

MEDIA RELATIONS

0630

(May 1997)

INTRODUCTION

0631

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Over the years, CAL FIRE has enjoyed good media relations. However, since CAL FIRE deals with life and death emergencies, and reporters deal with deadlines, there is potential for conflict. The following tips can assist in building positive media relations prior to an incident that lead to peaceful co-existence during an emergency.

When beginning to interact with the media, call the assignment editors of the television stations, radio stations, and newspapers and ask for a five minute meeting for introductions and to drop off materials to assist with future stories.

Information officers should bring brochures, flyers, an updated CAL FIRE phone list, and a news release if available. Information officers should ask if the reporters have suggestions for a good working relationship and follow-up on any concerns or suggestions offered. Since assignment editors are usually the busiest people in the newsroom, the meeting should be brief.

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