

GENERAL POLICY

0602

(September 1991)

In order to meet the department's goals, maintain a positive image, and continue as a premier fire and resource protection agency, CAL FIRE will pursue an aggressive and coordinated information program. Ultimately, the Director is responsible for the effectiveness of the information program, but success depends on every employee at every level.

The Office of Information assists the Director with the formulation and implementation of programs. Directly accountable to the Director or designee (Deputy Director, Planning, Public Affairs, and Legislation) for all information activities, this office handles public as well as internal communication activities with the Academy, program areas, or field offices (see Organization Chart).

When appropriate, CAL FIRE will promote interagency relations through joint information programs. Joint information operations involving any type of incident must conform to all Incident Command System operating procedures.

All region and unit chiefs, accountable for the success of information programs, are responsible for the following:

- Each unit will have an active information program.
- The focus of the program must comply with the mission, goals, and objectives of the department.
- The region and unit chief and program manager will take active roles in information activities through leadership, example, and commitment.

[\(see next section\)](#)

[\(see HB Table of Contents\)](#)

[\(see Forms or Forms Samples\)](#)