**COMMUNICATION STRATEGY**

**SITUATION / SOCIO-POLITICAL CONCERNS**

**AUDIENCE**

* Local communities / businesses
* Visitors / recreationists
* Media
* Elected officials
* Agency Personnel
* Incident Personnel
* Partner Agencies
* Nearby Incidents

**OBJECTIVES**

* Keep internal and external audiences informed with accurate, timely information.
* Be the first and best source of information about the fire; Update information frequently.
* Address rumors to prevent confusion.
* Accommodate media requests quickly and safely.
* Communicate consistent messages about the benefits and risks associated with wildland fire.
* Collaborate with interagency and community partners for maximum efficiency and effect.

**STAFFING**

Current Target

**KEY MESSAGES**

* Safety always comes first in fire management.
* Fire management decisions are based on many factors.
* In general, fire seasons are becoming longer and many fires are more difficult to suppress.
* In fire, we all work together.
* Firefighters count on you.

**TACTICS**

* + Info Center
  + Daily Briefings
  + Daily Update
  + News Releases
  + Notification Phone Calls
  + E-mail
  + Website
  + Inciweb
  + Social Media
  + Handouts
  + Fire Info Boards
  + Traplines
  + Roving Contacts
  + Community Meetings

Possible monitoring tools include:

<http://news.google.com>

* <http://www.google.com/reader>
* <http://www.google.com/alerts>
* <http://www.icerocket.com/>
* <http://technorati.com/>
* <http://addictomatic.com/>
* <http://www.monitter.com/>
* <http://trendsmap.com/>
  + Employee Meetings
  + Community Events
  + PSAs
  + Tours of Camp / Fire
  + VIP Briefing Packets
  + Incident Newsletter
  + Media Escorts
  + Press Conference
  + Camp Boards for Fire

Personnel

* + Info Updates for Spike

Camp

Other **EVALUATION**

Accurate media coverage? Web chatter? Community feedback? Host unit feedback?