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.