

December 26, 2017 Heritage Building Fire Downtown Auburn



Valley Regional Fire Authority

## **About the VRFA**

•Established in 2007 (Algona, Auburn & Pacific)

 Provides service to 37 square miles in South King County and North Pierce County
 Resident population is over 89,000
 Five fire stations staffed with career
 firefighters

firefighters
•Located in the Seattle media market
•93 Line Firefighters

•93 Line Firefighters •Two Civilian PIOs, Four shift PIOs



Valley Regional Fire Authority

## VRFA PIO Background and Experience

•Kimberly Terhune – BA from Western Washington University in Communications (Journalism), 26 years at the VRFA (legacy Auburn Fire Department), Basic PIO, Advanced PIO, NIOA Member

•Kelly Hawks – BA from University of Washington in Communications (Public Relations), 9 years at the VRFA, Basic PIO, Advanced PIO, NIOA Member, Government Social Media Member



Valley Regional Fire Authority



Fire Extinguisher Classes
 Fire Safety Classes
 Fire Safety Classes
 Fire Evacuation
 Disaster Preparedness Classes
 Bike Helmet Program
 Car Seat Inspection Sites
 Smoke Alarm Program
 Station Safety Program
 Station Tours
 Juvenile Fire Setters
 Social Media
 Annual Report
 Community Events



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## **VRFA PIO Procedures**

Twitter

•On Scene •On Camera •Responds to Tweets and Email •Press Release •Off-duty response to larger fires •Off-duty smaller fires handled by Shift PIOs



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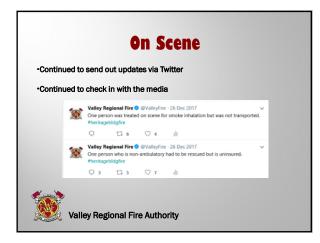


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cause of the fire is under investigation. #heritagebldgfire	
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## **Days Following the Fire**

- Media continues to ask about cause
- Story becomes less about fire and more
- about community #heritagebldgfire continues to be used in the weeks after the fire

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