

**Policy:**        **Media**

**Purpose:**        This guideline shall be utilized to establish a useful and harmonious working relationship with the media and it's representatives.

**Scope:**        Applies to all NPPFD personnel

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At any incident, it may be expected that there will be a variety of authorized members of the press, radio and/or television, who will want information.

In establishing a useful and harmonious working relationship with the media, it may be necessary to appoint a Public Information Officer (PIO) for the release of information. The PIO shall have the sole responsibility for this task.

The PIO shall be appointed by the Incident Commander.

The PIO shall release only the information that is known to be factual. Information released on "poor" facts can only add to the incident's problems, particularly with family members and curiosity seekers.

**Requests received by media by telephone, during an incident shall be handled as follows:**

- Explain that the incident has not been stabilized and that you do not have all the factual information at this time.
- Ask the caller to leave their name, their agency's name, and telephone number.
- Inform the caller that their request for information will be honored, however, their request will be referred to the PIO, who shall return their call as soon as possible, after the incident has been stabilized.

**On scene requests for information shall be referred to the PIO or Incident Commander**

It shall be remembered that there is no effective way to retract a statement. It is better not to comment at all, until after all the facts are known.

It shall be this Department's policy not to comment upon another agency's actions, no more than you would wish to have another agency commenting on our actions.

By the Order of: \_\_\_\_\_  
Fire Chief

Date: \_\_\_\_\_