

**BURBANK UNIFIED SCHOOL DISTRICT
EMERGENCY OPERATIONS CENTER**

Job Description

EOC PUBLIC INFORMATION OFFICER

Position initially assumed by highest ranking staff available; ideally assumed by pre-designated administrators, coordinators or classified staff.

RESPONSIBILITIES:

The goals of creating a safe environment are to maintain rescuer safety and to remove victim

materials, telephones, and electrical power.

Maintain up-to-date status boards and other references at the media information center. Provide adequate staff to answer questions from members of the media.

Interact with District EOC and obtain information relative to public information operations.

In coordination with the District EOC and as approved by the EOC Director, issue timely and consistent advisories and instructions for the life safety, health, and assistance for the public.

At the request of the EOC Director, prepare media briefings for members of the Board and provide other assistance as necessary to facilitate their participation in media briefings and press conferences.

Ensure that a rumor control function is established to correct false or erroneous information.

Provide appropriate staffing and telephones to efficiently handle incoming media and public calls.

Ensure that file copies are maintained of all information released.

Provide copies of all media releases to the EOC Director.

Conduct shift change briefings in detail, ensuring that in-progress activities are identified and follow-up requirements are known.

Prepare final news releases and advise media representatives of points-of-contact for follow-up stories.

DEMOBILIZATION STAGE:

Follow the Activation/Demobilization Generic checklist.

EQUIPMENT/SUPPLIES:

- i Clipboard
- ii District identification badge, clearly visible
- iii Hi-Liter