

EMPLOYMENT &amp; HUMAN SERVICES

Marla Stuart, Director

40 Douglas Drive, Martinez, CA 94553 • Phone: (925) 608-5000 • Fax (925) 313-9748 • [www.ehsd.org](http://www.ehsd.org)

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To: All Staff, Code 2A

Date: September 12, 2022

CC:

From: Tish Gallegos, Community Relations/Media

Subject: Larena Baldazo, EHSD's New Web Producer

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I am excited to announce a key addition to the EHSD Community Relations/Media team!

**Larena Baldazo** is EHSD's new - and very first - Web Producer. Our digital presence is critical for enhancing EHSD's ability to serve our community members, and Larena is stepping into a role that will enable us to bolster the department's digital communications via EHSD.org, the intranet, and social media platforms.

Larena is a Bay Area native who grew up in Antioch and Pittsburg, where she earned her AA in journalism at Los Medanos College. She also interned at Contra Costa Television (CCTV) before transferring to John F. Kennedy University to earn a BA in journalism and digital media. It was during this time that Larena found her passion, not just for news and media, but for public service.

Larena's background consists of web editing, blogging/writing, social media management, public relations, marketing and photography. When she is not writing or juggling social media accounts, she enjoys spending time at the beach with her family, cooking, and volunteering for the National Academy of Television Arts and Sciences – along with an occasional Netflix binge.



Larena is eager to serve the Contra Costa community along with all of our EHSD staff. As she transitions into the web producer role, please send simple website or social media requests directly to Larena via email at [lbaldazo@ehsd.cccounty.us](mailto:lbaldazo@ehsd.cccounty.us). For more involved website requests, continue to use the [Community Relations/Media Request Form](#) (available on the Community Relations intranet page).

Thank you for helping us welcome Larena to EHSD.