

**BURBANK UNIFIED SCHOOL DISTRICT
EMERGENCY OPERATIONS**

Job Description

PIO – RUMOR CONTROL LEADER

RESPONSIBILITIES:

- ▶ Provide staffing for rumor control telephone bank.
- ▶ Establish a “Disaster Hotline” with an up-to-date recorded message.
- ▶ Supervise the Rumor Control Unit.

ACTIVATION STAGE:

- ▶ Follow the Activation/Demobilization Generic Checklist.

OPERATIONAL STAGE:

- ▶ Obtain “confirmed” disaster information.
- ▶ Operate a telephone bank for receiving incoming inquiries from the general public.
- ▶ Correct rumors by providing factual information based on confirmed data.
- ▶ Establish a “Disaster Hotline” recorded message and provide updated message information periodically.
- ▶ Refer inquiries from members of the media to the lead Public Information Officer or designated staff.

DEMOBILIZATION STAGE:

- ▶ Follow the Activation/Demobilization Generic checklist.