

**HILLS  
EMERGENCY  
FORUM**

**MEDIA SAFETY DAY 2003**

May 7, 2003

**GOAL:**

East Bay Fire Agencies sponsored Media Safety Day 2003 on Wednesday, May 7 to kick off Wildfire Awareness Week and prepare the media to safely report on wildland fires.

In a 5-hour training session, local media staff were provided training in wildland fire safety, personal protective equipment, working with incident command staff, and hands-on field demonstrations of fire line practices and equipment. Media Safety Day also provided the chance for fire agencies to learn from the media how to best keep the public informed.

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**ATTENDEES:**

Six news agencies participated. 15 Regional fire agencies sent over 65 personnel and nine pieces of equipment. Both radio and television had live broadcasts from the training. Audience/circulation estimates are well over 2 million community members:

Daily Californian	10,000 circulation approx. 20,000 readers
Sacramento Bee	296,482 circulation approx. 592,964 readers
San Francisco Chronicle	525,897 circ. approx. 1 Mil + readers
San Jose Mercury News	275,576 circ. approx. 551,152 readers
KTVU Channel 2 television	audience numbers not available
KCBS News Radio	audience numbers not available

**SPONSORS:**

The event was co-sponsored by the HEF, with Diablo Fire Safe Council, California Department of Forestry and Fire Protection (CDF), Alameda Fire Chiefs Association and Contra Costa Fire Chiefs Association.



*The Hills Emergency Forum facilitates a cooperative approach among eight governing organizations addressing urban wildland interface fire issues in the Oakland-Berkeley hills.*