



## Module 6: Media Relations

Creating a working relationship with the various members of the local media, including print reporters and representatives from television and radio outlets, will prove to be beneficial to your department in many scenarios. The information in this module will guide your organization through the steps to take to establish this working partnership before an emergency incident occurs.

Simple strategies, such as creating a Public Safety Coalition, distributing safety tips through department press releases and involving and inviting your media representatives to planned department functions, are all proactive programs that will build a positive working relationship. It should be your department's goal to build a positive working relationship with the various media contacts in your community through non-emergency activities, including the promotion of your fire prevention activities.