

2011 Information Workshop

CAL FIRE PIO Updates



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News Releases Standards

1. For State issues use the CAL FIRE News Release template available on the Intranet.
2. Include contact person (name, title and phone number).
3. Keep the news release to no more than one page in length whenever possible.



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News Releases Standards

4. Type “-MORE-“ at the bottom of a page when there is another page to follow.
5. Do not type a release in ALL CAPS.
6. **News Release** include information for the media to publish for the public
Media Advisories are alerts about events you want the media to attend



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News Releases Standards

7. Date all releases. Do not put “FOR IMMEDIATE RELEASE”.
8. Type “ # # # “ at the bottom of the final page of the release.
9. Use a DATELINE at the start of the first paragraph. Type the location from which the release is originating (CAMINO, WILLITS, etc.)



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News Releases Standards

10. Spell Check!!! At least two people should proofread every release before it goes out!!! – Recheck dates
11. When announcing an event, attach a map or directions whenever appropriate.
12. Keep your media contacts updated.



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News Releases Standards

13. Use CAL FIRE appropriately.
 - Two words
 - All Caps
 - No hyphen



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Reply Reply to All Forward

From: Berlant, Daniel Sent: Thu 1/27/2011 9:55 AM
 To:
 Cc:
 Subject: CAL FIRE NEWS RELEASE - California Arbor Week Announced

CAL FIRE NEWS RELEASE
California Department of Forestry and Fire Protection
 CONTACT: Daniel Berlant, Information Officer, (916) 651-FIRE (3473)
 RELEASE DATE: January 27, 2010

California Arbor Week Announced

Sacramento – For the first time since 1872, when the first Arbor Day was celebrated in the United States, California will dedicate an entire week to Arbor Day. This year CAL FIRE and California ReLeaf would like cities, counties, schools, teachers, and communities to get involved and celebrate March 7-14, 2011 as Arbor Week. The official California Arbor Day coincides with Luther Burbank's birthday on March 7th.

The geographic diversity, climate and ever-growing concern for the environment have launched the spirit of Arbor Week. In recognition of the many benefits trees provide, the goals of Arbor Week are:

- To educate people about trees
- To encourage tree planting
- To teach elementary school children the environmental, social, and economic benefits of trees.
- To protect our valuable natural resources

"Tree's offer so many more benefits than what we see," said CAL FIRE Deputy Director Bill Snyder. "Their importance to the environment, climate, economy and the overall well-being of humanity is critical."



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News Releases Approvals

Routine News Releases

- Incident Related
- Burn Permits
- Defensible Space
- Fire Prevention

- **Send Sacramento a courtesy copy**
- In CSR include Julie Hutchinson



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News Releases Approvals

Sensitive Issue News Releases

- Fire Investigations
- Law Enforcement
- Budget
- Policy
- Fire Cause
- Employee Injuries / Fatalities
- Staffing Levels / RFP
- Arrests

• **Need Prior Approval**

• **Send to Daniel & Julie**



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Incident Website Posting

1.  **twitter** & **facebook**

- Major Incidents
- High Profile Incidents
- Wildfires – 10 acres or greater

Notifications

- ROCs – Report on Conditions
- Unit Heads up ➤ **Daniel & Julie**



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Incident Website Posting

1. **twitter** & **facebook**

Initial Posting Information

- Location - exact & geographic
- Acreage
- County



twitter

Sign up for twitter alerts sent directly to your cell phone



text: follow CAL_FIRE to 40404.
(Don't forget the underscore between CAL and FIRE.)

The alerts are free from CAL FIRE, but standard text messaging rates do apply.

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Incident Website Posting

2. CAL FIRE Incident Page

- Major Incidents
- High Profile Incidents
- Wildfires – 25 acres or greater

Notifications

- ROCs – Report on Conditions
- Unit Heads up ➤ Daniel & Julie



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Incident Website Posting

2. CAL FIRE Incident Page

Initial Posting Information

- Incident Name
- Start time
- County
- Acreage & Containment
- Location - exact & geographic



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California Department of Forestry & Fire Protection Home Page |

CAL FIRE Home About Us Fire Protection Resource Management Fire Prevention Communications FAQs

CAL FIRE Home

Office of Governor
Jerry Brown
[Visit his Website](#)

Natural Resources Agency
John Laird

Acting Director
Ken Pimlott
[Visit his Website](#)

[f](#) [YouTube](#) [t](#)

RELATED PROGRAM SITES

- » Board of Forestry and Fire Protection
- » Office of the State Fire Marshal
- » Fire and Resource Assessment Program (FRAP)
- » California Climate Action Team

WHAT'S NEW

- » CAL FIRE Fills Key



The Department of Forestry and Fire Protection serves the people and protects the property and resources of California.

Incident Information

FIRE INFORMATION

Each year CAL FIRE answers the call to over 300,000 emergency incidents. If incidents like large wildfires, earthquakes, floods or hazardous material spills become major incidents, then additional information is possible. [More...](#)

Hot Topics

MAKE YOUR HOME FIRE SAFE WITH DEFENSIBLE SPACE

Wildfires occur year-round. Within just a few hours of the sun coming out following a storm, leaves, needles, dead grass and weeds can become dry enough to burn. During the winter and early spring months, it's crucial that you make your property fire safe with 100 feet of defensible space. [More...](#)

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California Department of Forestry & Fire Protection Home Page |

CAL FIRE Home About Us Fire Protection Resource Management Fire Prevention Communications FAQs

Cooperative Efforts | Air Program | Mobile Equipment | CAL FIRE Academy | State Fire Training | Memorial and Honorees |

CAL FIRE Home » Fire Protection » Archived Incidents » Freeway Complex » General Information

Last modified on Nov 19, 2008

FIRE PROTECTION LINKS

- » Fire Information
- » Cooperative Efforts
- » Air Program
- » Mobile Equipment
- » CAL FIRE Academy
- » State Fire Training
- » Memorial and Honorees
- » Medal of Valor Honorees
- » Be Prepared For Any Emergency
- » Wildland Hazard & Building Codes

FREEWAY COMPLEX MORE INFO

- » Freeway Complex Information
- » Incident Maps
- » Photos
- » News Releases
- » Weather Information
- » Telephone Numbers
- » Special Notices
- » Related Links

FREEWAY COMPLEX

Freeway Complex Incident Information:

Last Updated:	November 19, 2008 6:00 pm	FINAL
Date/Time Started:	November 15, 2008 9:07 am	
Administrative Unit:	CAL FIRE / Orange County Fire Authority / Corona City Fire / City of Anaheim / Chino Valley Fire / City of Brea / Los Angeles County Fire / CHP	
County:	Orange County/Riverside County	
Location:	Between Corona, Chino Hills, Yorba Linda, Brea & Anaheim	
Acres Burned:	30,305	
Containment:	30,305 acres - 100% contained	
Structures Destroyed:	314 residence, 4 commercial and 43 outbuildings	
Cause:	Under investigation	
Cooperating Agencies:	CAL FIRE, Orange County Fire Authority, Corona Fire, Anaheim City Fire, Chino Valley Fire, CHP, CDCR and CCC.	
Total Fire Personnel:	1,633	
Engines:	156	
Fire crews:	48	
Dozers:	4	
Water tenders:	5	
Costs to date:	\$16.1 million	
Conditions:	The Freeway Complex is made up of the Freeway Fire and the Landfill Fire. CAL FIRE Incident Command Team #5 has transitioned into unified command.	

More Information

- » Incident Information
- » Maps
- » Photos
- » News Releases
- » Weather
- » Telephone Numbers
- » Special Notices
- » Related Links

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Incident Information Sheets



CENTER FIRE
Incident Update
Tuesday, March 18, 2011, 6 p.m.
www.fire.ca.gov

Fire Information Line: (909) 873-1477

Location: Big Pine area County: Inyo County
Acres: 850 acres % Containment: 90% contained
Start Date & Time: March 18, 2011, 7:19 p.m. Expected Containment: Friday, March 20 6pm
Injuries: 1 Structures Destroyed: Estimated 19 residences damaged or destroyed
Cause: Under Investigation

EMERGENCY EQUIPMENT ASSIGNED:
Fire Engines: 16 Fire Crews: 19 Bulldozers: 2
Attackers: 0 Helicopters: 0 Total Personnel: 430

Current Situation: Firefighters made good progress today in building containment around the fire. Discarded waste and some direction weather aided in firefighters efforts.
Highways 205 is back open in both directions.
Some hazards and hot spots still exist throughout the treated area. Firefighters and work crews continue to work in the area to make it safe again, but residents and travelers are urged to be cautious in the fire area.

Evacuations: The Inyo County Sheriff's Office has lifted all evacuations.
Evacuation Centers: Big Pine High School.

Cooperating Agencies: Inyo County Sheriff, US Forest Service, CHP, CALFEMA, CDCR, Big Pine Volunteer Fire Department, Lake Pine Volunteer Fire Department, Bishop Volunteer Fire Department, Long Valley Volunteer Fire Department, Wheeler Crest Volunteer Fire Department, BLM, CALTRANS & DWP

Additional Information: The American Red Cross is offering assistance to the victims whose homes were damaged or destroyed by the fire and will be holding a meeting on Tuesday at 10 a.m. at the Big Pine School to discuss disaster assistance.
The public can call 760-437-1888 to learn displaced residents.



- Standardized Template
- Consistency statewide
- For Major Incidents
 - Multiple day fires
 - Team Deployments

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PIO Training

Media Fire Safety

- How to cover a fire safely
- Media access rights and laws

Basic Media Relations

- Target Audience: Company and Chief Officers
 - Covers: Media Law, Media Relations & Interview Techniques
 - 2 hr / 4 hr / 8 hr
- 

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Fire Situation Report

A screenshot of a YouTube video player showing a man in a dark uniform speaking. The video title is "October 4, 2010 - The Fire Situation Report" with 1,793 views. The player interface includes a progress bar at 0:10 / 1:44, a play button, and options for Info, Favorite, Share, Playlists, and Flag. To the right, a playlist titled "CAL FIRE - Situation Reports" is visible, listing several other reports with their respective view counts. The CAL FIRE logo is in the bottom right corner.

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CAL FIRE TV

A screenshot of a YouTube video player showing the "CAL FIRE TV" logo in large red and white text. The video title is "Smoke Alarms Help Save Lives" with 951 views. The player interface includes a progress bar at 2:30 / 2:24, a play button, and options for Info, Favorite, Share, Playlists, and Flag. To the right, a playlist titled "CAL FIRE TV Episodes" is visible, listing several other videos with their respective view counts. The CAL FIRE logo is in the bottom right corner.

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Major Incident Expectations



- Updates
- Incident Update Sheets
- Significant Event Updates



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How Sac & Region PIO can Help



- Field Support
- Dignitary Visits
- Web / Social Media
- Guidance





Questions?

