



CONTRA COSTA COUNTY FIRE PROTECTION DISTRICT

MEDIA ADVISORY

July 25, 2023

MESSAGE TO MEDIA PARTNERS FROM RETIRING CON FIRE PIO STEVE HILL

Hill to Retire July 31 After Five-plus Years as Con Fire Spokesperson

Media Partners:

On July 31, I will retire after five-plus years as the Con Fire PIO. My last working day will be July 28.

In that time, I have benefited tremendously from the professionalism, commitment, and support of each of you in the telling of the countless public safety stories we've sought to share with your audiences.

I'm grateful for this and especially thankful for the opportunity to have worked with and gotten to know each of you as Con Fire's spokesperson.

I'm honored to have worked with so many heroes inside and outside our organization who serve our communities selflessly.

As a lifelong PR person, I've plied my trade in multiple media markets over the years, and I can honestly say I have never had such a completely positive experience as I have enjoyed here in number six, thanks to all of you. I will cherish the relationships we have created while telling so many fire-related stories.

I'm compelled to share my belief there's never been a more important time for the work you do to keep your audiences honestly and accurately informed. Thank you for letting me be a tiny part of your storytelling.

Because after this week I am NOT going to be answering the phone 24/7, here are a few practical notes for moving forward in the post-Steve environment...

- For immediate incident-related queries, continue to call 1-925-660-PIO1 (7461)
- For longer lead queries, continue to call 1-925-532-6512
- IF you prefer to email, direct them to confirepio@cccfd.org

Thanks for all you've done, and continue to do, for the men and women of Con Fire and those we serve. You've made my assignment infinitely more rewarding than it might have been and for that I'm grateful.

I look forward to staying in touch with my media partners so I hope you'll add my personal email address, steve@shspr.com, to your "Rolodexes."

I wish you all health, happiness and success. Please, be safe out there. I'll be seeing you in the news!

Steve

P.S. I know this "advisory" won't reach everyone with whom I've worked so I hope you'll share it within your organizations. Thanks!

- # -