

OPERATIONAL GOALS

(September 1991)

0605

The Information function has four operational goals:

- To provide a central clearing house for gathering and releasing news.
- Focus information on cause and effect, damage, and abatement cost to help prevent fires and similar incidents. Good reporting keeps the public well informed and fosters support.
- CAL FIRE personnel knowledgeable about an incident will answer individual questions and issue statements to reassure the public and reduce interference with emergency personnel.
- Integrate the activities of the media and the incident personnel so neither group hinders the other. The unit also provides information necessary for support plans and command decisions by Emergency Command Center officers and administrative personnel.

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

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

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