

<b>Subject:</b>	<b>MEDIA RELATIONS</b>
<b>Section:</b>	<b>PPG# 3900</b>
<b>Chapter:</b>	<b>Community Relations</b>
<b>Effective Date:</b>	<b>3/12/2009</b>

## **1.0 POLICY**

---

- 1.1** As a public agency, the McLane/Black Lake Fire Department recognizes the opportunity to provide information to the news media. Every effort will be made to cooperate with the news media in providing appropriate information. Releases to the news media must be channeled through the district's public information officer, fire chief or his/her designee.

## **2.0 GUIDELINES**

---

- 2.1** All requests from the news media will be handled in the following manner:
- 2.2** On an emergency scene, all inquiries from the news media will be directed to the Incident Commander or Public Information Officer if assigned. The department spokesperson will limit his or her comments to the facts of the incident. Inquiries requesting policy positions or those involving opinion or conjecture will be referred to the fire chief or his or her designee.
- 2.3** Upon return to the station from any significant incident, the Incident Commander and/or PIO will complete a press release, which will be posted in the watch office for reference.
- 2.4** Post media contacts will be referred to the shift officer or the department's public information officer. The information contained on the press release is the only authorized information to be released. The spokesperson shall limit his/her comments to the facts of the incident. Inquires requesting policy positions will be referred to the fire chief or his/her designee.
- 2.5** The chief or his/her designee, will notify the Board in the event of a significant emergency incident, event or policy position.