

**HILLS  
EMERGENCY  
FORUM**

**MEDIA SAFETY DAY 2004**

*How to get your story and stay safe.*

May 12, 2004

**GOAL:**

East Bay Fire Agencies sponsored Media Safety Day 2004 on Wednesday, May 12 to kick off Wildfire Awareness Week and prepare the media to safely report on wildland fires. Keynote speaker, Geoffrey Mohan, reporter with the Pulitzer-Prize winning Los Angeles Times team, captivated the audience with lessons learned covering the 2003 Southern California 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.



**ATTENDEES:**

Three news agencies and the UC School of Journalism participated. 24 Regional fire agencies sent over 60 personnel and ten pieces of equipment. Audience/ circulation estimates are well over 2 million community members:

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| KGO News Radio   | audience numbers not available         |
| San Francisco Chronicle  | 525,897 circ. approx. 1 Mil + readers  |
| Alameda Newspaper Group  | 280,440 circ. approx. 560,000 +readers |
| ANG Newspapers include Oakland Tribune, Daily review, The Argus, Tri-Valley Herald, San Mateo, Vallejo and Marin |  |



**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.*