



SAN FRANCISCO FIRE DEPARTMENT

MEDIA ADVISEMENT

March 1, 2024 9:00 a.m.

San Francisco Fire Department hosting Public Information Officer Training

San Francisco, CA – The San Francisco Fire Department (SFFD) is undertaking a week long Public Information Officer training course taking place at the Folsom Street Fire Training Center. This course will strengthen the skills our agency and partner agency Public Information Officers have been building on for some time and offer specialized training for large-scale wildfire and disaster events.

As part of this course, the instructors and the SFFD are inviting interested media outlets to send members to serve as interviewers for the students, offering a real-life element to their training. The reporters will also have an inside look at what happens on the other side of the podium during a disaster and can be better prepared to get the right information out when our community needs it most.

Interested agencies can contact the SFFD PIO to reserve a spot and get more details using the information below.

What: Mock news conferences, press briefings and interviews for PIO students

Where: SFFD DOT Training Center at 19th and Folsom Streets, San Francisco (Parking limited)

When: Thursday March 7th, 2024 9am-noon

For more information, please contact:

San Francisco Fire Department

Public Information Office

(415) 558-3404

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