


SOG# 505-19	Standard Operating Guideline	Administrative	
	<h1>Cumberland Road Fire Department Inc.</h1> <p>PIO / Media Releases</p>	Approved By	
		Steven W. Parrish, Fire Chief	
		Effective Date	Revised Date
		August 24, 2018	


**PURPOSE**

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

**GUIDELINES**

Statements to the media, news releases and media campaigns:

- MUST be approved by the Fire Chief or the Deputy/Assistant Fire Chief in the absence of the Fire Chief, except as provided below.
- A Shift Captain/Officer 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/Assistant Fire Chief in his absence.
- In the event of a commercial fire, fire fatality, obvious Arson Crimes, or multiple injuries to firefighters, the incident commander responsible for Record Management Reporting (FIREHOUSE), will produce a synopsis of the event and fill out the Media Release form on Aladtec upon return to station. If the event is prolonged and meets the criteria of the above mentioned, the Duty Chief will complete the media-release.
- The on-call Duty Chief is authorized to provide the media with general details concerning an incident and matters pertaining to department public relations.
- On-duty Shift Captain/Officers are authorized to provide the media with a list of incidents. This information shall be limited to dates times and locations of incidents.
- Information pertaining to the cause and origin of an incident may be released by the Fire Chief or designee, 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 primary response area of the City of Fayetteville will be referred to the Fayetteville Fire Department on duty Battalion Commander who coordinated media incident information.

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

**RESPONSIBILITIES:**

It shall be the responsibility of each member of the department and supervisors to ensure that the provisions of this standard are followed