

## **PUBLIC RELATIONS**

**8618**

(1987)

Many lookout facilities are points of interest to hikers, hunters and sightseers. Some come seeking information, others just a nice view. All visitors should be treated politely and professionally. Each public contact is an opportunity to provide information and promote CDF.

Lookouts should be able to provide visitors with a brief overview of CDF's primary responsibilities. The lookout should also be able to explain the operation of a lookout and how it fits into the CDF fire protection organization.

Visitors' questions should be answered to the best of the lookout's knowledge. If visitors have questions that can't be answered and must be followed up, they should be referred to the lookout supervisor.

All visitors should sign a log, if provided; otherwise the lookout should note all visitors, dates, and times in a log.

Visits should be kept brief and should in no way interfere with the lookout's detection or weather observation duties.

The Facility Operating Plan, Chapter [8620](#), should detail any other site- specific public relations responsibilities. It should also cover local policies regarding visitors inside the facilities or ascending lookout towers.

REMEMBER:           YOU REPRESENT THE STATE OF CALIFORNIA AND THE  
                              DEPARTMENT OF FORESTRY AND FIRE PROTECTION.

BE A COURTEOUS PROFESSIONAL!

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