

<b>TITLE</b> OPERATIONS MANUAL	<b>STANDARD</b> INSTRUCTION 02		<b>DEPARTMENT</b> FIRE
<b>SUBJECT</b> FIRE SUPPRESSION: NEW RELEASE PROCEDURES	<b>SECTION</b> 15	<b>PAGE</b> 1 of 1	<b>EFFECTIVE DATE</b> 07/01/01

## XV. NEWS RELEASE PROCEDURES

### A. Purpose

To provide all personnel with procedural guidelines insuring an efficient production of a News Release to be submitted to all media persons. Appropriate and correct information will be dispensed from the Public Information office as the representative of the Fire Chief.

### A. Procedure

1. Personnel requesting a News Release will obtain Division Head's approval.
2. A draft of news release shall be submitted to Public Information Officer at least two weeks prior to the distribution date. Included will be the following:
  - a. A complete description of the event/information provided by personnel involved. Date, time, and location are essential and should also include any other pertinent information.
  - b. Contact person must be selected to provide the Public Information staff a source if questions arise.
  - c. Purpose of the News Release must be included when applicable.
  - d. 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 media.
3. Public Information office staff will edit the DRAFT proposal of the News Release.
4. Upon completion of the DRAFT, a copy will be routed to Deputy Chief of Communication & Information with approval signed or initialed in the space provided by a stamp. The contact person will not distribute the release.
5. The approved DRAFT will be returned to the Public Information staff as soon as possible allowing the package to be assembled and mailed to the media.
6. Direct all questions received about the release to the assigned contact person.
7. A copy will be kept on file in the Public Information office to be used for future reference.