



**MESCAL J-6
FIRE DISTRICT**

**STANDARD OPERATING
POLICY # 034**

*Media Relations /
Public Information Distribution*

I. PURPOSE

To establish a means for accurate and consistent dissemination of information to the media and the public, to preserve confidential and/or protected information, and to the public/preserve the image of the Mescal-J6 Fire District.

II. SCOPE

This policy applies to all members of the District.

III. POLICY

In order to ensure clear, consistent, and accurate dissemination of information to the media, it is the policy of MJFD to channel all media inquiries and communications through established contacts within the organization.

IV. GUIDELINES

- A. Press and media inquiries regarding MJFD shall be directed as follows:
 - 1. On scene: initial release of information may only be provided by the Incident Commander or a representative specifically designated by the Incident Commander. The information provided for on-scene media inquiries shall be limited to the following:
 - a. Nature of the incident
 - b. Time of occurrence
 - c. Brief description of the incident
 - d. Number of MJFD personnel involved in incident mitigation
 - e. Estimated time to incident resolution

No additional information shall be provided during on-scene media inquiries without prior approval of the Fire Chief.

 - 2. Routine, non-emergency communications, and media inquiries shall be directed to the Fire Chief.
- B. The Fire Chief shall serve as the primary spokespersons to the press, unless he opts to designate an alternative spokesperson for a particular inquiry, in which case the alternate person shall be provided the necessary information or data to respond to the inquiry.
- C. Press releases may be issued only through the Fire Chief or a designated Board member.
- D. Members who identify any opportunity for favorable publicity for the District should contact the Fire Chief, who shall determine MJFD's interest, and if necessary, provide any needed information or materials.
- E. Unless otherwise directed in this policy, no member shall speak to the press or other media organization on behalf of the Mescal-J6 Fire District without the prior approval of the Fire Chief.
- F. Members violating this policy are subject to disciplinary action, up to, and including, termination.

Approved by the Mescal-J6 Fire District Governing Board on October 12th, 2015. Replaces February, 2012