



Public and Media Relations for the Fire Service

By Tim Birr

PennWell Books. Paperback. Book Condition: new. BRAND NEW, Public and Media Relations for the Fire Service, Tim Birr, Many fire chiefs have been overwhelmed by the sudden appearance of satellite trucks, news helicopters, and media personnel, when an incident in their jurisdiction attracts the media's attention. If reporters can not get fast, accurate information from fire officials, they'll get it from whomever they can. This book is intended to help fire departments master the basics of public relations. Contents: Public relations 101 Who are these reporters and what do they want anyway? Communicating and communicators Who can we get to do this stuff? Choosing a PIO Where does it say that? A primer on legal considerations The PIO at the incident scene Q&A: Basic skills for new interviews When the news hits the fan: Preparing for the inevitable Connecting with the community Model public information: policy and procedure Model public information: Plan for major emergencies Oregon bar/press/broadcasters: joint statement of principles Bibliography Selected sources for additional training.



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This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

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This kind of book is every little thing and taught me to looking ahead of time and a lot more. I am quite late in start reading this one, but better then never. I found out this book from my dad and i encouraged this pdf to find out.

-- Justus Hettinger