

Hurricane Fire & Rescue

Hurricane, WV

Subject
Guideline Number
Adopted
Effective Date
Pages

Public Information Officer
800.209
March 1, 2007
April 7, 2007
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Purpose: To provide guidelines for the Public Information Officer and others who are authorized to disseminating information to the media and public.

Scope: All department members.

Responsibility: It is the responsibility of the Public Information Officer and other department personnel.

Public Information

It is the responsibility of the Public Information Officer (PIO) to provide information through various media, regarding all activities of Hurricane Fire & Rescue to the public. This includes the production of articles and brochures as well as communication with various media on events and activities.

Emergency Incidents

Command will be responsible for the management of Public Information on any incident. As soon as practical, after initial emergency mitigation operations are established, Command will establish a **Public Information Position**. The first arriving support staff officer on the scene, if not required to take command or assigned a tactical function by command, will be assigned to the Public Information Position. Prior to the arrival or availability of the authorized Public Information Officer (PIO), Command may assign an officer or firefighter to the Public Information Position.

The PIO will obtain a Public Information Worksheet from any Command vehicle and will begin to gather the information structured on the worksheet. Command will establish the location of the Public Information Area so as to provide access to the Command Post, but not interfere with operations.

The PIO's radio designation will be "PIO."

The Public Information Position will be responsible for requiring all media representatives to wear proper protective clothing on the fire ground when

necessary. Media will only be escorted in the warm and hot zones with Command's approval.

If media personnel create a safety problem or hinder operations, they should be requested to move in a positive manner, avoiding confrontation where possible. The policy of Hurricane Fire & Rescue is to cooperate with the media. If a problem arises with media personnel, notify the PIO.