



Developing a Game Plan: An Inside Look into SBLVI Joint Information Center

March 25th from 2:00pm-2:30pm ET

Presented by: **Soraya Sutherlin, MPA, CEM**, Regional Alert and Warning Manager, Alert SouthBay, Emergency Operations, Regional Integrated Alert and Warning Program

Presentation Abstract: In one of the most widely watched Super Bowls of all time, on February 13, 2022, SoFi Stadium in the City of Inglewood hosted SBLVI. The game day went off seamlessly to the public, mainly due to the thousands of countless hours of behind-the-scenes work all allied agency partners put into the event. Over 81 public and private agencies involved and seven jurisdictions, including Los Angeles County during a global health pandemic, proved to be a challenge we had never seen before.

As the Deputy Joint Information Center Manager, Soraya will share her perspective on how they ‘threw out the playbook’ in the fourth quarter and developed a common operating picture that all agencies would work from to manage all community engagement and public information around SBLVI events. She will share the highlights of planning, the gaps and challenges of coordination between federal, state, local, and private partners, and how

to bring together 35 PIOs from different agencies across the country to agree to cohesiveness and coordination in public information.

Speaker Bio: Soraya Sutherlin is the Regional Emergency Alert and Warning Manager for Alert SouthBay, a regional integrated alert and warning program covering 14 cities in Southern California. She is responsible for the program administration, training, community outreach, response operations, a technical specialist on refinery-related regulations, and leadership of the 14 cities the program covers. In March of 2020, she was appointed to lead the South Bay Joint Information Center for COVID-19. And most recently, the Deputy Branch Director for the Joint Information Center for Super Bowl LVI in Inglewood, California.

Soraya also serves as the Disaster Management Area Coordinator for the Los Angeles County Operational Area C. She provides leadership, grant administration, training, planning, and coordination for disaster response for ten cities in Los Angeles County.

Soraya has 15 years of experience in emergency management, including serving the City of Torrance, Ca, as their Emergency Manager for five years, and the UCLA Health System as their Disaster Resource Center Manager. She is a certified emergency manager and holds a Bachelor's and Master's degree in Public Administration from California State University, Long Beach.