



MEDIA RELATIONS SOG

SCOPE

This guideline shall apply to all members of the Stoney Point Fire Department (SPFD) and shall be adhered to by all members.

PURPOSE

The objective of this procedure is to provide guidance in dealing with members of the media in Fire Department matters.

GUIDELINES

1. Statements to the media, news releases and media campaigns **MUST** be **approved** by the Fire Chief or the Deputy Fire Chief in the absence of the Fire Chief, except as provided below.
2. An incident Commander is authorized to provide the media with **general** details concerning an incident. However, all media releases involving major high dollar commercial incidents, fire fatalities and obvious Arson Crimes surrounding the before mentioned incidents **MUST** be approved by the Fire Chief or the Deputy Fire Chief in his absence.
3. The on call Duty Chief is authorized to provide the media with general details concerning an incident and matters pertaining to department public relations.
4. On duty shift officers are authorized to provide the media with a list of incidents. This information shall be limited to **dates, times** and **locations** of incidents.
5. Information pertaining to the cause and origin of an incident may be released by the Incident Commander or Duty Chief unless the incident has been turned over to Law Enforcement. In this case the appropriate Law Enforcement Agency (Cumberland County Sheriff's Office, Fayetteville Police Department State Bureau of Investigation (SBI) or the Bureau of Alcohol Tobacco & Firearms (ATF) may release details of the incident. All media requests for incidents within the

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primary response area of the City of Fayetteville will be referred to the Fayetteville Fire Department (FFD) on duty Battalion Commander who coordinated media incident information.

6. Information relating to personnel matters, department policy, department litigation or other sensitive matters shall be released only by the Fire Chief or Deputy Fire Chief in his absence.

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