

Santa Clara FireSafe Council

Press Releases and Media Policy and Procedures

Policy

1. The purpose of the policy is to summarize the SCFSC policy and procedures for media releases, public presentations and any other public communications on behalf or SCFSC or which state or imply that SCFSC endorses any position or product. It is not meant to discourage any SCFSC participants from talking to others about SCFSC or from distributing SCFSC wildfire prevention and education materials.
2. The SCFSC Council Coordinator is the designated media contact and spokesperson for SCFSC unless other media contacts have been approved by the President for specific SCFSC grants or activities.
3. All contact with media or news organizations by SCFSC members and participants regarding SCFSC programs or activities (including newspapers, television, or radio) should be a strategic and coordinated effort. Members or participants wishing to contact the media on behalf of SCFSC should coordinate their activities with the SCFSC Council Coordinator before submission.
4. As with media contact, public presentations should also be a coordinated effort to assure that SCFSC is presented in the best light possible. SCFSC members/participants who plan to make public presentations or represent SCFSC, (including city and county governmental forums) should discuss their plans, in advance, with the Council Coordinator.
5. SCFSC media releases must be written in the accepted format and include the following verbiage, used as two separate tag lines, as per SCFSC grant agreements with the California Fire Safe Council and the Bureau of Land Management:

“Funding provided by National Fire Plan grants from the Bureau of Land Management through the California Fire Safe Council.”

“The views and conclusions contained in this document are those of the authors and should not be interpreted as representing the opinions or policies of the California Fire Safe Council, the Santa Clara County FireSafe Council or the U.S. Government. Mention of trade names or commercial products does not constitute an endorsement by the California Fire Safe Council, the Santa Clara County FireSafe Council or the U.S. Government.”

The Council Coordinator may request additional content when appropriate (e.g., when it is appropriate or required by grant agreements to mention funding or contributions from other organizations or companies). SCFSC cannot endorse any products or services.

Procedures

1. The SCFSC President and Council Coordinator are responsible for implementing the procedures necessary to implement the policy above.
2. Documented telephonic, e-mail or other electronic forms of communication for approvals are acceptable.