

Pincher Creek Search & Rescue  
**Media Policy**

PCSAR Doc-115

Adopted November 7, 2000

Things to remember:

1. Be aware of your environment. You do not always know who is around you (media, family, and friends of potential survivor).
2. Voices carry farther than you think, and when using a radio remember that everyone is listening.
3. No one speaks to the media, unless instructed by the SAR Manager or a RCMP Officer.
4. There will be a media liaison setup by the SAR Management group.
5. You may be asked by SAR Management to help the media, and there will be instructions on what to do.
6. Be careful whom you talk to, an innocent question by someone could turn into a harmful quote in the local paper, television, or on the radio.

We are professional volunteers, so we must act professional. Saying or doing something stupid or silly in the relative security (term used loosely) of base camp can go very wrong!