

Operating Guideline # 1503

Media Relations

October 1, 2020



PURPOSE:

The purpose of this Operating Guideline (OG) is to establish guidelines for fire department interactions with the media.

GUIDELINE:

1. Unless specifically authorized by the Fire Chief, no member of the Muskoka Lakes Fire Department shall communicate with any newspaper, radio, television or other media representative/outlet about any fire department function including emergency operation/incident, training activity, inspection practice, vehicle collision (including one involving a personally owned vehicle), public education event or any other activity associated with the department or one of its current or former members.
2. Any department member receiving a request for comment by any media outlet shall politely decline comment and direct the inquiry to the Fire Chief or his designate.
3. The Fire Chief or his designate may provide information about an incident that has occurred in keeping with the provisions of applicable freedom of information and protection of privacy legislation and applicable corporate policy. In addition, the Fire Chief or his designate may provide information to the media about any fire prevention or emergency operation that will benefit the community in some manner.
4. Formal media releases shall be facilitated through the Fire Chiefs office in consultation with the corporate communications staff.

RESPONSIBILITY:

It is the responsibility of all firefighting staff to comply with the provisions of this Operating Guideline.

REFERENCES:

- MLFD OG 1201 - Behaviour
- MLFD OG 1505 - Release of Information