

Santa Barbara County Fire Department

Media Guide



The "Gap" Incident press briefing

"Answering The Call Since 1926"





*Command Staff pictured left to right are: Prevention Services Division Chief **Eric Peterson**, Deputy Fire Chief **Chris Hahn**, Fire Chief **Michael W. Dyer**, Support Services Division Chief **Ray Navarro**, and Operations Division Chief **Woody Enos**.*

Mission Statement

The Santa Barbara County Fire Department serves and safeguards the community from the impacts of fires, medical emergencies, environmental emergencies, and natural disasters through leadership, planning, education, prevention, code enforcement, and all-hazard emergency response.

Vision Statement

The Santa Barbara County Fire Department will be a model public safety agency, widely recognized for our effectiveness, regional strength, and community attentiveness.

Core Values

Commitment – Courage – Integrity – Innovation – Teamwork – Service



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Media Guidelines

This guide is intended to assist the media with obtaining timely information from the Santa Barbara County Fire Department (SBCFD) and to provide the media with a basic outline of how information is released. This is a reference guide only and is not intended to cover every situation.



SBCFD will pursue, cultivate, and encourage fire department/news media relations with the philosophy that news-gathering agencies perform a vital public service by providing information that the public has a right to know. The SBCFD Public Information Officer (PIO) will be responsible for coordinating communications between the SBCFD and the news media. The PIO will provide the news media with information concerning all major incidents and routine events in which the SBCFD is involved. The PIO position is staffed and available 24 hours a day, 7 days per week.



Office of Public Information Officer

The Public Information Section is unique in both structure and function within the department. The department public information officer (PIO), who holds the rank of Captain, reports directly to the Fire Chief, also works directly with every section in the department. A part-time Public Education Coordinator assists in achieving the fire department's proactive public education objectives to communicate fire safety awareness throughout the county.

The primary responsibility of the PIO is to communicate the efforts of the department to the eyes and ears of the citizens of the county. At emergencies, the PIO manages media needs by providing complete, accurate and timely information.

This department pursues, cultivates, and encourages news media relations with the philosophy that news-gathering agencies perform a vital public service in providing information that the public has a right to know.

To contact the Santa Barbara County Public Information Officer:

Captain David Sadecki /Public Information Officer

Santa Barbara County Fire Department

4410 Cathedral Oaks Road

Santa Barbara Ca. 93110

Desk (805) 681-5531

Media Line (805) 689-0599

News Line (805) 681-5546

Email: david.sadecki@sbcfire.com

Twitter: @SBCFireInfo



SANTA BARBARA COUNTY FIRE RADIO FREQUENCIES

SBCoFD uses multiple radio frequencies. The dispatch and primary frequency is Command 1. There are other command channels that are utilized if there are multiple calls taking place at the same time in the same battalion, or if there are simultaneous incidents in both battalions. The channels are assigned by the dispatcher. The incident commander or fire captain responding may also request a different channel. Due to geographic and topographic locations, certain command channels work better in the north county operational area.

The command channels work off a repeater system, the tactical channels do not, but rather a direct "line of sight" which is advantageous at the scene of the incident.

COMMAND CHANNEL FREQUENCY

Command 1 (Dispatch) 153.770

Command 2 153.905

Command 3 153.980

Command 4 156.135

Command 5 154.875

Command 6 150.995

TACTICAL CHANNEL FREQUENCY

Tactical 7 155.595

Tactical 8 154.845

Tactical 9 154. 650

Tactical 10 155.640

CDF/Tactical 11 151.445

Tactical 12 153.830

Tactical 13 154.190

CDF/Tactical 14 151.190

Tactical 15 155.970

CALCORD 156.075

How Information is Released to the Media

The SBCoFD has established a multitude of avenues in which to provide information to the media.

Public Service Announcement: PSAs are provided to the media concerning safety tips and educational matters of the SBCFD. All PSA's are available at www.sbcfire.com.

Code 20: A Code 20 is a radio designation indicating that an incident is potentially newsworthy, arouses public interest, or causes public impact. A Code 20 notification will be sent via text message by the Santa Barbara County Dispatch Center. The text message will advise the media of the nature, location, call-time, and any other significant facts about the incident. The media is encouraged to register for SBC FD Code 20 notifications.



News Line: The News Line consists of a recorded message concerning the SBCFD and its activities in relation to emergency incidents. Members of the news media are encouraged to call the **News Line number @ 805 681-5546** for news and information 24 hours a day. **It is the duty of the SBCFD PIO or designee to prepare and record a short message regarding the department's activities within 15 minutes of a code 20 being called.** The News Line may also be updated with information about an incident that is not deemed a code 20 but is of public interest. The information provided includes: type and location of incident, call time, who is affected, cause, duration of incident, resources that responded, jurisdiction, cooperating agencies, and current situation. The News Line will be updated whenever possible. The News Line can be used to convey other messages; e.g., public education, public service announcements, control burn information, and special information about SBCFD activities.

Public Information Calls: Monday through Friday, during normal business hours 9am-5pm, public information calls should be referred to the SBCFD PIO at **805 681-5531**. For general information about the SBCFD, contact **805 681-5500**.

News Conference: In matters necessitating a news conference of essentially local concern, the news media representatives will, under normal circumstances, be informed of time and place by the PIO by the most expedient means.

Website: Members of the public and the media can visit www.sbcfire.com for information about the Santa Barbara County Fire Department. Visit the Press Room drop down menu for Public Information, News Releases and Public Service Announcements.

Breaking news information can be added as necessary. SBC Fire Info and SBC Fire Dispatch Twitter feeds can also be followed on the website.

Twitter: SBCFD incidents can be followed at SBC Fire Dispatch and incident updates can be followed at SBC Fire Info.

Facebook: SBCFD is on facebook at Santa Barbara County Fire Department.

Formal News Release: The formal news release is a prepared statement of fact, written or oral. Responsibility for the preparation and distribution of the formal news release shall rest with the SBCFD PIO, with the approval of the chief or his designee. All news releases are available at www.sbcfire.com.

Releasable and Non-Releasable Information



Releasable Information

Only the following information shall be provided to the media:

Incident type and location, call time, who is affected, cause, duration of incident, resources that responded, jurisdiction, cooperating agencies, and current situation.

Information concerning fire investigations will be released once the investigation is complete. The outcome of the investigation will be released via a news release.

SBCFD will not release any information concerning an ongoing investigation.

Non-Releasable Information

The Health Insurance Portability and Accountability Act (**HIPAA**) guarantees privacy of individuals' medical records. No health and or medical information can be released without the patient's written consent.

Public Records Act

It is the policy of the SBCFD to comply with the provisions of the California Public Records Act (PRA). All requests under the PRA (incident reports, investigation reports, photographs) shall be sent to the SBCFD Enforcement / Investigation Section at (805) 686-5061.

The SBCFD has up to 10 days to respond to the request.

For copies of audio files of a 911 call:

• Please contact the Santa Barbara County Sheriff's Department.

ACCESS AT INCIDENT SCENES

Authority to grant access at incident scenes is addressed in California Penal Code Section 409.5 which states:

(a) Whenever a menace to the public health or safety is created by a calamity such as flood, storm, fire, earthquake, explosion, accident, or other disaster, officers of the California Highway Patrol, California State Police Division, police departments, marshal's office or sheriff's office, any officer or employee of the Department of Forestry and Fire Protection designated a peace officer by subdivision (g) of Section 830.2, any officer or employee of the Department of Parks and Recreation designated a peace officer by subdivision (f) of Section 830.2, any officer or employee of the Department of Fish and Game designated a peace officer under subdivision (e) of Section 830.2, and any publicly employed full-time lifeguard or publicly employed full-time marine safety officer while acting in a supervisory position in the performance of his or her official duties, may close the area where the menace exists for the duration thereof by means of ropes, markers, or guards to any and all persons not authorized by the lifeguard or officer to enter or remain within the enclosed area. If the calamity creates an immediate menace to the public health, the local health officer may close the area where the menace exists pursuant to the conditions set forth in this section.

(b) Officers of the California Highway Patrol, California State Police Division, police departments, marshal's office or sheriff's office, officers of the Department of Fish and Game designated as peace officers by subdivision (e) of Section 830.2, or officers of the Department of Forestry and Fire Protection designated as peace officers by subdivision (g) of Section 830.2 may close the immediate area surrounding any emergency field command post or any other command post activated for the purpose of abating any calamity enumerated in this section or any riot or other civil disturbance to any and all unauthorized persons pursuant to the conditions set forth in this section whether or not the field command post or other command post is located near to the actual calamity or riot or other civil disturbance.

(c) Any unauthorized person who willfully and knowingly enters an area closed pursuant to subdivision (a) or (b) and who willfully remains within the area after receiving notice to evacuate or leave shall be guilty of a misdemeanor.

(d) Nothing in this section shall prevent a duly authorized representative of any news service, newspaper, or radio or television station or network from entering the areas closed pursuant to this section.

Additionally, the 1976 landmark case of Leiserson v. City of San Diego which, in part, is the reason for PC 409.5 states the following;

- "Members of the media must be given unrestricted access to disaster sites unless law enforcement personnel at the scene reasonably determine that such unrestricted access will interfere with emergency operations. If such a determination is made, the restrictions on media access may be imposed for only so long, and only to such an extent as is necessary to prevent actual interference"
- Media members do not have access rights to any immediate crime scene area because preservation of evidence is of paramount importance.
- "Authorized news media are allowed to photograph or report from within police lines at an accommodating distance from the immediate crime scene area."
- "The placement of media should be superior to that of the general public and situated in such a way that the media might work without disturbance from the general public."
- The media also shall be given a route of access so they may move freely to and from the area.

Reasons for Denying Access to the Media



LARGE SCALE VEGETATION FIRES

- Emergency officials may restrict access into active fire areas due to the size and quantity of the individuals media vehicle. Large satellite or microwave vans parked on narrow roads prohibit emergency equipment from reaching their destination in a timely manner. Section **409.5 (a)(d)** allows members of the media access, not necessarily their vehicle

PUBLIC SCHOOL INCIDENTS

- **Penal Code 627** states all “outsiders,” e.g. those who do not attend or work at the public school campus, are required to register with the administration before entering the campus.
- However, under **PC 627.1 (a)(7)**, “outsider” is defined to **exclude** journalists. This means that school administrators are prohibited in all cases from requiring members of the media to register prior to going on a public school campus. This applies only if the campus is not an active crime scene.
- **Education Code (EC) Sections 32211 and 44810** limit the right of the media to remain on school grounds. This section gives school officials authority to order media to leave campus only if their presence can be shown to be disruptive.

RESTRICTIONS & POOL COVERAGE

- (*Lieserson v. City of San Diego, 1986*) states “**Press representatives must be given unrestricted access to disaster sites unless police personnel at the scene reasonably determine that such unrestricted access will interfere with emergency operations. If such a determination is made, the restrictions on media access may be imposed for only so long, and only to such an extent as is necessary to prevent actual interference.**” Escorted access may be granted to a pool reporter and both a still and video photographer in such cases. *Please know that every attempt will made to accommodate requests by the media for access.*

TRESPASSING

- While gathering news on private property, such as burned homes in a vegetation fire, under **California Penal Code 602**, you may be guilty of trespassing if the owner/occupant requests that you vacate the property and you refuse. Please be respectful and remember that these people may have just lost everything they own.

• *For additional information on California laws relating to fires and firefighters go to this website.*
<http://osfm.fire.ca.gov/firelaws/firelaw.php>

The Santa Barbara County Fire Department

Fire Headquarters
4410 Cathedral Oaks Road
Santa Barbara, CA 93110

For General Information please contact us at (805) 681-5500

Office open M-F 8 am-5 pm / Closed from 12-1

(805) 681-5563 fax



To learn more, click on one of the station links below, or visit us at SBCFire.com

Battalion 1

[Station 11](#)

6901 Frey Way
 Goleta, CA 93117
 (805) 681-5511

[Station 13](#)

4570 Hollister
 Santa Barbara, CA
 93110
 (805) 681-5513

[Station 15](#)

2491 Foothill Rd
 Santa Barbara, CA
 93105
 (805) 681-5515

[Station 18](#)

17200 Mariposa Reina
 Gaviota, CA 93117
 (805) 681-5518

[Station 12](#)

5330 Calle Real
 Goleta, CA 93117
 (805) 681-5512

[Station 14](#)

320 Los Carneros
 Goleta, CA 93117
 (805) 681-5514

[Station 17](#)

UCSB, Mesa Road,
 Bldg 547
 Santa Barbara, CA
 93106
 (805) 681-5517

Battalion 510

Battalion 512

Battalion 514

Battalion 2

[Station 21](#)

335 Union Ave.
 Orcutt, CA 93455
 (805) 934-6292

[Station 24](#)

99 Centennial
 Los Alamos, CA 93440
 (805) 934-6215

[Station 32](#)

906 Airport Rd
 Santa Ynez, CA 93460
 (805) 686-5058

[Station 51](#)

3500 Harris Grade
 Road
 Lompoc, CA 93436
 (805) 737-7742

[Station 22](#)

1596 Tiffany Dr
 Santa Maria, CA 93455
 (805) 934-6293

[Station 30](#)

1644 Oak St.
 Solvang, CA 93464
 (805) 686 8184

[Station 41](#)

41 Newsome St
 New Cuyama, CA
 93254
 (661) 766-2469

Battalion 511

Battalion 513

Battalion 515

[Station 23](#)

5003 Depot Ave
 Santa Maria, CA 93454
 (805) 934-6294

[Station 31](#)

168 W Hwy 246
 Buellton, CA 93427
 (805) 686-5062

Santa Barbara County

SBCoFD responds to nearly 15,000 incidents a year.

The operational area is divided into two battalions. The south county is Battalion 1, the north is Battalion 2.



San Miguel Island

Santa Rosa Island

Santa Cruz Island

Channel Islands National Park