**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?