. You support his/her campaign to be the next Governor.

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## ROLE DESCRIPTION SHEET

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### **Malibu Aerospace and Defense VP**

You are the Vice President of a major division of an aerospace and defense company located by the Los Angeles International Airport (LAX). You are a retired Naval Commander that was stationed at NBVC Point Mugu. Upon your retirement, the aerospace and defense company brought you in as a senior manager.

You are originally from Georgia. Upon high school graduation you joined the Naval Academy and graduated in the top 5% of your class. You experienced international conflicts and ended your naval career at NBVC Point Mugu. You serve as a mentor to the Public Affairs Specialist at NBVC Point Mugu. Your spouse and his/her spouse met and you have become family friends. You enjoy performing this mentor role and see it as your “give-back” to the Navy.

Your son is currently at the Naval Academy. Your daughter is still in high school, with aspirations to be a screenwriter. Your spouse heads-up a real estate team in Malibu.

You are trained as a volunteer in the Los Angeles Community Emergency Response Team.

#### **Background:**

You are respected in your neighborhood for your military service and leadership skills. Your neighbors will often look to you for emergency guidance. You practice and preach safety for all humans and suggest everyone follow the first responder directions for when to evacuate.

#### **Goals:**

1. Maintain your neighbors' trust in you.
2. Protect your family, home, and property.
3. Provide guidance to your neighbors in emergency situations.

#### **Relationships:**

Mayor Pro Tem - Malibu: You are neighbors with the Malibu Mayor Pro Tem. You know he/she respects your military service. You enjoy talking about your naval career. He/she is attentive and appreciates what you did during international conflicts.

Naval Community Director: You have met the Naval Community Director when you have visited NBVC. You know he/she is an effective and trustworthy naval officer.

Naval Public Affairs Officer: You have met the Naval Public Affairs Officer a few times. You know he/she represents the Navy well and wants NBVC to be a community icon.

LA County Sheriff: You get along with the LA County Sheriff as he/she respects your military service. He/she sees your experience as similar to his/hers in law enforcement. He/she feels that he/she can let his/her guard down when you talk.

Naval Public Affairs Specialist: You and the Naval Public Affairs Specialist are family friends. You enjoyed training and mentoring him/her when you were at NBVC. You feel he/she takes your guidance and advice seriously. It has been a good work and family relationship.

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ROLE DESCRIPTION SHEET

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## Gilley Horse Ranch - Ranch Hand

You are the Ranch Hand at the Gilley Horse Ranch near Bell Canyon. You have been at the ranch for a long time. You live on the ranch. You may eventually take over a ranch as foreman, but no one has offered it yet.

You enjoy working on the ranch with the foreman. You respect the foreman for his/her knowledge and experience. You see the horses as your own and take great pride in how their owners appreciate the way you keep them healthy.

Your child is the first one in your family to go to college. He/she grew up on the ranch. He/she excelled in college and is now employed as the Social Media Reporter at the Ventura Courier.

### **Background:**

You take care of the horses and ranch property. You work with the Foreman to ensure all the horses are safe and healthy. As a team, you make decisions to protect the horses and the ranch property in an emergency event.

### **Goals:**

1. Protect the ranch horses and property.
2. React to emergency and evacuation warnings to remain safe and keep the ranch safe.
3. Gain the appreciation of the ranch owner for your performance.

### **Relationships:**

LA County Sheriff: You have known the LA County Sheriff for many years. You have trained the Sheriff Office's horses in the past and feel the Sheriff trusts you and the Foreman.

Ventura County Sheriff: You know the Ventura County Sheriff is pleased with the way you take care of his/her horse and the Sheriff Office's horses. He/she does most of his/her talking with the Foreman when he/she comes by the ranch.

Ventura Courier Social Media: Your child is the Ventura Courier Social Media Reporter. You know he/she is appreciative of the hard work you put in to allow him/her to be the first in your family to go to college.

Coastal U Junior Reporter: You have watched the Coastal U Junior Reporter grow up riding his/her horse, Rio, at the Gilley Horse Ranch. He/she has trusted you to take care of the horse. He/she talks to you more than the Foreman. He/she knows how much you like Rio and will do anything to take care of him.

Coastal U Freshman Reporter: You are long-time friends with the Coastal U Freshman Reporter's family. You have enjoyed having the Freshman Reporter over with his/her family and have seen him/her interested in hearing your stories and influenced to go into journalism by your child.

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ROLE DESCRIPTION SHEET

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## College Park Fast Food Manager

You are the restaurant manager at the fast food restaurant in College Park Shopping Center. The restaurant is popular with the local community and students at Oxnard Community College. You have been the manager for six months, coming over from another restaurant location. You would like to get involved in the entertainment industry as a film director, but that has been a tough goal to achieve.

The employees are still getting used to you and you have worked hard to gain their trust. It is slowly happening, but you feel people have not completely accepted you as manager.

You and your family grew up in Oxnard. You are familiar with the city and can identify with its residents. You and your extended family still live in Oxnard. You are close to your cousin who is the Junior Landscaper on a crew that primarily does work in Thousand Oaks.

You are trained as a volunteer in the Ventura County Community Emergency Response Team.

### **Background:**

You manage the fast food restaurant in College Park Shopping Center. You work with the other store managers in the shopping center on potential methods to increase sales and revenue for all the stores. You make decisions that affect the shopping center as a team.

### **Goals:**

1. Increase sales at the fast-food restaurant.
2. Make group decisions with the other store managers that help the shopping center.
3. Gain the trust of the restaurant employees as a manager.

### **Relationships:**

Junior Landscaper: You are close to your cousin who is the Junior Landscaper on the crew. You enjoy talking to him/her when you need information. You trust his/her expertise regarding living in California.

Oxnard Fire Chief: You provide a discount to the Oxnard Fire Chief and the fire fighters when they come in for lunch or dinner. They appreciate the support you show them.

Gilley Horse Ranch Wrangler: You like the Gilley Horse Ranch Wrangler as he/she is your cousin's roommate. You are happy to help him/her try and achieve his/her dreams of being an actor, but you feel a bit jealous that he/she is chasing his/her dream while you have put yours off.

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ROLE DESCRIPTION SHEET

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## College Park Gas Station Manager

You are the Gas Station Manager at the College Park Shopping Center. You are a law school student that is hoping to graduate and pass the bar in the next few months. You take as many courses as you can online so you can fit more work hours into your schedule. You are interested in Government Law, influenced by your relative that is the Public Affairs Officer at Naval Base Ventura County (NBVC).

You get along with the Gas Station owner, but you feel he/she does not completely trust you. You know that you will leave as soon as you get your degree. You perform your job well and are respected by the other College Park store managers. They view you as knowledgeable and even-tempered.

You are trained as a volunteer in the Ventura County Community Emergency Response Team.

### **Background:**

You manage the gas station, ensuring all operations run smoothly. You make decisions with the owner on stocking and pricing for the gas station. You routinely meet with the other College Park store managers to discuss how everyone is doing.

### **Goals:**

1. Maintain the operation of the gas station.
2. Make decisions that improve sales at the gas station.
3. Protect the reputation of the gas station in the community.
4. Graduate from law school and be a lawyer, preferably at NBVC Point Mugu.

### **Relationships:**

Naval Public Affairs Officer: Your relative is the Public Affairs Officer at NBVC. You see him/her as your mentor and respect the guidance he/she has provided. You know him/her to be strict, but honest with you. You can always trust the information he/she is providing.

Naval Community Director: You have met the Naval Community Director when you have visited NBVC. He/she has not been friendly to you and you try to avoid seeing him/her when you go visit the Public Affairs Officer and Public Affairs Specialist.

Naval Public Affairs Specialist: You have become good friends with the Public Affairs Specialist at NBVC. You got to know him/her from the many visits you have made to NBVC to meet with your relative, the Public Affairs Officer there. The Public Affairs Specialist is supportive of your ambitions and you like this support.

Oxnard Fire Chief: You have had discussions with the Oxnard Fire Chief about education as he/she is working on his/her MBA. You have shown your desire to make your career dreams come true.

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ROLE DESCRIPTION SHEET

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## Junior Landscaper

You are the Junior Landscaper of a landscaping team that performs a lot of work in Thousand Oaks. You were recruited to the landscaping team by the foreman. You and the team are well respected and liked for your work by all your clients.

You grew up in Oxnard. You did not go to college and bounced around to various jobs. You have always enjoyed working outside and were excited when the landscaping foreman offered you a job on the crew. You love working with the foreman and the senior crew member. You have learned a lot from both, especially the senior crew member.

You live in the same neighborhood in south Oxnard as the other members of your landscaping crew. Your cousin is the manager at the fast food restaurant in College Park shopping center. You often eat there since he/she took over as manager. You post a lot on social media about what you are doing. Your roommate is the Wrangler at the Gilley Horse Ranch. You have been roommates for two years.

You are trained as a volunteer in the Ventura County Community Emergency Response Team. The Foreman wanted you to learn and be a part of it.

### **Background:**

As the junior landscaping crew member, you take direction from the foreman and senior crew member. You follow their direction and are eager to learn as much as you can on landscaping and management. You primarily deal with upper economic homes. Your team works well together and is family focused.

### **Goals:**

1. Perform your landscaping duties well and continue to keep clients happy.
2. Protect the company's reputation for excellent service.
3. Continue to be respected and trusted by the foreman and senior crew member.

### **Relationships:**

VC Journal Social Media Reporter: You know the VC Journal Social Media Reporter through his/her cousin, the Senior Landscaper that is part of the crew. You like the excitement he/she shows for the job and feel he/she brings excitement when you all get together.

College Park Fast Food Manager: The Fast Food Manager at the restaurant in College Park Shopping Center is your cousin. You support him/her and enjoy hanging out with him/her.

Gilley Horse Ranch Wrangler: Your roommate is the Gilley Horse Ranch Wrangler. You have been roommates for two years. You are happy that he/she has finally found a job he/she enjoys. He/she is an aspiring actor/actress and you hope that he/she will land a major role, but you know it is a tough business. You try to include him/her in events you go to so he/she can meet more people.

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ROLE DESCRIPTION SHEET

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## Agoura HOA Treasurer

You live in Agoura Hills and are the Treasurer of the neighborhood Homeowners Association (HOA). You are a nurse at the local hospital. Previous to your position at the local hospital, you were a traveling nurse, spending a lot of time at hospitals on the East Coast.

You started at the hospital two years ago. You enjoy being back with your spouse, but miss the higher pay and excitement of being assigned to different hospitals in different locations. You enjoy traveling. You lost your home in a previous wildfire and rebuilt it. You were out of town when this happened.

While you were on a nursing assignment in New York City, you became friends with a news reporter that has since moved to Los Angeles and taken over as the LA Herald News Editor. You showed him/her around town when he/she arrived and have remained friends since. One of your closest friends is the JIC: PIO LA EOC.

### **Background:**

As the HOA Treasurer, you are looked upon as part of the team that provides direction for the community when needed. You are friendly with the HOA President and Vice President, all living near each other in the neighborhood. You work well together to decide what is best for the neighborhood.

### **Goals:**

1. Maintain the trust and respect for the HOA in the community.
2. Confirm any emergency information for accuracy.
3. Protect your home and your family.

### **Relationships:**

JIC: PIO – LA EOC: The PIO - LA EOC is a very close friend of yours. He/she trusts you with emergency information that you can share with your contacts and the hospital. You know he/she wants everyone to be prepared during a natural disaster event.

LA Herald News Editor: You met the LA Herald News Editor before he/she moved to California. You have maintained this friendship since that time. You are not a fan of the LA Herald News but try to hide that fact in your interactions with the News Editor.

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ROLE DESCRIPTION SHEET

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## Naval Public Affairs Specialist

You are the Public Affairs Specialist at Naval Base Ventura County – Point Mugu (NVBC Point Mugu). You come from a military family and are the first naval officer. The rest of your family enlisted in the Army.

You moved around a lot as a child, being part of a military family. You are happy to be stationed in California, but will eventually look to move back to North Carolina. You are a serious person that takes your role in providing news information as vital to the naval base. You are straightforward in the information you provide and expect people to trust you. You get frustrated when they do not appear to trust you and ask many questions.

A contact of yours is a retired naval officer who is a vice president of an aerospace and defense company and lives in Malibu. He/she willingly mentors you and periodically provides guidance. You have not dealt with a large-scale emergency situation at the naval base yet.

One of your close civilian friends is the Gas Station Manager at the College Park Shopping Center. He/she has toured NBVC many times.

### **Background:**

You are responsible for posting the latest information from the naval base. You work well together with your team, but are not close socially. You all are focused on getting information out fast, especially when an emergency situation arises.

### **Goals:**

1. Provide naval base information in a timely manner.
2. Gain the respect and trust of the base personnel and the public for the quality of the information you post.
3. Increase the trust civilians have in NBVC Point Mugu.

### **Relationships:**

Oxnard Fire Chief: You have interacted with the Oxnard Fire Chief on a continual basis. You often work together to protect the residents. You have seen the Oxnard Fire Chief go to the Community Director more often than you and see that they have a stronger relationship.

JIC: PIO - VC EOC: You have no real opinion of the PIO - VC EOC. You keep him/her informed of the NBVC plans, but do not have a personal relationship with him/her.

Malibu Aerospace and Defense Vice President: You highly respect the Aerospace and Defense Vice President as your mentor and take his/her guidance seriously. You are family friends with him/her from the time your spouses met.

Gas Station Manager: You are close friends with the College Park Gas Station Manager. Your friendship has allowed you to interact better with the Public Affairs Officer. You are excited to see the Gas Station Manager go to law school and hopefully become part of the Navy.

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ROLE DESCRIPTION SHEET

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## LA World News Editor

You are the News Editor for the LA World News, a national news organization from Los Angeles that includes on-line digital print and a broadcast news team. You started at the LA World News 15 years ago and were promoted to News Editor two years ago. You promote collaboration and encourage your team to work together to be the best news organization in the area.

The news team was happy when you were promoted from within and was initially fully supportive. While they still support you as one of their own, you have sensed some pulling away if you get too involved in how they do their jobs. This has you concerned about your effectiveness in the future.

You grew up in the midwest and went to college at UCLA. You love the west coast and do not want to live anywhere else.

### **Background:**

You lead the LA World News team and encourage your team to report news quickly and accurately. You are respected by them because you worked your way up to your position. You are “one of them.” Your management style is persuasive, but stern. You want to ensure the news your team posts is factual.

### **Goals:**

1. Ensure the public will regard your news team as the most trustworthy in the area.
2. Post news that is factual and stays away from being dramatic.
3. Persuade public and government organizations to rely on you and trust you with information.

### **Relationships:**

Cal Electric Spokesperson: You have recently gotten to know the Cal Electric Spokesperson after you validated the information he/she provided for an article about the changes to the Cal Electric PR team. You found him/her to be confident in answering all your questions. You look forward to working with him/her in a crisis situation.

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ROLE DESCRIPTION SHEET

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## LA World News Reporter

You are a Reporter with LA World News, a national news organization from Los Angeles that includes on-line digital print and a broadcast news team. You are originally from Florida. You moved to California when you were in high school. Your mother was a Lieutenant Commander in the Navy and was assigned to Naval Base Ventura County – Point Mugu. She has since retired.

You enjoy working with the LA World News team, admiring the News Editor for his/her direction and leadership. You feel that he/she and you truly want to be the best news organization. You thrive in reporting the national news, especially as it relates to the residents of California.

You live with your family in Burbank, CA, enjoying the suburban style of living. You have one daughter that wants to follow in your footsteps and work in news media. Your former college roommate is a History Professor at UCLA. You often visit his/her classes, presenting how the media works to influence history.

### **Background:**

You work with the LA World News team to post articles that keep the public informed. Working on a digital platform, you and the team work together to get the news out in a timely manner. You post short articles (2-3 sentences) that are direct and provide the information the public needs.

### **Goals:**

1. Ensure the public will regard your news team as the most trustworthy in the area.
2. Post news that is factual and stays away from being sensationalistic.
3. Persuade public and government organizations to rely on you and trust you with information.

### **Relationships:**

Malibu History Professor: The History Professor is your former college roommate. You have remained close and have in-depth conversations about history and the media. You enjoy going to his/her class to talk about history and news media.

Naval Public Affairs Officer: Through your mother, you have gotten to know the Naval Public Affairs Officer. You respect and trust him/her. He/she has provided information to you during crisis situations that potentially other news teams do not get.

Oxnard Fire Chief: You lived near the Oxnard Fire Chief when he/she was living in Burbank and was part of the Burbank Fire Department. You were happy to see him/her get the position as Oxnard Fire Chief as he/she is reliable and takes his/her job seriously. You know he/she will succeed.

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ROLE DESCRIPTION SHEET

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## LA World News Social Media Reporter

You are the Social Media Reporter for LA World News, a national news organization from Los Angeles that includes on-line digital print and a broadcast news team. You are a recent graduate from the University of California – San Diego. Upon graduation, you moved to Los Angeles to take this job. You enjoy your job, but miss San Diego.

You live on social media, making this job the perfect fit for you. From the time you started this job, you have been active on social media, ensuring LA World News is at the forefront of the news cycle for the public. You keep up with the entertainment industry news. You envision working in public relations for actors and actresses one day.

In your spare time, you are a digital artist that has a large presence on Instagram. You are increasing your followers each month and are looking to have your own art show in the near future.

### **Background:**

Work with the news team to research and confirm the news and post it on social media. Be the social media leader for the news team, actively posting news for your followers to read and use to make decisions.

### **Goals:**

1. Ensure the public will regard your news team as the most trustworthy in the area.
2. Post social media news quickly and effectively.
3. Expand your personal brand to hopefully attract a public relations agency to hire you.

**Relationships:** None.

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ROLE DESCRIPTION SHEET

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## VC Journal News Editor

You are the News Editor for the VC Journal, a national news organization from Ventura County, California. You lead a newly combined news team that broadcasts stories and posts articles. You recently took over the leadership of this team. Your background is in digital and print articles.

You were hired to lead the team as you are well respected by the News Director and other persons in the news management. You present a confident, calm approach to leadership. You rarely, if ever, raise your voice. You rely on your team members to do their job and lead them to work together.

You enjoy being part of the news team. You are not afraid to jump in and be a part of the research and validation process. Your team respects you for your hands-on approach. You are calm in a crisis and have various experiences with natural disasters.

### **Background:**

You lead the VC Journal news team to focus on the important news information. As the team leader, you work to maintain collaboration among the team members. You are responsible for the news the team broadcasts and posts. You want to be sure your readers and followers don't move to a Los Angeles broadcast for national news coverage.

### **Goals:**

1. Ensure the public will regard your news team as the most trustworthy in the area.
2. Post news that is factual.
3. Persuade the public and government organizations to rely on you and trust you with information.

### **Relationships:**

Malibu Mayor: You know the Malibu Mayor wants to be the next Governor. You have not made a decision on whether the news organization will endorse him/her.

Oxnard Mayor: You have met the Oxnard Mayor a few times. He/she has not been pushy, but you know he/she wants the new organization's endorsement for the California Governor's position.

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ROLE DESCRIPTION SHEET

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## VC Journal News Reporter

You are the News Reporter for the VC Journal, a national news organization from Ventura County, California. The VC Journal has an on-line digital print edition and a broadcast team as part of the larger news organization. In this position you lead the news coverage for the digital / on-line part of the news team. You are new to the team, coming from a national news team in New York City.

In New York City, you reported on the political news. You were known for working with people and getting different sides of the news. It was not an easy decision to leave New York and the political news beat, but you were looking for something new before you became burned-out.

You know the other news team members may be hesitant to trust and respect you. Your Northeast attitude of being direct and honest is seen as rough at times by other members of your team. You know you will gain their trust over time. You are excited to work on a crisis event to show what you can do. You are ready when that opportunity arises.

### **Background:**

You work with the VC Journal news team to post articles that keep the public informed. Working on a digital platform, you and the team work together to get the news out in a timely manner. You post short articles (2-3 sentences) that are direct and provide the information the public needs.

### **Goals:**

1. Ensure the public will regard your news team as the most trustworthy in the area.
2. Post news that is factual.
3. Persuade the public and government organizations to rely on you and trust you with information.

### **Relationships:**

New Seminole Homeowner: You have become friends with the New Seminole Homeowner through events in the community. You know he/she is new to the area and you see him/her as a bit naive and not familiar with Southern California culture.

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ROLE DESCRIPTION SHEET

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## VC Journal Social Media Reporter

You are the Social Media Reporter for the VC Journal, a national news organization from Ventura County, California. The VC Journal has an on-line digital print edition and a broadcast team as part of the larger news organization. You grew up in Kansas and Oklahoma. After you graduated from Wichita State University, you worked on the local newspaper as the social media reporter. You reported on all the news, but your coverage and selection of important news during tornado season captured the interest of the VC Journal news team.

As a member of the newly combined news team that broadcasts stories and posts articles, you represent the recent vision for the VC Journal news team to bring in new voices. You have not lived through a wildfire or earthquake event yet, but feel you are prepared for when it happens. You are eager to showcase your social media reporting skills.

You live in Oxnard with your cousin who is the senior crew member on a landscaping team that performs a lot of work in Thousand Oaks. Your other roommate is a student at Coastal U. You are happy to live the “California lifestyle” and do not plan to leave the area.

### **Background:**

You work with the national news team to research and confirm the news and post it on social media. You are the social media leader for the news team, actively posting news for your followers to read and use to make decisions.

### **Goals:**

1. Ensure the public will regard your news team as the most trustworthy in the area.
2. Post social media news quickly and effectively.
3. Showcase your capabilities during the next crisis event.

### **Relationships:**

Senior Landscaper: Your cousin and roommate is the Senior Landscaper on a crew that lives in Oxnard. You go to him/her for guidance on what to do in case of an emergency in the area.

Landscaper – Foreman: You know the Landscaper - Foreman through your cousin. You know he/she is an effective foreman. You find him/her to be quiet. He/she manages the team via example - performing hands-on as part of the landscaping team to motivate the rest of the team.

Junior Landscaper: You have met the Junior Landscaper through your cousin, the Senior Landscaper. You find the Junior Landscaper to be two different personalities: quiet at work, but a bit loud and wanting to have fun outside of work. You are fine with it, just concerned on how your cousin handles it.

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ROLE DESCRIPTION SHEET

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## Coastal U News Editor

You are the News Editor for the Coastal University Newspaper. In this role, you lead the student news team, reviewing and approving all news that gets posted. You take pride in being named the news editor. You take the role very seriously and want to run a professional newsroom. You hope your performance leads to a position with a news organization when you graduate.

You are respected by the other members of the student news team. You are adamant that the student paper report on issues outside of the campus. You want to expand the reach of the university newspaper to the broader Malibu community. You are passionate about correcting misinformation that gets posted in the news and on social media.

You are from northern California, outside of San Francisco. You love San Francisco, but enjoy being next to the Pacific Ocean at Coastal University. You learn from interacting and receiving guidance from news professionals that are Coastal University graduates. These include the LA Herald Social Media Reporter and the Ventura Courier News Reporter.

### **Background:**

You lead the student news team to produce daily news and social media news. You bring the news team together to collaborate on breaking news as well as posting articles and posting on social media.

### **Goals:**

1. Strive to be the primary news source for Coastal University and Malibu.
2. Strive to be an effective leader of the news team.
3. Increase the trust and respect from the students, staff and public for the Coastal University News team.
4. Get hired by a new organization.

### **Relationships:**

LA Herald News Social Media: The LA Herald News Social Media Reporter, as an alumnus, is a supporter of you and the news team. You feel comfortable reaching out to him/her for guidance. You hope he/she can help you get a job when you graduate.

Ventura Courier News Reporter: You have enjoyed getting to know the Ventura Courier News Reporter when he/she has visited Coastal U. You do not hesitate to reach out and ask his/her advice on news reporting.

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ROLE DESCRIPTION SHEET

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## Coastal U Junior Reporter

You are the Coastal University Junior Reporter and part of the student news team. You are a junior in college, on a full scholarship. Your goal is to be named the editor of the student newspaper after the current editor graduates.

You grew up on the central coast of California. You initially attended Boise State University but after your freshman year transferred to Coastal University. You are happy to be closer to home. You are interested in politics and eager to gain a position as a political reporter upon graduation. You strive to report on the news that affects the broader Malibu community, not just the Coastal U campus. You want to get your name out there to the broader public.

You are the child of the Malibu Mayor Pro Tem. You learned a lot about the political process from growing up with him/her as a City Council member and now Mayor Pro Tem. Your horse, Rio, is at the Gilley Horse Ranch.

### **Background:**

You work with the student news team to post the news as articles and social media. You collaborate to focus on issues that affect the students, staff, and Malibu community. You work with the team to create a consistent style of reporting the news.

### **Goals:**

1. Strive to be the primary news source for Coastal University students, staff, and the Malibu community.
2. Increase the trust and respect from the students, staff and public for the Coastal University News team.
3. Post news that helps readers make effective decisions.

### **Relationships:**

LA Herald News Social Media Reporter: You respect and trust the LA Herald News Social Media Reporter as he/she has been in your position in the past. Your friendship and mentorship has grown closer over the last year. You like that he/she reaches out often to check in on you.

Ventura Courier News Reporter: You have enjoyed meeting the Ventura Courier News Reporter and have learned a lot during your discussions. You are excited that he/she offered you a summer internship at the Ventura Courier.

Mayor Pro Tem – Malibu: You are the child of the Malibu Mayor Pro Tem. He/she has exposed you to the government process and you continually talk to him/her about issues.

Gilley Horse Ranch Team: You trust the Gilley Horse Ranch Team to take care of your horse, Rio. You have grown up riding there. You like the Foreman, but are closer to the Ranch Hand as you feel he/she is more personable and treats Rio as one of his/her own.

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ROLE DESCRIPTION SHEET

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## Coastal U Freshman Reporter

You are a Freshman Reporter for the Coastal University student news team. You grew up in a migrant community. Your parents worked hard to send you and your sibling to college. Your parents are proud of you both as the first generation in the family to go to college.

In high school, you were known for being an activist reporter for the student newspaper. You reported on the migrant community in your area. You want to be a reporter that brings these social issues to a broader audience.

It is rare for a freshman to be on the student news team. But your reporting skills are impressive, and you were chosen to take the position.

### **Background:**

You work with the other student news team members to report on the pressing news each day. You work on breaking news as it happens. You maintain your focus on social issues.

### **Goals:**

1. Provide effective and factual news that students, staff, and the public can use to make decisions.
2. Gain the trust of students, staff, and the public for the Coastal University news team.
3. Make a name for yourself as a talented reporter.
4. Uncover and report on social justice issues your readers may not be aware of.

### **Relationships:**

LA Herald News Social Media Reporter: You have talked with the LA Herald News Social Media Reporter over the current year, but you do not feel he/she supports your social justice interests. He/he has had limited advice to offer you regarding reporting on social justice.

Ventura Courier News Reporter: You like that the Ventura Courier News Reporter has encouraged you to get involved in social justice reporting. You are eager to talk to him/her every time he/she visits Coastal U. He/she has provided valuable advice regarding how to report on social justice without being biased.

Ventura Courier Social Media Reporter: You know the Ventura Courier Social Media Reporter as your families are long-time friends. The Social Media Reporter encouraged you to go into journalism and to attend Coastal U.

Gilley Horse Ranch Hand: You know the Gilley Horse Ranch Hand through your parents. He/she has been your friend for a long time. You have enjoyed riding horses there when you have visited. Part of your desire to report on social justice comes from listening to both your parents and the Ranch Hand talk about their life journey.

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ROLE DESCRIPTION SHEET

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## Gilley Horse Ranch Wrangler

You are the Wrangler at the Gilley Horse Ranch near Bell Canyon. You handle the maintenance around the ranch and are the lead for horse rides for the public. You have been doing this job for 8 months. You are originally from Montana and grew up on a farm with horses. You moved to Oxnard two years ago, wanting to get into the entertainment business as an actor/actress. You have been on many auditions, but have only landed a few roles as an extra.

You found the job at the Gilley Ranch after filming there one day as an extra. You showed your knowledge of horses and the owner was impressed and offered you the job. You enjoy working on the ranch with the foreman and ranch hand. You respect them, but feel you have as much knowledge as they do about horses and working on a farm. You try to just do your job, but get the feeling the foreman is skeptical of you. You were forced on the foreman by the owner and you know he/she is not happy about it.

You hope that a major role in a movie or television show is coming soon so you can realize your dreams of being an actor/actress.

### **Background:**

You take care of the maintenance for the ranch and handle all the horse rides for the public. As a team, you make decisions on how to protect the horses and the ranch property in an emergency event. You rely on your expertise growing up in Montana on your family's ranch.

### **Goals:**

1. Protect the ranch horses and property.
2. React to emergency and evacuation warnings to remain safe and keep the ranch safe.
3. Earn the appreciation of the ranch owner for your performance.

### **Relationships:**

Junior Landscaper: The Junior Landscaper is your roommate. You generally like him/her and the support he/she has offered. You are appreciative that he/she has offered the room in his/her apartment for a good cost.

Landscaping Foreman and Senior Landscaper: The Junior Landscaper introduced you to his/her work team. You have gone to events at the homes of the Landscaping Foreman and the Senior Landscaper. You like them both and can easily see why the Junior Landscaper enjoys his/her job. You have offered to train the kids of the Landscaping Foreman and the Senior Landscaper on horse riding if they want.

College Park Fast Food Manager: You met the College Park Fast Food Manager as he/she is your roommate's cousin. The Fast Food Manager has provided you with lots of help about the area and the entertainment business. You eat at his/her restaurant many times a week.

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