

SUBJECT: PUBLIC RELATIONS	SECTION: 203.02
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PURPOSE

- A. To promote and develop an awareness and understanding of fire safety by the general public.
- B. To promote and develop a positive image and understanding of the Reading Fire Department by the general public.

POLICY

- A. Fire Department members shall endeavor to exert their best efforts at all times to promote fire safety awareness to members of the general public.
- B. Fire Department members shall exert their best efforts to promote a positive and professional image of the Fire Department to the general public.
- C. Fire Department members shall fully participate in all public education and public relations assignments which they may receive.
- D. Public fire and safety education and public relations are both considered as priority areas of concern by the Reading Fire Department.

PROCEDURE

- A. Members should be guided by the following:
 - A. Positive public relations is a very important area of concern to the Fire Department.
 - B. Members shall exhibit a positive and professional image in their personal mannerisms, appearance and attitude toward the public.
 - C. Fire Department members shall endeavor to answer questions and handle complaints from the public in the most professional, polite, courteous and expeditious manner possible.

- D. Those members assigned to be involved in fire safety education details shall be well prepared to handle such duties and shall endeavor to provide the most accurate and helpful information available.

RESPONSIBILITY

- A. All members are responsible for presenting a positive and professional image of the Fire Department to the general public.
- B. All members are responsible for promoting fire safety education to the general public.