

DAILY NEWS RELEASES

0612

(September 1991)

Usually the media assign a reporter to contact various agencies for daily news releases. If this is not the case, the information officer should make arrangements to supply local news media with information.

CENTRALIZING INFORMATION

0612.1

(September 1991)

News should be collected at and disseminated from a central location--the region office, unit headquarters, battalion headquarters, or fire station.

Since the media prefer to work with one person with a back-up contact, units should designate an information officer and also appoint an alternate.

Prior to any news release, the information officer should compile all available facts. A fact sheet--who, what, why, where, when and how--aids organization. Information officers should not delete information or express personal opinions. The media will decide what is newsworthy.

COOPERATING AGENCIES AND LOCAL CITIZENS

0612.2

(September 1991)

CAL FIRE daily information releases must include the names of cooperating and supporting agencies and may include the names of individual citizens assisting in an incident's detection, reporting, or suppression. For more information on working with the general public, see Section 0620, Public Information.

MEDIA RELATIONS

0612.3

(September 1991)

Mutual trust based on previous contacts aids both reporters and CAL FIRE. Information officers should help reporters obtain facts for accurate and timely stories and disseminate incident information without interfering with fire suppression. For more information on working with the media, see Section 0630, Media Relations.

MEDIA CONTACTS

0612.3.1

(September 1991)

Each region and unit should maintain a current media list. Units may want to purchase the Metro California Media Guide, a private publication that maintains a current list of all media in California.

To order this guide, units may contact:

Metro California Media
P. O. Box, Drawer 1197
New Milford, Connecticut 06676
(203) 354-9361

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