



FOR IMMEDIATE RELEASE

South King County fire departments implement new incident Public Information Officer policy

Kent, WA June 30, 2020

Media partners,

Effective July 1st the fire agencies in south King County will be implementing a new policy to provide incident information to the media. King County fire agencies are divided into three zones. The departments of south King County make up zone three. In the planning stages for several months, the new policy will share the duties of on scene media relations with multiple departments within zone three.

First arriving chief officers will be responsible for an initial twitter post for incidents such as significant car collisions impacting traffic, simple fires, rescues, and other calls of interest. The intent is to get a quick picture if available with enough info to share to media and then to follow up with more info or to indicate the incident is over. This is a new program and will take some time to create new habits but should provide better initial photos and information to update our community. The first arriving officers also can request a Public Information Officer if the incident is more complex, generates more interest, or to facilitate media. A Zone 3 Public Information Officer (Z3PIO) will also automatically be added to any fire that generates a 2nd alarm or greater response to meet the request for additional resources.

Several different departments will share the on scene Public Information Officer role on a rotating basis to provide consistent coverage. The Z3 PIO will post on the Z3PIO twitter account. When a Z3PIO is enroute to an incident they will be identifying such with an initial post and approximate ETA. After arriving on scene and tying in with the Incident Commander, the Z3 PIO will be available to facilitate media request. The Z3PIO will identify themselves by name, rank, and as the Z3PIO speaking on behalf of the agency having jurisdiction.

MEDIA CONTACT: Captain Joe Root, PIO
24611 116th Avenue SE, Kent, Washington 98030
Desk 253.856.4481 - Cell 253.569.8809