

Grand Forks Fire Department

Standard Operating Procedures

SOP# 100.08	Section Rules and Regulations	Title Media Relations
Authored by:		Michael K. Flermoen, Deputy Fire Chief
Reviewed by:		Michael K. Flermoen, Deputy Fire Chief
Authorized by:		Peter D. O'Neill, Fire Chief
Effective date: 02/01/02	Implementation date: 02/01/02	Revision date:

1. Statements to the media, news releases, and media campaigns must be approved by the fire chief or other authorized person prior to their release, except as provided below.
2. An incident commander is authorized to provide the media with general details concerning an incident.
3. Command or company officers are authorized to provide the media with general details of an incident, as a part of their normal duties; i.e. media outlets calling in for general information regarding previous day/night/shift/weekend, etc.
4. Department personnel are authorized to provide the media with a list of incidents. This information shall be limited to the dates, times, and locations of incidents.
5. Information pertaining to the cause and origin of an incident shall be released only by the Fire Marshal or the Fire Marshal's designated representative.
6. Only the Fire Chief or his/her designee shall release information relating to personnel matters, department policy, department litigation, or other sensitive matters.
7. Department personnel are authorized to provide the media with public education, fire prevention information, if that information has been cleared through the public education officer.
8. The Battalion Chief shall serve as the department public information officer as needed. The Fire Chief will be notified in a timely manner if interviews, etc. have been done.
9. A Command officer, Public Education officer or the Fire Chief shall clear information released to the media via the "Media Fax".