



South Metro Fire Rescue Fire Protection District Communications

The Fire Chief, or his designee, is the spokesperson for the District when dealing with the media. In the course of normal events, Board Members should refer inquiries to the Fire Chief. The Fire Chief and the Board should strive to be in agreement regarding the public posture of the District. When possible, it is desirable for the Board to have a unified position that may be communicated to the public through the media. If it is necessary for the Board to make a separate statement to the media, that responsibility should rest with the Board Chair or his/her designee.

Internal District information should not be distributed to the media without the permission of the Fire Chief.

However, Board Members as elected officials have all of the rights and privileges of any private citizen to speak to the media. If a Board Member finds it necessary to speak to the media regarding the Fire District, that member should be clear that he/she is speaking as an individual Board Member and not as a spokesperson for the Board. In order to speak for the Board, any individual Board Member must be authorized by the Board. When speaking to the media on matters not related to the Fire District, any Board Member should clearly state that he/she is speaking as a private citizen and not as a Board Member.

Email

Each Board Member is issued a District email address to use for District business, communication with other Board Members, the Fire Chief, other agencies and constituents. All email communication is subject to the Colorado Open Records Law.

Correspondence

Occasionally, Board Members will be called upon to write letters to citizens, businesses, or other public agencies. District letterhead is available for use and the Executive Assistant can assist in the preparation and distribution of such correspondence. District letterhead and staff assistance cannot be used for personal or political purposes.

District Communication

The District has a Communications Director and Public Information Officers that work with the media to get information out to the public. In addition, the Public Information Officers often work with the Denver metro area media to get out safety information and information of interest to the residents. The distributed Annual Reports, FireLine Newsletters, Media Releases and Monthly Reports are posted on the District's website.