



How to Use the Safety Week Press Release

Thank you for participating in the 2010 Fire/EMS Safety, Health and Survival Week (Safety Week) during June 20-26.

You can find a template press release to use with local news media on www.iafc.org/safetyWeek on the [Planning page](#). Please take advantage of this; it is a way to tell your community what you are doing to promote the health and wellness of everyone in your department. The release is simple to use. All you have to do is fill in the blanks [look for text in brackets, like these] and send it out to your local newspapers and radio and television stations. Include the following information in the release to customize it for your department:

Contact information. Identify a point of contact within your department so reporters can call with questions. This person must be willing and able to handle any and all media inquiries. Include the contact's telephone number and title.

Important information. Include the name of your department and your location (city and state).

Personalized quotes. Please include a quote from the chief or the company officer in charge of safety programs about why you are participating in Safety Week, why you think it's important and what your department does to promote safety and health in its daily activities. We ask that you take the time to make this your own; personalize it so your department will stand out.

Headline. Keep our headline or use your own. Just add the name of your department.

Distribute to the media and to your department members. Once you have filled in the blanks and added your quote, decide what local media outlets you will target for this release. You can use the free online media lists available at www.mondotimes.com/world/usa.html to locate the local media outlets. Send the release to the editor, news director or other breaking-news contact as indicated on their websites.

We'd love to hear what publicity you receive from this effort and would also like to know how your Safety Week went. Please send any press coverage you receive and your Safety Week feedback and photos from your events to OnScene@iafc.org. We'll tell a few departments' stories in an upcoming issue.

Thank you! Your efforts to publicize your department's participation in Safety Week will show the public you are serious about reducing firefighter and EMS personnel injuries and deaths.