

Fire Information is Everyone's Job

Notify chain of command and incident Public Information/Affairs Officer (PIO/PAO) if media arrives unescorted. Provide for their safety until an escort arrives.

Media Interviews:

- Develop and deliver key factual messages; anticipate tough questions.
- Give simple answers (10-20 sec.) and avoid using jargon or acronyms.
- Stick to *your* knowledge and avoid speaking for other incident personnel.
- Never speak off the record, exaggerate, or try to be cute or funny.
- Keep quiet in between questions; if you misspeak, ask to start again.
- Be personable, professional, and presentable (remove sunglasses and hat).
- Conclude with a safety or wildfire prevention message.

Social Media – PAUSE Before Posting:

- PERCEPTION – You are representing the jurisdictional agency and your home unit.
- AUTHORITY – Be aware of federal and host agency social media policies.
- UNDERSTANDING – Know the incident objectives. Never post negative, controversial, or unsafe messages to personal accounts. Ask a PIO/PAO or supervisor for clarification.
- SAFETY – Do not compromise your safety while taking photos and always wear proper PPE. Never post photos of children, inmates, investigations, or cultural sites; be sensitive to burned structures and private information.
- EXPECTATION – Share relevant content or photos with PIOs/PAOs to help tell the incident story.