

San Mateo County Fire Service
Policy & Guideline Manual

G-150

Press Release Guideline

G-150.1 PURPOSE & SCOPE

The purpose of this standard is to establish a common protocol for press release.

G-150.2 GUIDELINE

It is the standard of the San Mateo County Fire Chiefs that all communications personnel and fire companies involved in incident operations follow the procedures outline in this standard when information about an incident is requested from the press or others.

G-150.3 REFERENCES

Fire Net/Public Safety Communications Operations Policy/Procedure #010

G-150.4 PROCEDURES

During an active incident the following information will be distributed when calls are received from any press agency:

1. When receiving inquiries from the press regarding an active incident, you will provide the caller with the following information:
 - a. Incident type (structure fire, grass fire, HazMat, etc.)
 - b. Address or location of the incident
 - c. The alarm level at the time of the request
2. If the agency calling insists on further information, advise them that you have no further information and that no PIO has been established yet.
3. If the agency calling is requesting a phone call from someone, take the information and advise the caller, that due to the nature of the incident, the return call may be delayed. Send a digital page to the I/C with this information so when time permits, they can return the call from the information on their pager.
4. Direct them to the scene if additional information is required.
5. Prompt the Incident Commander to let you know when a PIO or press post has been established, and if known the ETA for either to occur.