

A firefighter in full gear, including a helmet and jacket, is shown in profile, talking to a woman with long dark hair. They are in a fire station, with various pieces of equipment and a fire truck visible in the background. The scene is overlaid with a semi-transparent teal filter. A solid red rectangle is located in the top right corner of the image.

PUBLIC INFORMATION  
OFFICE  
SAN FRANCISCO FIRE  
DEPARTMENT

# Public Information Officer

Expanded in 2023 to offer 24-hour service and availability

Members are trained to FEMA PIO Advanced level

Members consist of a Fire Captain, Training Lieutenant, and Rescue Captain to cover all areas of knowledge





**Captain Jonathan Baxter – Rescue Captain Justin Schorr – Lieutenant Mariano Elias**

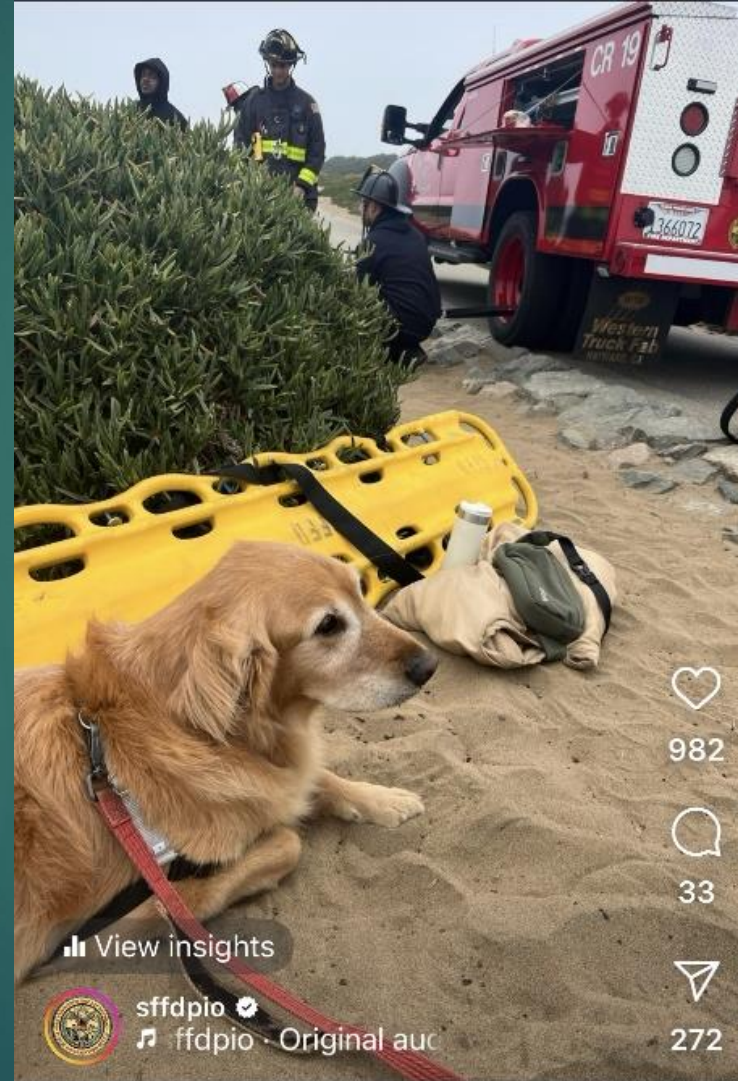
# ALERT – INFORM - ENGAGE

- ▶ **Alert** citizens of dangerous conditions
- ▶ **Inform** residents and visitors about activities of the SFFD in their community
- ▶ **Engage** the greater online and California audience about the SFFD

PUBLIC INFORMATION  
SFFD  
OFFICE

# Social Media

FACEBOOK  
INSTAGRAM  
X  
THREADS



## TRADITIONAL MEDIA

**LOCAL TV AND RADIO** – GIVING ALERTS ABOUT SMOKE, ROAD CLOSURES, DELAYS OR HAZARDS

**LOCAL TV AND RADIO** – INFORMATION ABOUT EVOLVING INCIDENTS AND FIRE AND LIFE SAFETY

**KPIX FIRE FRIDAYS** – A MONTHLY SPOT FOR FIRE TOPICS AND ENGAGEMENT

**NATIONAL TV AND RADIO** – FIRE SERVICE INFORMATION WHEN OTHER AGENCIES DON'T RESPOND TO REQUESTS





# Not on the news...

- ▶ Serve as liaison to DPH, DEM, Mayor's Office
- ▶ Answer public questions via email and telephone
- ▶ Coordinate equipment for Public Outreach events
- ▶ Monitor News and internet for issues impacting, or possibly an impact to SFFD
- ▶ Special events coverage (Fleet Week, APEC, Super Bowl)
- ▶ Triage public requests made to the Chief's office



Photo of SFFD and US Navy Medics training together in San Francisco during Fleet Week 2023



To find out more visit

[sf-fire.org](https://sf-fire.org)

## Armed Services Day

Today we recognize and celebrate the brave and selfless service from our brothers and sisters in the armed services.

Co-ordinate media with external agencies for special events



# PIO Dispatch

Reports of fire

Working fires

Active rescues

Large incidents

Any incident the IC requests  
a PIO

# PIO Monitors

Road closures

Bridge or freeway incidents

Gas/Utility issues

Public Health incidents

Public Transit incidents

Airport incidents

# PIO Alerts

Tablet Command application notifies the PIO of incidents and units responding

Rescue boats

Jet Skis

Fire Investigators

Light Rescue

Haz Mat

Mobile Air

Fire boat



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# Moving Forward

**Prepare for World Cup, NBA All Star Game, Super Bowl**

**Continue training to expand the capabilities of the PIO to internal communications**

**Continue to expand availability to local and National media**