



Escondido Fire Department



NEWS RELEASES PROCEDURES



October 2015

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Using the Fire Department Website

From the Fire Department Home Page, click on the **Staff Login** link at the top and enter your Windows credentials (the same name and password you use to sign into your workstation and for timecards). Click the **Sign In** button to continue.

Home Site Map Search **Staff Login** Select Language Powered by Google Translate

Sign In

User ID
drawson

Password
•••••

☐ Remember Me On This Computer

Sign In

Site Map | Site Feedback | Printable View | Privacy Policy | Powered by mojoPortal
Police & Fire Headquarters • 1163 North Centre City Parkway • Escondido, CA 92026 • 760-839-5400

Notice the change at the top of the page and click on the **News Releases** under the **Bulletins/Events** tab.

Signed in as: Don Rawson Home Site Map My Account Member List Search Sign Out Select Language Powered by Google Translate

Home About EFD Employment **Bulletins/Events** Permits/Plan Checking Safety Info Curby's Corner Employee Pages

Quick Links

- Bee Swarms
- Emergency/Disaster Preparedness
- Emergency Notification System
- Fire Explorer Program
- Fire Department Fees
- Fire Hazard Complaints
- News Releases
- Weed Abatement

... To **Public & Safeguard the Community**

H1N1 Virus
Avian Influenza
Product Alerts/Recalls
News Releases
Phone Fire Inspectors

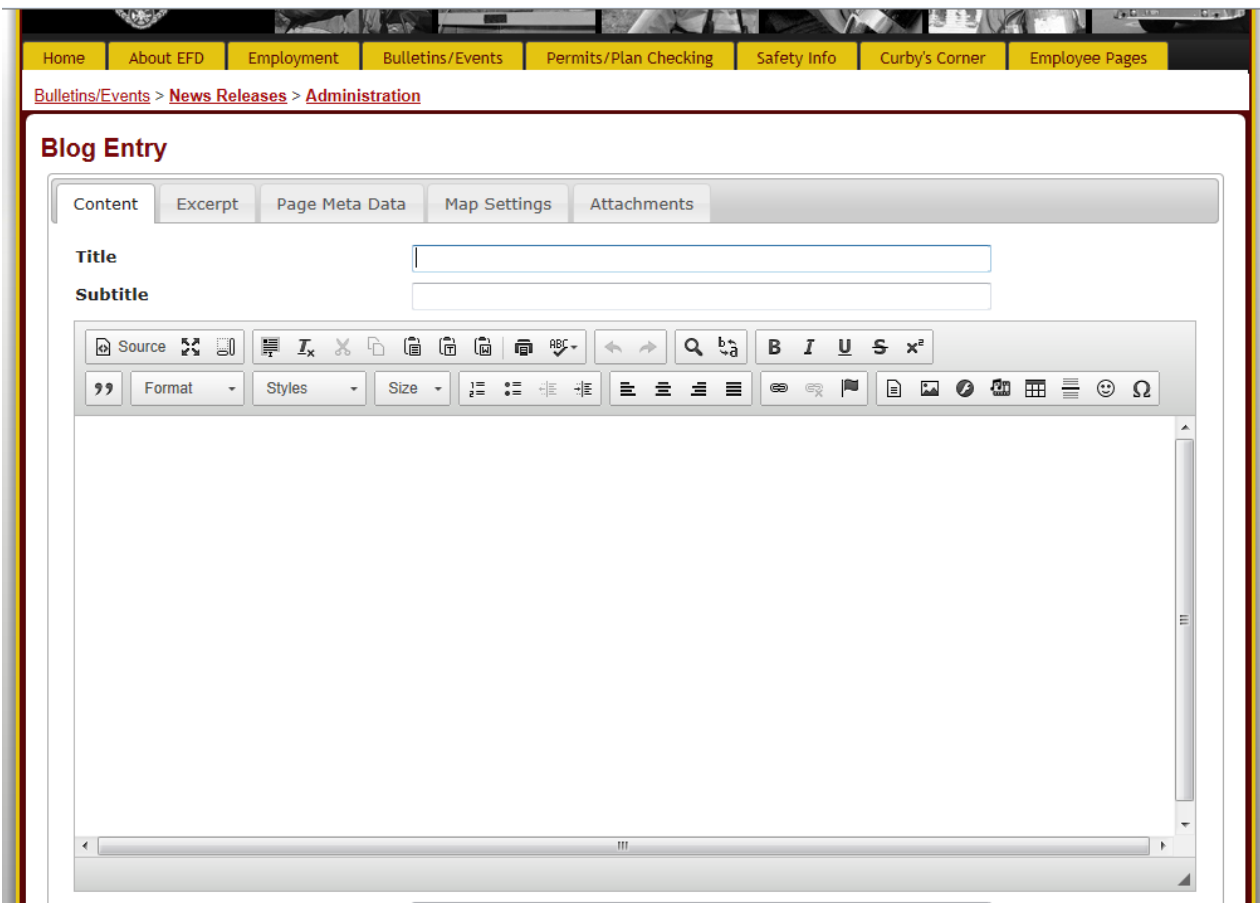
The Escondido Fire Department provides fire protection and emergency medical services to the citizens of Escondido and Rincon del Diablo Fire Protection District.

[More info](#) ...

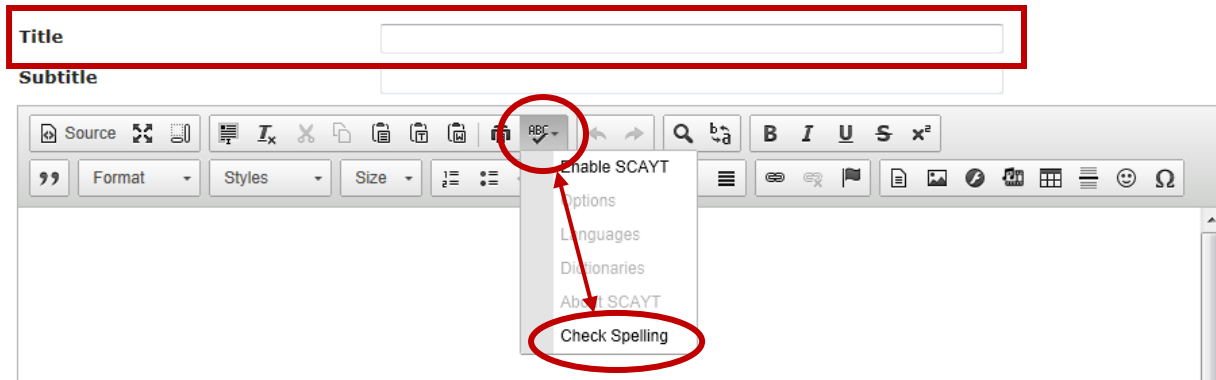
To add a new post click on the **Pencil** icon at the top next to the **News Releases** title.



A **Blog Entry** will appear – this is the news release.



Create a **Title** for your news release (this will be the title on the website). Type your news release as you would in a Word document. When finished, you may spell check by clicking on the **ABC Check Spelling** button.



Do not change the font type or size as the City has predetermined the correct use for consistency between all department's issuing new releases.

Additionally, all new releases should have a common header and footer:

FOR IMMEDIATE RELEASE

CONTACT: (Name and Title) (Contact Telephone Number)

(Message)

###

Title America's PrepareAthon!

Subtitle

FOR IMMEDIATE RELEASE
CONTACT: Don Rawson, Emergency Manager, (760) 839-5404

Today, Wednesday, April 30, 2014, please join the Escondido Fire Department as we partner with the White House, the Federal Emergency Management Agency (FEMA), and the Weather Channel for the first National Day of Action – *America's PrepareAthon!*

The purpose of today is to raise awareness of four specific threats that affect communities throughout our country – Wildfires, Tornadoes, Hurricanes, and Floods. In the past few days we have seen the effects of tornadoes touching down in the Midwest, of flooding caused by five inches of rain falling within an hour in Florida and Alabama, and the ever present threat of wildfire locally with excessive heat and high Santa Ana winds.

The Escondido Fire Department encourages us all to take steps to increase our preparedness and personal awareness of the potential hazards we face in San Diego County. For more information please visit *America's PrepareAthon!* at www.community.fema.gov/connect/tl/AmericasPrepareathon

###

Url ~/americas-prepareathon.aspx

Categories Add Category

[Edit Categories](#)

Include In Feed? ☒

Include In Search Index? ☒

Exclude From Recent Content? ☐

Include In Google Site Map? ☒

Is Published? ☒

Show Author Name?: ☐

Show Author Photo/Avatar? ☐

Show Author Biography? ☐

Start Date 4/30/2014 8:53 AM Set a future start date or un-check "Is Published" to create an unpublished draft.

End Date

Allow Comments for Not Allowed days

Save **Delete this item** [Cancel](#)

Click the **Save** button and the news release will be automatically uploaded to the Fire Department and City of Escondido's web page.

Writing and Uploading a News Release from Word

If you are pasting text from Word, be sure to use the **Paste from Word** button, as this will ensure that unnecessary markup is stripped from the pasted text. The keep the font format consistent with other news releases, change your Word document font to **Verdana** and the size to **7.5** before pasting.

Previous news releases are on the **Shared S Drive / FIRE / ADMINISTRATION DIVISION / News Releases** if needed as an example.

Supplying Aid to Victims of Emergency (SAVE) Program:

- ❖ If you responded to a fire incident where the family qualified to receive a \$100 gift card under the victim assistance program, Please reference in your news release that “Assistance to the displaced residents was provided by the California Fire Foundation.”

Blog Entry

The screenshot shows a web application interface for creating a blog entry. At the top, there are five tabs: "Content", "Excerpt", "Page Meta Data", "Map Settings", and "Attachments". Below the tabs, there are two input fields: "Title" and "Subtitle". Below these fields is a rich text editor toolbar. The toolbar contains various icons for text formatting and editing. The "Paste from Word" button is highlighted with a red rectangle and a red circle.

Click the **Save** button and the news release will be automatically uploaded to the Fire Department and City of Escondido's web page.

Posting the News Release to Twitter

To create a “**Tweet**” announcing the press release via Twitter, return to the **News Releases** page and click on the title of the post you just created.

Signed in as: Don Rawson Home Site Map My Account Member List Search Sign Out Select Language Powered by Google Translate

Home About EFD Employment Bulletins/Events Permits/Plan Checking Safety Info Curby's Corner Employee Pages

America's PrepareAthon! Edit

04/30/14
[Previous Post](#) < > [Next Post](#)

FOR IMMEDIATE RELEASE
CONTACT: Don Rawson, Emergency Manager, (760) 839-5404

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###

Tweet 2

Like Sign Up to see what your friends like.

What is an RSS Feed?
An RSS Feed contains frequently updated content published by a Web site, usually used for news and blogs.

How do I subscribe to an RSS Feed in Windows Internet Explorer?

1. Click the RSS Feeds RSS icon button to view feeds on the Web page.
2. Click Subscribe to this feed.
3. Type a name for the feed and select the folder to create the feed in.
4. Click the Add to Favorites Bar check box.

Click on the **Tweet** button below your post and sign into the Escondido Fire Department's account:

Username: EscondidoFDnews
Password: Water4redTRUCKS!

Sign up >

Share a link with your followers

America's PrepareAthon! <https://fire.escondido.org/americas-prepareathon.aspx>

Username or email

Password

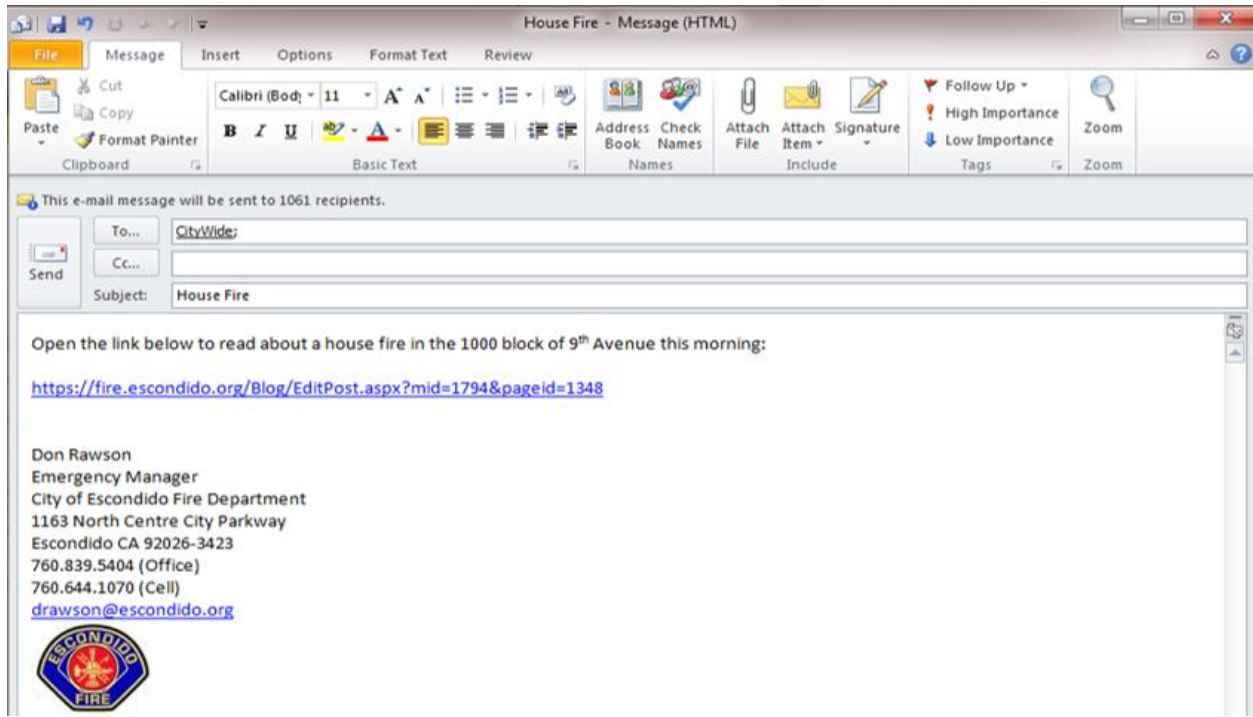
☐ Remember me - [Forgot password?](#)

Sign in and Tweet

Once you enter the username and password, click the blue **Sign in and Tweet** button to place your news release link onto our Twitter page.

Sending Citywide and Media Contacts in Outlook

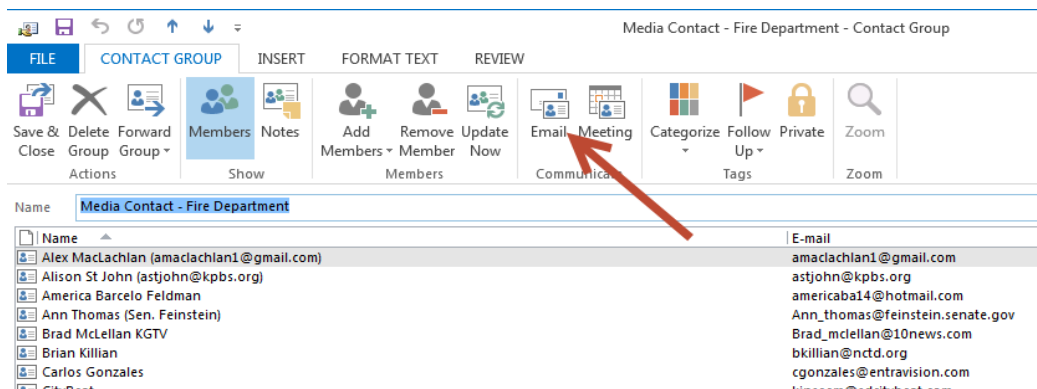
Open **Outlook** and send a notice **Citywide** about the incident.



Open **Outlook** and send a notice to the **Media Contacts** about the incident.

After you send out the Citywide e-mail, please send a separate e-mail with the same information and the hyperlink of the news release to the media.

In Outlook you should have a shared folder called, Media Contacts. This folder contains all the current media who should also receive your news release. Double click on the Media Contact and the names and e-mail address will appear. Select the “Email” button and Outlook will open and the Media Contact will appear in the “To” section of your e-mail.



Adding Photos

Step 1: Click on the **Image** button

Blog Entry

Content

Excerpt

Page Meta Data

Map Settings

Attachments

Title

Subtitle

Source

Format

Styles

Size

Text

Image

Table

Link

Unlink

More

B

I

U

S

X

Image

Url

Categories

Add Category

Edit Categories

Include In Feed?

Include In Search Index?

Exclude From Recent Content?

Include In Google Site Map?

Is Published?

Show Author Name?:

Show Author Photo/Avatar?

Show Author Biography?

Start Date

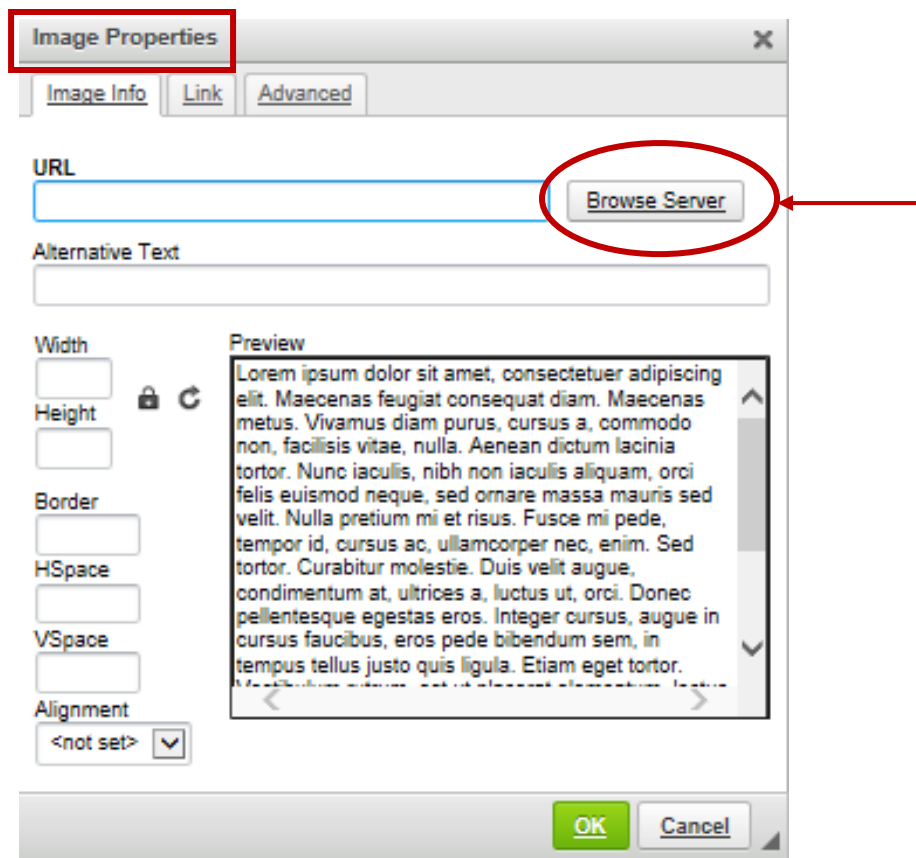
End Date

Allow Comments for

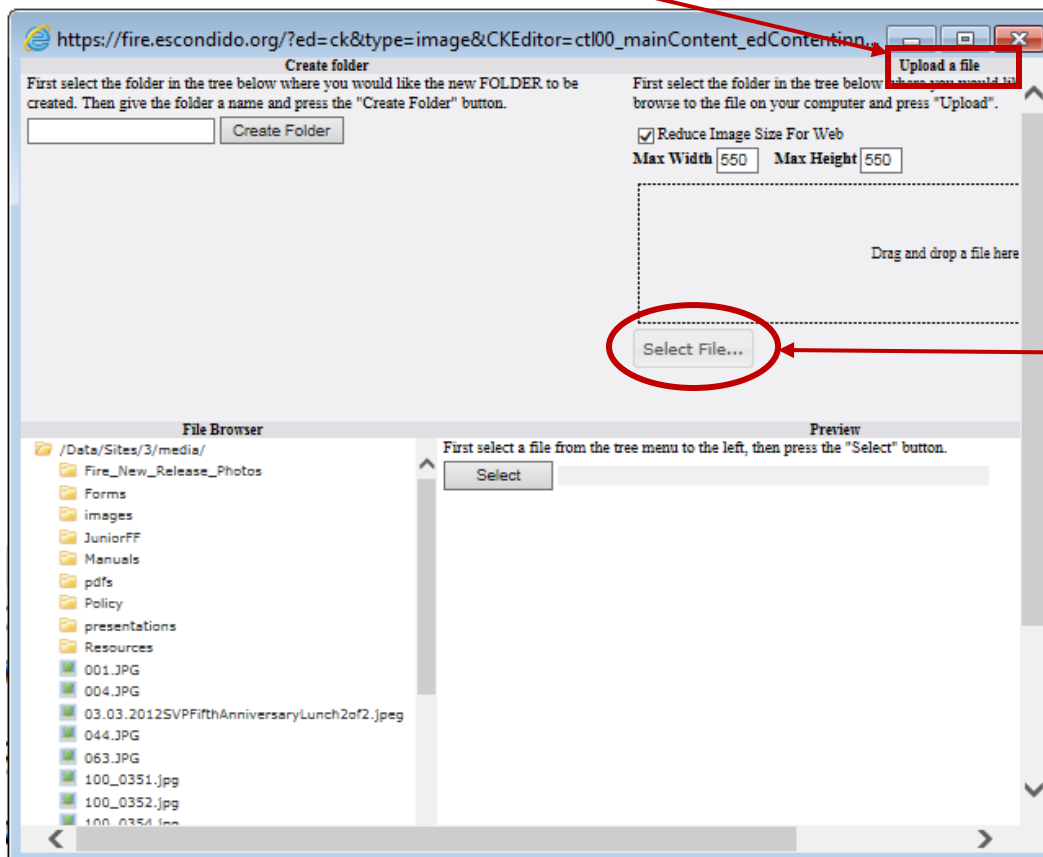
Save

Cancel

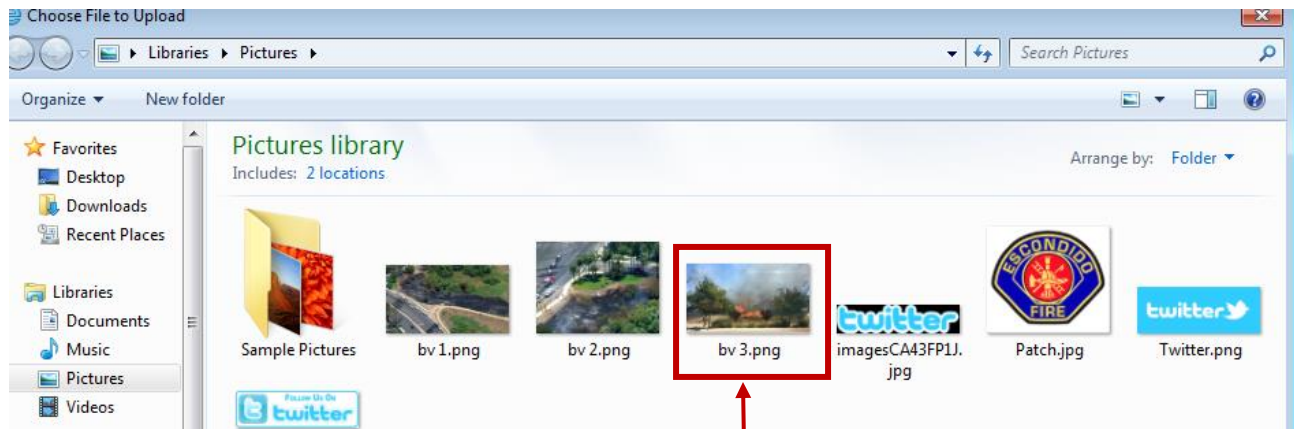
Step 2: The **Image Properties** box will pop up, click on the **Browse Server** button to get to the **Upload a file** option (*I do not know what all the language is in the Preview box*).



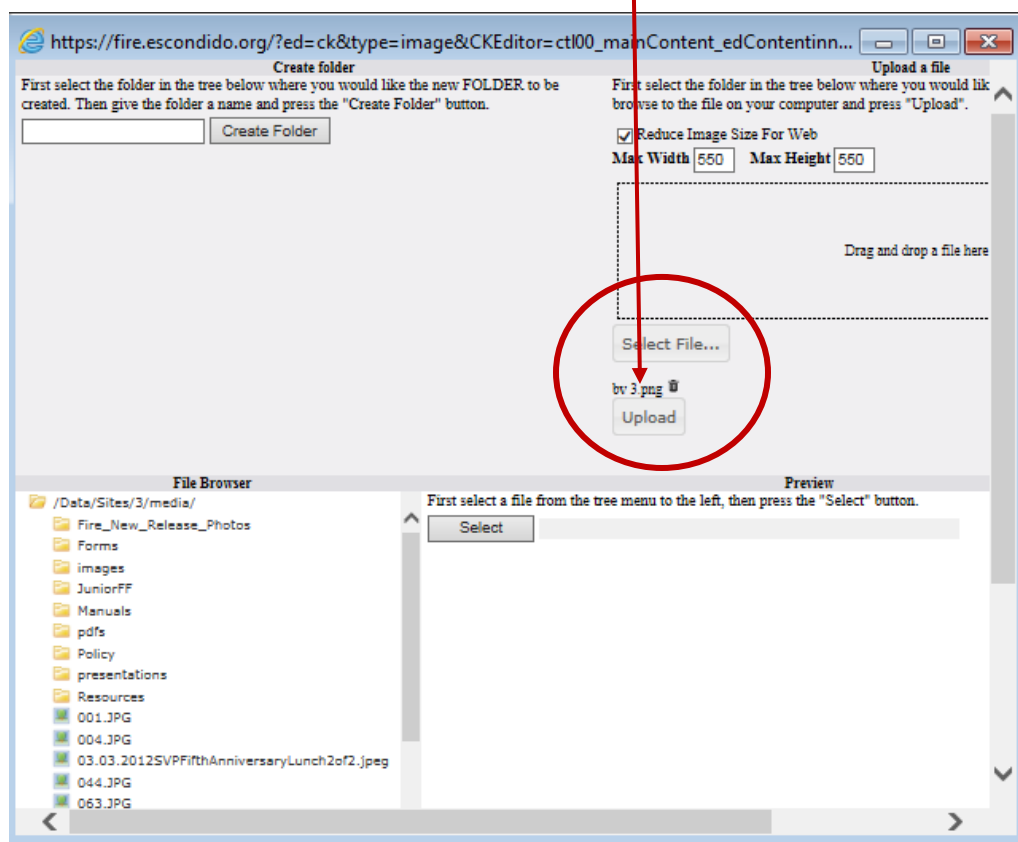
Step 3: Once at the **Upload a file** option, click on the **Select File...** button to find and select your image.



Step 4: Select your image – in this case, I choose the **bv.3.png** image from my **Pictures library**.

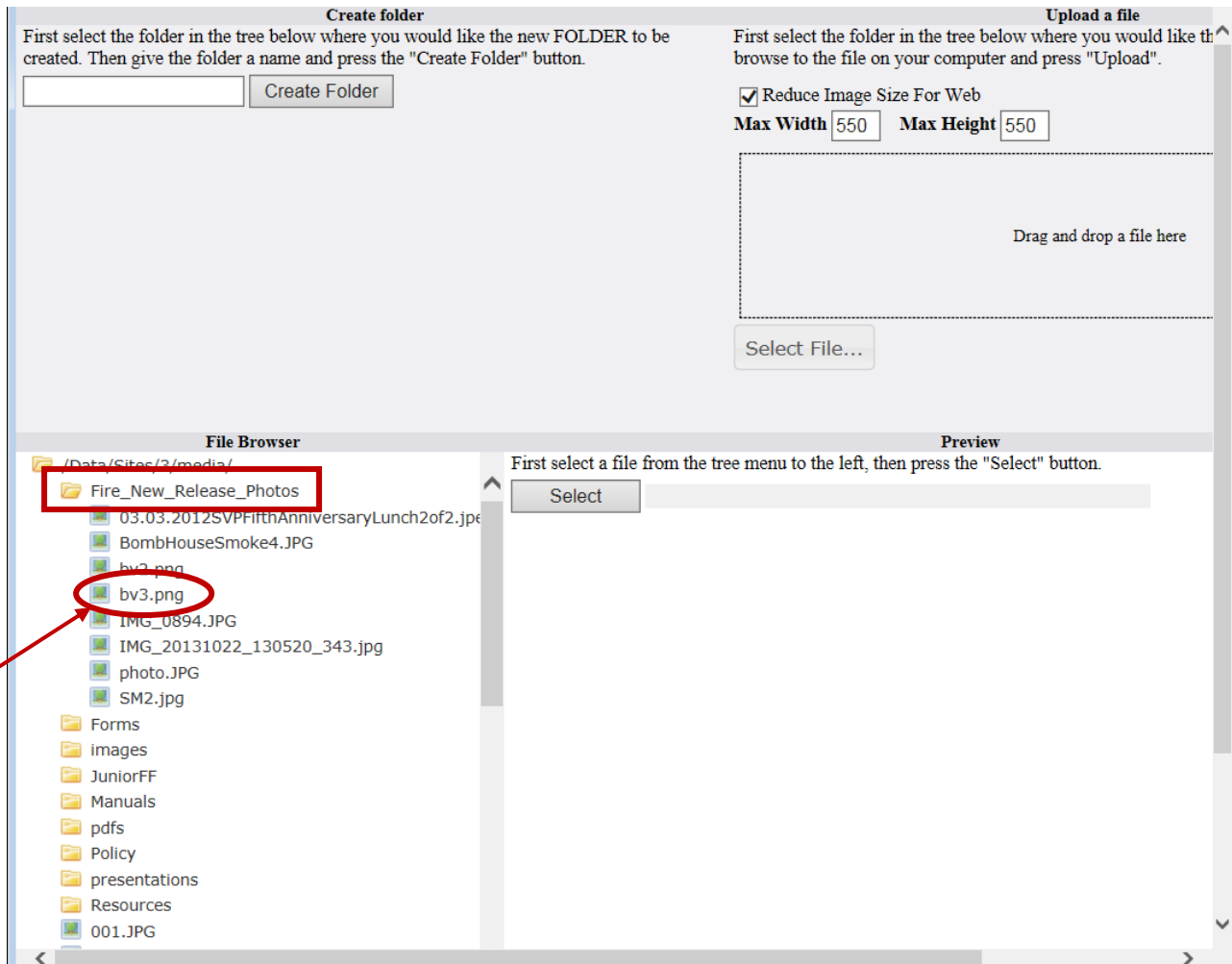


Step 5: Double click the image and it puts it below the **Select File...** button above the **Upload** button.

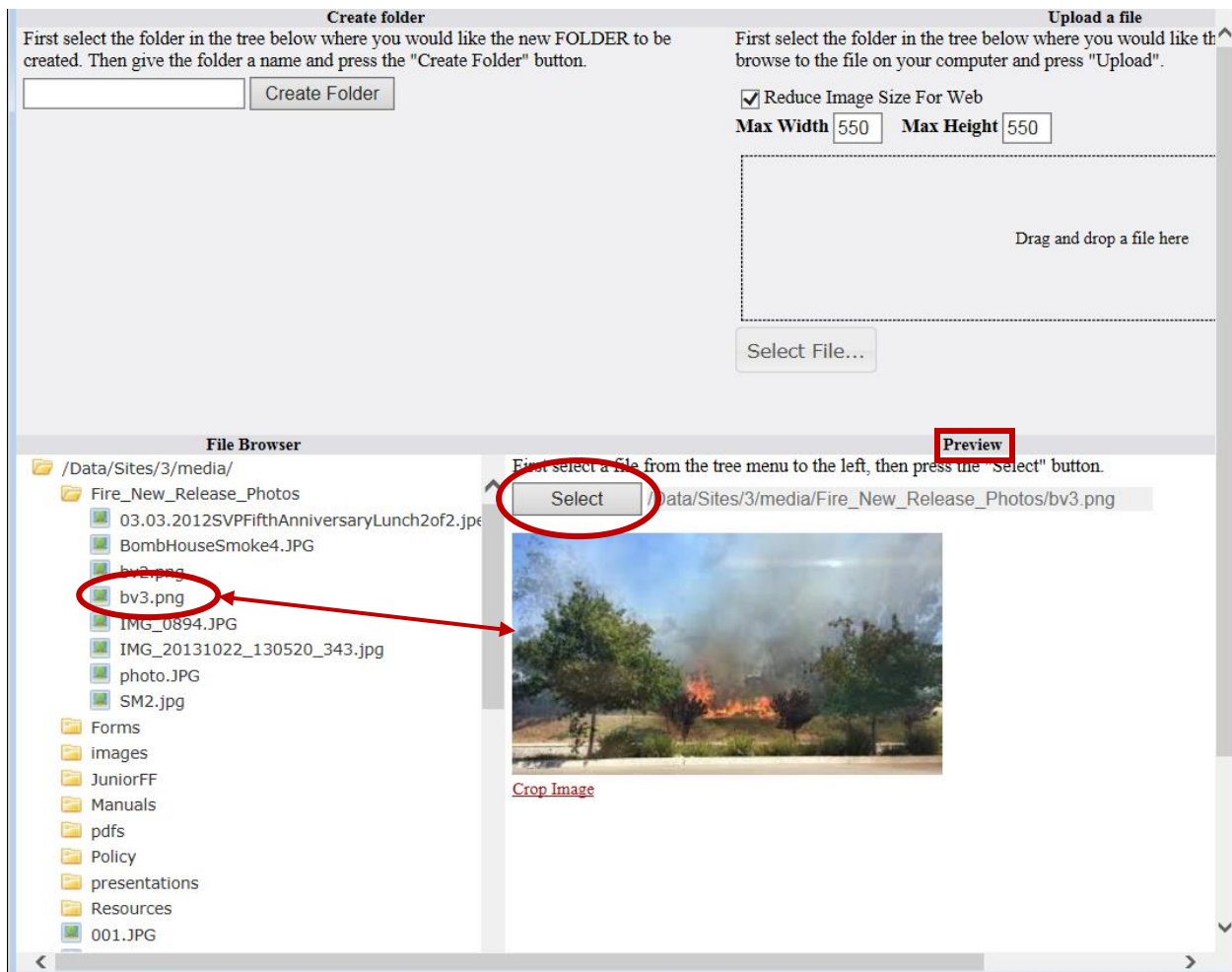


Step 6: Click on the **Upload** button and it places the image into the folder **Fire_New_Release_Photos**.

*You have to open the folder to see the image inside and the **Upload** button is no longer an option as the image is in the folder.*



Step 7: Clicking the image **bv.3.png** places it in the **Preview** side of the screen. If this is the correct photo, click the **Select** button above the image (you can resize the image once it is in the news release.)



Step 8: This places the image back into the **Image Properties** box. Click the green **OK** button and the image is placed into your news release. For best possible images on the web, the **Width** should be no more than **440** as this is the maximum size for a quality image on our website.

Image Properties

Image Info

Link

Advanced

URL

/Data/Sites/3/media/Fire_New_Release_Photos/b\ x

Browse Server

Alternative Text

Width

299

Height

168

Border


HSpace

VSpace

Alignment

<not set>

Preview



ipsum dolor sit amet, consectetur adipiscing elit. Maec


OK

Cancel

14

Step 9: Here you can see the image from my Pictures library in my **Blog Entry** (news release).

Blog Entry

Content		Excerpt	Page Meta Data	Map Settings	Attachments
Title	<input type="text"/>				
Subtitle	<input type="text"/>				
<div> Source Undo Redo Bold Italic Underline Strikethrough Text Color Background Color Link Unlink Image Table Fullscreen Help </div> <div> Normal Styles No... Numbered List Bulleted List Indent Left Indent Right Decrease Indent Increase Indent Align Left Align Center Align Right Justify Mail Print Find Find & Replace </div>					
<p>FOR IMMEDIATE RELEASE CONTACT: Don Rawson, Emergency Manager, (760) 839-5404</p> <p>Today was had a brush fire at</p> <p style="text-align: center;">###</p> 					
<div>body p strong</div>					
Url	<input type="text"/>				
Categories	<input type="text"/>				<button>Add Category</button>
Edit Categories					
Include In Feed?	<input checked="" type="checkbox"/>				
Include In Search Index?	<input checked="" type="checkbox"/>				
Exclude From Recent Content?	<input type="checkbox"/>				
Include In Google Site Map?	<input checked="" type="checkbox"/>				
Is Published?	<input checked="" type="checkbox"/>				
Show Author Name?:	<input type="checkbox"/>				
Show Author Photo/Avatar?	<input type="checkbox"/>				
Show Author Biography?	<input type="checkbox"/>				
Start Date	<input type="text" value="8/3/2014 12:25 PM"/>		<input type="button" value="..."/>		Set a future start date or un-check "Is Published" to create an unpublished draft.
End Date	<input type="text"/>		<input type="button" value="..."/>		
Allow Comments for	<input type="text" value="Not Allowed"/>				days
<input type="button" value="Save"/> <input type="button" value="Cancel"/>					

Step 10: Once your news release is completed, and any photos added, click the **Save** button and the News Release will be automatically uploaded to the Fire Department and City of Escondido's web page.

Blog Entry

Content

Excerpt

Page Meta Data

Map Settings

Attachments

Title

Subtitle

Source

Normal

Styles


No...

FOR IMMEDIATE RELEASE

CONTACT: Don Rawson, Emergency Manager, (760) 839-5404

Today was had a brush fire at

###



body

p

strong

Url

Categories

Add Category

Edit Categories

Include In Feed?

☒

Include In Search Index?

☒

Exclude From Recent Content?

☐

Include In Google Site Map?

☒

Is Published?

☒

Show Author Name?:

☐

Show Author Photo/Avatar?

☐

Show Author Biography?

☐

Start Date

8/3/2014 12:25 PM

...

Set a future start date or un-check "Is Published" to

create an unpublished draft.

End Date

...

Allow Comments for

Not Allowed

days

Save

Cancel

News Release Best Practices

Journalists are likely to require the answer to six basic questions in a News Release (who, what, where, when, why and how) that relate to three broad topics:

- (1) What Happened?
 - (2) What caused it to happen?
 - (3) What does it mean?
-

A good News Release contains:

FOR IMMEDIATE RELEASE

CONTACT: (Contact Name and Title) (Contact Telephone Number)

Headline

(In our case, this is whatever you put in the Title box on the Blog Entry and you do not need to repeat the headline here.)

Opening Paragraph

The first paragraph known as the “lead” contains the most important information and needs to grab your reader’s attention. This paragraph should answer who, what, where, when, why and how questions in three to four concise sentences. It should read easily and make your news sound exciting and written in such a way the reader will understand. Do not use jargon or slang, and provide any definitions readers might not know.

Next Paragraph

The rest of the News Release expounds on the information provided in the lead paragraph. It includes any quotes from key staff or subject matter experts. It contains more details about the news you have to tell which may include a point that intrigues the reader to find out more, visit our website, or contact the department for additional information.

Final Paragraph

Use the final paragraph to restate and summarize the key points including any safety message relating to the incident.

###

(Indicates News Release is finished)

Questions Commonly Asked by Journalists

Dr. Vincent T. Covello of the Center for Risk Communication in New York has compiled the “77 Questions Commonly Asked by Journalists During a Crisis.” These questions include:

1. What is your name and title?
2. What are your job responsibilities?
3. What are your qualifications?
4. Can you tell us what happened?
5. When did it happen?
6. Where did it happen?
7. Who was harmed?
8. How many people were harmed?
9. Are those that were harmed getting help?
10. How certain are you about this information?
11. How are those who were harmed getting help?
12. Is the situation under control?
13. How certain are you that the situation is under control?
14. Is there any immediate danger?
15. What is being done in response to what happened?
16. Who is in charge?
17. What can we expect next?
18. What are you advising people to do?
19. How long will it be before the situation returns to normal?
20. What help has been requested or offered from others?
21. What responses have you received?
22. Can you be specific about the types of harm that occurred?
23. What are the names of those that were harmed?
24. Can we talk to them?
25. How much damage occurred?
26. What other damage may have occurred?
27. How certain are you about damages?
28. How much damage do you expect?
29. What are you doing now?
30. Who else is involved in the response?
31. Why did this happen?
32. What was the cause?
33. Did you have any forewarning that this might happen?
34. Why wasn't this prevented from happening?
35. What else can go wrong?
36. If you are not sure of the cause, what is your best guess?
37. Who caused this to happen?
38. Who is to blame?
39. Could this have been avoided?
40. Do you think those involved handled the situation well enough?
41. When did your response to this begin?
42. When were you notified that something had happened?

43. Who is conducting the investigation?
44. What are you going to do after the investigation?
45. What have you found out so far?
46. Why was more not done to prevent this from happening?
47. What is your personal opinion?
48. What are you telling your own family?
49. Are all those involved in agreement?
50. Are people over reacting?
51. Which laws are applicable?
52. Has anyone broken the law?
53. How certain are you about whether laws have been broken?
54. Has anyone made mistakes?
55. How certain are you that mistakes have not been made?
56. Have you told us everything you know?
57. What are you not telling us?
58. What effects will this have on the people involved?
59. What precautionary measures were taken?
60. Do you accept responsibility for what happened?
61. Has this ever happened before?
62. Can this happen elsewhere?
63. What is the worst-case scenario?
64. What lessons were learned?
65. Were those lessons implemented?
66. What can be done to prevent this from happening again?
67. What would you like to say to those that have been harmed and to their families?
68. Is there any continuing the danger?
69. Are people out of danger? Are people safe?
70. Will there be inconvenience to employees or to the public?
71. How much will all this cost?
72. Are you able and willing to pay the costs?
73. Who else will pay the costs?
74. When will we find out more?
75. What steps need to be taken to avoid a similar event?
76. Have these steps already been taken? If not, why not?
77. What does this all mean?

Account Usernames and Passwords



Twitter

Username: EscondidoFDnews
Password: Water4redTRUCKS!