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 victims as quickly as possible while minimizing additional injury.

▶ Serve as the coordinator and point person for all media releases for the Burbank Unified School District. Represent the District EOC as the lead Public Information Officer.

▶ Ensure that the public within the affected area receives complete, accurate, and consistent information about life safety procedures, public health advisories, relief and assistance programs and other vital information.

▶ Coordinate media releases with other affected emergency response agencies within the school district as required.

▶ Develop the format for press conferences, in conjunction with the EOC Director.

▶ Maintain a positive relationship with the media representatives.

**ACTIVATION STAGE:**

▶ Follow the Activation/Demobilization Generic checklist.

▶ Determine staffing requirements and make required personnel assignments as necessary.

**OPERATIONAL STAGE:**

▶ Obtain policy guidance from the District EOC Director with regard to media releases.

▶ Keep the EOC Director advised of all unusual requests for information and of all major critical or unfavorable media comments. Recommend procedures or measures to improve media relations.

▶ Coordinate with the Situation Analysis Team and identify method for obtaining and verifying significant information as it is developed.

▶ Develop and publish a media briefing schedule, to include location, format, and preparation and distribution of hand-out materials.

▶ Implement and maintain an overall information release program.

▶ Establish a Media Information Center, as required, providing necessary space,
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:

- Clipboard
- District identification badge, clearly visible
- Hi-Liter
- Job Description
- Media Tag
- Pencils/Pens
- Personal Journal/Position Logs
- Post-Its
- Radio – two way
- Scotch Tape
- Scratch Pads
- Spiral Notebook
- Staple Remover
- Staple
- Vest (Employees wear green; runners/volunteers wear orange)