

BULLETIN

NO.: 15-112
DATE: July 6, 2015
TO: All Personnel
FROM: Brian Fennessy, Assistant Fire Chief, Emergency Operations
SUBJECT: **CLARIFICATION** – Office of the Chief (15-089) – Media Interviews

Recent experience has demonstrated a need to provide clarification concerning firefighter participation in media interviews when assigned to the Operations Division.

Incident Commanders (IC) are *expected* to brief the media, on camera if requested, regarding fire or emergency incidents. In the absence of an Incident Commander or if the IC is unable to step away from the Incident Command Post, the Public Information Officer will conduct the media briefing. Fire-Rescue personnel **ARE** permitted to be interviewed by news media if pre-approved by one of the entities listed below:

- Incident Commanders
- Public Information Officers
- Metro Arson Strike Team investigators

This has been the case for many years and clearly allows our personnel to speak with permission of the above. However, personnel should bear in mind that anything said to a reporter or photographer, whether in a formal interview or in a casual conversation, can be quoted and used in a news story.

The Fire-Rescue Department has enjoyed a great relationship with the media and they have provided exceptional coverage of the great work done by all of our crews. It is critically important that SDFD maintains these relationships.