

EL DORADO COUNTY FIRE PROTECTION DISTRICT

STANDARD OPERATING GUIDELINE

**ARTICLE 2: ADMINISTRATIVE POLICIES
AND PROCEDURES****EFFECTIVE DATE: 04-12-2006****SECTION 31: MEDIA RELEASE**

REVISED: 02-20-2020

- 2.31.1 **PURPOSE:** To establish a mechanism to promptly notify the Media of events / incidents which may be news worthy and to positively expose the El Dorado County Fire Protection District and its personnel.
- 2.31.2 **POLICY:** It shall be standard procedure for the Duty Chief Officer to promptly notify the Media of any significant event within the Fire District.
- 2.31.3 A Media Release form shall be submitted to the local media for any incident or situation that the Fire Chief or Shift Division Chief feels would provide information to the public involving the Fire District.
- 2.31.4 A copy of all Media Releases shall be forwarded to the office of the Fire Chief.
- 2.31.5 Attached is a sample of the Media Release form to be submitted.
- 2.31.6 The Media Release may include the following information.
- 2.31.6.1 Date of Incident
 - 2.31.6.2 Time of Incident
 - 2.31.6.3 Response Time
 - 2.31.6.4 Total Time at Incident
 - 2.31.6.5 Location of Incident
 - 2.31.6.6 Apparatus at Scene
 - 2.31.6.7 Auto-Aid Units at Scene
 - 2.31.6.8 Total Number of Personnel at Scene
 - 2.31.6.9 Number of Patients
 - 2.31.6.10 Transport Method
 - 2.31.6.11 Extent of Damage
 - 2.31.6.12 Number of Injuries
 - 2.31.6.13 Other Information of Interest
 - 2.31.6.14 Photographs if Available (Courtesy of El Dorado County Fire)
 - 2.31.6.15 A Fire District Contact Name and Phone Number
- 2.31.6.16 Only pertinent information needs to be on a Media Release form.

EL DORADO COUNTY FIRE PROTECTION DISTRICT

MEDIA RELEASE

DATE OF INCIDENT: ____/____/____ **TIME OF INCIDENT:** ____:____

RESPONSE TIME: _____ **TOTAL TIME OF INCIDENT:** _____

TYPE OF INCIDENT: _____ **OFFICER IN CHARGE:** _____

LOCATION OF INCIDENT: _____

AUTO/MUTUAL AID AT SCENE: _____ **TOTAL # OF PERSONNEL:** _____

NUMBER OF PATIENTS/INJURIES: _____

TRANSPORTED VIA: _____ **TRANSPORTED TO:** _____

PROPERTY OWNERS NAME: _____

EXTENT OF DAMAGE / SIZE/ PERCENT (if fire): _____

ADDITIONAL COMMENTS: _____

NAME OF CONTACT PERSON: _____ **RANK:** _____

CONTACT NUMBER: _____