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## MEDIA PRESS RELEASE

### 219.1 PURPOSE AND SCOPE

Amador Fire Protection District's Press Releases will adhere to the following guidelines to be considered for publication on any social media platform. All Press Releases will meet the criteria set forth in the following sections prior to be submitted for publications on any social media platform.

### 219.2 PRESS RELEASE GUIDELINES

Prior to publication of any Press Release the following guidelines will be adhered to and the Press Release will be approved by the Fire Chief or his or her designee.

**Newsworthiness** – All press releases and social media content must pertain to a newsworthy event, or service. Amador Fire will not publish press releases that are solely for advertising or marketing purposes. The content must offer real value to the reader/media outlet supported by factual, real-time information.

**Maintain Objectivity** – The press release should be unbiased and objective. Avoid using direct callouts, such as "I" or "you", which address the reader/media outlet in a personal manner. In addition, refrain from using exclamation points, exaggerations, or any other "hype" content, as this can detract from the overall credibility of the release.

**Fact-Checked/Speaking Topics** – All press releases submitted on behalf of Amador Fire must be fact-checked and completely accurate. Thus, the content must be free of errors and inaccurate statements before it is submitted. Amador Fire will not speak about fatalities, domestic violence, juveniles, missing persons, or next of kin notifications in any press release or social media content.

**Contact Information** – All press releases will be completed on the standard Amador Fire Press Release document with the PIO's contact information. Their phone number and/or email address must also be provided. Any press releases that do not contain this information will be ineligible for distribution. It is common for media outlets to reach back out after receiving the press release for follow-up information. It is imperative that proper contact information is provided to them.

**Correct Grammar and Spelling** – Carefully examine the press release before submission to ensure that it is free of grammar and spelling errors. Make sure to define any technical or industry-specific jargon used in the release. Always have a second set of eyes proofread the release before being published.

**Reliable Source** – All content must be supported by factual information that is widely available and/or provided by a reliable source. If you are submitting the release at the behest of a third party, the name of the third party would typically be the news source.

**Opinion Statements.** Press releases and social media content should be free of personal opinions or exaggerated statements that have no merit. Releases that focus on political opinions,

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Policy Manual

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public policy commentary, and other controversial topics may be refused unless all angles of the topic are explored in an unbiased manner. Amador Fire does not produce any release that is solely for the purpose of airing grievances or slandering an individual or company's reputation.