

## SFFMA Volunteer Fire Chiefs Academy

Sponsored by 



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## SFFMA Volunteer Fire Chiefs Academy

Session 2  
**Administration Management**

**Government/Public Relations**

Chief Chris Barron Manchaca Fire/Rescue	Chief Bruce Woods Texas A&M Forest Service
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State Firefighters' & Fire Marshals' Association of Texas  
Promote, Unify, Represent, and Educate The Fire Service of Texas

Sponsored by 

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## Government/Public Relations

What exactly are we referring to?

- Interactions with:
  - Our officials
  - Our Customers
  - Our Media



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### Government/Public Relations



- Through
  - Everyday events
  - Major events
  - Daily Phone Calls
  - What Customer Sees



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### Government/Public Relations



- How Do You Classify Yourself?
- How Do You Classify Your Department?
- How about your officers?
- Where does your City/County/ESD rate?



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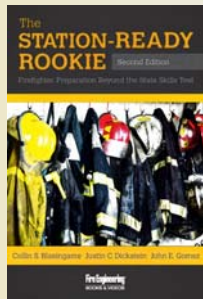
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### Government/Public Relations



- Where should it start?
- YOUR Firefighters and their initial training
- How are you bringing on members?



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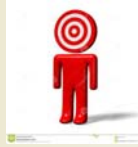
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### Government/Public Relations



#### Identify Our Targets:

- County Commissioners
- City Council/Mayor
- VFD Board of Directors
- Homeowner Association Boards
- Other Chiefs
- Your Community
- Ms. & Mr. Smith




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### Government/Public Relations



- Be Present
- Be Persistent
- Be Proactive
- Prioritize
- Special Events




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### Government/Public Relations




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### Government/Public Relations

- **How are you informing your Government officials?**
  - Information
  - Grants
  - Alternative Funding Sources
  - Issues affecting emergency services
  - Cost of doing business examples
  - Ride Alongs
  - Tours of Stations/District



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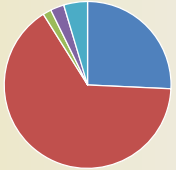
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### Government/Public Relations

- **Format of Information:**
  - Easy to Read
  - Concise
  - Relevant
  - Visual

Emergency Responses For March 2016



Category	Color
Fire	Red
EMS	Blue
Haz Mat	Green
False Alarms	Purple
Other	Yellow



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### Government/Public Relations

- **Are you the department "In the News"**
  - Is your department image tarnished?
  - Damage control?
  - Re-Establish Community Relations



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**Government/Public Relations** 

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- **Political/Public Relationships**
  - Movers/Shakers
  - Influential
  - Deep Pockets
  - Partnerships

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**Government/Public Relations** 

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- **Media Relations**
  - Part of the political process
  - Develop your contacts early on

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**Government/Public Relations** 

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- **The System**
- **As a Chief we must:**
  - Be Present
  - Prepared
  - Persistent
  - Proactive

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## Communications



- **Where are you with cross FD communications?**
  - Can you communicate (literally) with your neighbors/County Assets?
  - Monthly Meetings
  - Aid – Mutual/Auto
  - Operations
  - Is there dissention among FD types (Paid/ESD/Vol)?



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Questions/Discussion?



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