



**Jennifer Lazo, CEM**

**Emergency Management Coordinator 2, City of Los Angeles  
Emergency Management Department**

**Presentation Title:**

***Pressing the Big Red Button- Getting Emergency Alerts Right When It Counts***

Emergency alerting is one of the highest stakes, highest profile responsibilities in emergency management, but very few emergency managers have sent a high-stakes alert in a time-sensitive emergency. Data shows alerts save lives. Learn how to get those alerts right from someone who has been there.

**Speaker Bio:**

Jennifer Lazo has been an Emergency Management Coordinator with the City of Los Angeles Emergency Management Department since July 2019. She has been the Division Chief over the Innovation and Development Division since March 2022. The division is responsible for the City's alert and warning program, including crafting messages, training message senders, and sending emergency alerts during actual events. The division also manages other software used for emergency response, and includes subject matter experts on public health, access and functional needs, and grants. She previously spent five years as an Emergency Services Coordinator with the City of Berkeley.

She is a Certified Emergency Manager with IAEM. In 2013 she received her MS in Disaster Science and Management from the University of Delaware. Jennifer's Master's thesis was titled "Framing Disaster Planning for People with Disabilities." She also served on the Federal Communications Commission's Communications Security, Reliability, and Interoperability Council VIII Working Group 6, which focused on leveraging mobile device applications and firmware to enhance wireless emergency alerts.