

<b>TITLE</b> O P E R A T I O N S   M A N U A L	<b>STANDARD</b> <b>INSTRUCTION</b> 13		<b>DEPARTMENT</b> F I R E - R E S C U E
<b>SUBJECT:</b> COMMUNITY EDUCATION NEWS RELEASE PROCEDURES	<b>SECTION</b> 04	<b>PAGE</b> 1 of 1	<b>EFFECTIVE DATE</b> 29 April 2021

**I.     PURPOSE**

To provide all personnel with guidelines ensuring the efficient production of a news release, media advisory and all other communications to be distributed to members of the media. Appropriate and correct information regarding Fire-Rescue Operations will be disseminated from the public information office as the representative of the fire chief.

**II.    SCOPE**

This policy shall apply to all sworn San Diego Fire-Rescue Department (SDFD) personnel, excluding lifeguards. This policy is not intended to restrict Local 145's rights to communicate to the media regarding Union business and issues.

**III.   AUTHORITY**

The fire chief authorizes the information within this policy.

**IV.    POLICY**

- A.     Personnel requesting a news release, media advisory or any other written communication (collectively “news release”) will obtain the fire chief’s or fire chief designee’s approval.
- B.     A draft of the news release shall be submitted to the media services manager at least two weeks prior to the desired distribution date. Included with the news release will be the following:
  - 1.     A complete description of the event/information provided by the personnel involved. Date, time, and location are essential and should also be included along with any other pertinent information.
  - 2.     A contact person must be designated to perform on camera or phone interviews.
  - 3.     The purpose of the news release must be included when applicable.
  - 4.     Any visual material that is to be used, e.g., brochures, diagrams, apparatus, must be listed and/or provided in order to make these accessible to the media.
- C.     The media services manager or a member of the public information office staff will edit the DRAFT proposal of the news release and approve it for release.
- D.     The contact person will not distribute the release.
- E.     A copy will be kept on file in the public information office to be used for future reference.