

## News Media Relations

### 321.1 PURPOSE AND SCOPE

The purpose of this policy is to provide guidelines for communicating with representatives of the media and to establish procedures for interacting with media representatives at emergency scenes. Additionally, this policy establishes an operating framework for integration of the Public Information Officer into the incident management system.

### 321.2 POLICY

It is the policy of the Fresno County Fire Protection District to establish and maintain a positive working relationship with the media in order to effectively communicate timely and accurate information.

### 321.3 PUBLIC INFORMATION OFFICER DESIGNATION

As soon as practicable after basic fire and rescue operations are completed on the fireground or at any significant incident, the Incident Commander will designate a Public Information Officer if the District does not have a full-time Public Information Officer available. The Public Information Officer shall interface with and provide timely and relevant information to representatives of the media. A single Public Information Officer will be designated for each incident, including incidents operating under Unified Command and multijurisdictional incidents.

In multiagency or multijurisdictional incidents, it may be necessary to establish a joint information center with a Public Information Officer and Assistant Public Information Officer. In all cases, the Public Information Officer shall be responsible for coordinating the dissemination of information to the media.

Upon arrival at the scene of the incident, the designated Public Information Officer will report to the Incident Commander, obtain an incident briefing and be assigned the Public Information Officer radio designator for the incident.

### 321.4 DISSEMINATION OF INFORMATION

The Public Information Officer should gather and disseminate the following information as deemed appropriate:

- (a) Incident response information, including the number of units and personnel on scene
- (b) Appropriate human interest or safety information
- (c) Nature of the incident and expertise of the fire personnel deployed (high rise, technical rescue, etc.)
- (d) A description of any particular hazards present at the incident
- (e) Identification of life-saving or heroic acts that may have occurred including any rescue scenarios

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- (f) Projected duration of the incident

If appropriate, the Public Information Officer may coordinate a brief interview with the company officer or a crew member.

### **321.5 RESTRICTED INFORMATION**

The Public Information Officer shall ensure that legally protected information is not released to the media. The Public Information Officer should consult with the Fire Chief or the authorized designee about any issues or concerns regarding legally protected information.

Refer to the Line-of-Duty Death and Injury Notification Policy for additional considerations regarding communication with the media concerning a line-of-duty death.

### **321.6 MEDIA INQUIRIES**

All media inquiries received by incident personnel shall be forwarded to the Public Information Officer for response. The Public Information Officer will endeavor to provide accurate information that is available at the time while clearly communicating that any such information is preliminary. The following communication strategies may be employed:

- (a) Reporters should be directed to assemble in a designated staging area to wait until additional information can be obtained.
- (b) If necessary to remain with media representatives, the Public Information Officer may request assistance from the Incident Commander in gathering information. Media representatives may be allowed to take photographs and video, provided they do not interfere with incident operations or create a safety hazard.
- (c) The names of deceased or seriously injured persons shall not be released without coordination with law enforcement. Next of kin notifications and the release of names of deceased or seriously injured are generally handled by law enforcement and/or hospital personnel.
- (d) The names of deceased or seriously injured persons shall not be transmitted over the radio.

The Public Information Officer or the authorized designee should not speculate as to the cause of an incident. The Public Information Officer may escort media representatives on a tour of a fire-damaged area following knockdown after receiving authorization from the Incident Commander and in coordination with operations personnel. The Public Information Officer will be responsible for ensuring that all media personnel wear proper protective clothing as warranted.

### **321.7 MEDIA ACCESS**

Authorized members of the media shall be provided access to scenes of floods, storms, fires, earthquakes, explosions or other emergency scenes. Access by the media is subject to the following conditions (Penal Code § 409.5(d)):

- (a) The media representative shall produce valid press credentials that shall be prominently displayed at all times while in areas otherwise closed to the public.

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- (b) Media representatives may be prevented from interfering with emergency operations and criminal investigations.
  - 1. Reasonable effort should be made to provide a safe staging area for the media that is near the incident and that will not interfere with emergency or criminal investigation operations. All information released to the media should be coordinated through the Public Information Officer or other designated spokesperson.

### **321.7.1 TEMPORARY FLIGHT RESTRICTIONS**

If the presence of media or other aircraft pose a threat to public or personnel safety or significantly hamper incident operations, the Incident Commander should consider requesting a Temporary Flight Restriction (TFR). All requests for a TFR should be routed through the Duty Chief. The TFR request, either for a pre-planned operation or an unplanned incident, should include specific information regarding the perimeter and altitude necessary for the incident. The TFR should be requested through the appropriate control tower. If the control tower is not known, the Federal Aviation Administration should be contacted (14 CFR 91.137).

### **321.8 NEWS RELEASES**

News releases are documents specifically prepared for release to the media. News releases should generally be authored by the Public Information Officer and approved by the Fire Chief or the authorized designee, prior to release. News releases should be structured to facilitate use by the print media, typically containing no more than two pages of concise information. News releases should be formatted in accordance with the approved District standard.

### **321.9 NEWS CONFERENCES**

A news conference is a pre-scheduled event intended to highlight a newsworthy event such as a promotion, opening of a new fire station or if a public appearance by a representative of the District is desired. The Fire Chief will determine the purpose and scope of the conference. Any accompanying news release will include details, such as the date, time and location, and may reference other officials, dignitaries or agencies that may be in attendance.

The Public Information Officer should prepare the news release and/or a prepared statement for the district spokesperson. The Public Information Officer shall make arrangements for the site, obtain required equipment, arrange for availability of the news release, identify photo locations and provide escorts, as necessary. The conference may include a moderator or the Public Information Officer, who should make introductory remarks and introductions, assist with any question-and-answer period that may follow and conclude the conference.

Specific information should not be released prior to the conference. The Public Information Officer should notify appropriate District personnel of the date, time and location of all news conferences. District members attending should wear the appropriate uniform as specified in the Uniform Regulations Policy. Attendance requirements will be determined by the Fire Chief.

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### **321.10 THIRD-PARTY REQUEST TO INTERVIEW PERSONNEL**

Upon approval from a supervisor, District employees may be authorized to participate in official interviews regarding work-related activities when conducted by law enforcement or other regulatory agencies, such as the California Division of Occupational Safety and Health (Cal/OSHA).