

**BURBANK UNIFIED SCHOOL DISTRICT
EMERGENCY OPERATIONS CENTER**

Job Description

**SITE INFORMATION OFFICER
AND
RUMOR CONTROL LEADER**

Position initially assumed by any certificated staff available; ideally assumed by pre-designated certificated staff member.

RESPONSIBILITIES:

- ▶ Provide for safety of staff and students.
- ▶ As information is relayed to the sites from the District EOC, serve as the coordinator point for site media releases.
- ▶ 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.

ACTIVATION STAGE:

- ▶ Follow the Activation/Demobilization Generic checklist.
- ▶ Determine staffing requirements and make required personnel assignments as necessary.
- ▶ Check in with Incident Commander for situation/safety briefing.

OPERATIONAL STAGE:

- ▶ Obtain policy guidance from the District EOC.
- ▶ Refer the media to the Public Information Office located in the District EOC.
- ▶ Keep the Site Incident Commander advised of all unusual requests for information and of all major critical or unfavorable media comments.
- ▶ Coordinate with the Site Incident Commander and identify method for obtaining and verifying significant information as it is developed.
- ▶ Develop and post signage directing media to a designated location for media briefing with the Site Information Officer.
- ▶ Ensure that all written communications to the media come from the District EOC, Public Information Officer.
- ▶ Ensure that a rumor control function is established to correct false or erroneous information.
- ▶ Correct rumors by providing factual information based on confirmed data.

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
- ▶ Stapler
- ▶ Vest (Employees wear green; runners/volunteers wear orange)

SITEINFO.
8/02