

**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 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,

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:

- ▶ 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)