



CALIFORNIA  
**FireSafe**  
COUNCIL

# Communications Toolkit

2022



#CFSCWildfireAwareness  
cafiresafecouncil.org



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# About CFSC

The California Fire Safe Council (CFSC), a California non-profit corporation, was first formed as a project of the California Department of Forestry and Fire Protection (CAL FIRE) in 1993.

It brought together community leaders, governmental agencies, and corporations to provide education to the residents of California on the dangers of wildfires and how they could be prevented. Our early days were spent creating the Fire Safe Council concept and early materials on hazardous fuel reduction and defensible space while working with our local, agency, and corporate partners to build a thriving statewide network of interested individuals and organizations.

Early on, it was clear that the previous way of distributing federal dollars to wildfire-prone areas to fund fire prevention activities was too cumbersome for both the granting agencies and the applicants. Along with that recognition, the federal government passed the National Fire Plan and the Healthy Forest Restoration Act, so more money was available to local communities and jurisdictions for community-led projects to reduce hazardous fuels and prepare for wildfire. At the same time, the California Fire Safe Council (CFSC) became a non-profit corporation and received its non-profit, 501c3 tax-exempt status in 2002.

Under the leadership of the California Fire Alliance—an effective networking group of federal, state, and local fire agencies—it was decided that CFSC should facilitate a more efficient way to get federal fire prevention and mitigation funding to local communities. We were tasked with developing and maintaining an online, “one-stop shop,” Grant Clearinghouse mainly for the four primary federal agencies: the US Department of Agriculture, Forest Service and the Department of the Interior agencies the Bureau of Land Management, National Park Service, and Fish & Wildlife Service.



# Inform. Empower. Mobilize.

These agencies now provide large master grants to CFSC to conduct, select, manage and monitor sub grants to local community groups such as Fire Safe Councils, homeowner associations, local government, fire departments, and other entities working on wildfire prevention activities such as defensible space, community fire planning, and education. We also provide technical assistance to our grantees to ensure successful granting and projects.

In addition to our primary Grants Clearinghouse program, CFSC over the years has provided varying levels of technical assistance and support to Fire Safe Councils and other community wildfire preparedness groups—we refer to them as community wildfire practitioners—assisting them in both education in wildfire issues and in organizational issues related to capacity building and sustainability.

At the same time, CFSC has forged a strong network of partnerships with local, regional, state, and national organizations and works continuously to build and maintain effective linkages with government officials in California, and Washington DC.

With the threat of wildfire looming ever-larger for many California communities, CFSC is doubling its efforts to build strong local and countywide Fire Safe Councils, and lead efforts in community wildfire preparedness, education, and mitigation to build fire-adapted communities throughout California.

Join us in creating a fire-resilient California.

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# Connect With CFSC



[facebook.com/cafiresafecouncil](https://facebook.com/cafiresafecouncil)



[twitter.com/cafiresafe](https://twitter.com/cafiresafe)



[instagram.com/cafiresafe/](https://instagram.com/cafiresafe/)



[interest.com/CFSC\\_FireSafe](https://interest.com/CFSC_FireSafe)



[flickr.com/CFSC](https://flickr.com/CFSC)



[youtube.com/cafiresafecouncil](https://youtube.com/cafiresafecouncil)

**NEWSLETTER SIGN UP**

Enter Email \*

Sign up for our  
Newsletter online @  
[cafiresafecouncil.org](https://cafiresafecouncil.org)



# Foundation Building



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Social Media  
Digital Media

Email List  
Logo

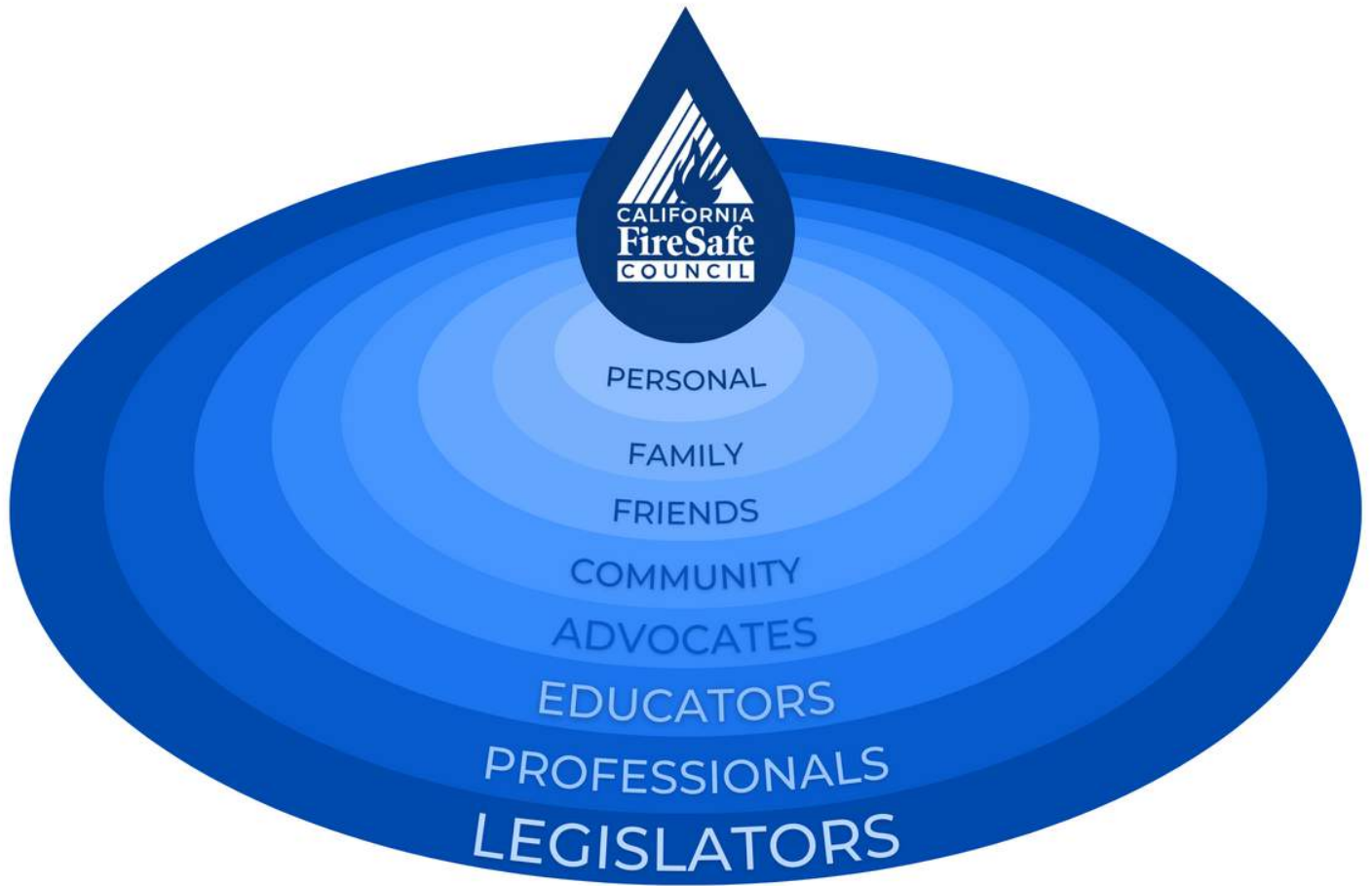
Website  
Mission Statement  
Strategy

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# Rethink ROI



**RIPPLES OF IMPACT**

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# Equality vs. Equity



© 2014, Saskatoon Health Region





# MISSION STATEMENT

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## MISSION & PUPOSE

WHAT DO YOU DO?

## VISION & BELIEFS

HOW DO YOU DO IT?

## VALUES & GOALS

WHY DO YOU DO IT?

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# Tools to Build Capacity and Sustainability



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# R.P.I.E.

Create Organizational Sustainability



## RESEARCH

An in-depth look into the organization you are representing. Familiarity with products and services; competitive environment & demographics & budgets.



## PLANNING

How your objective is to be met. How to distribute & execute program materials. Create KPIs and Success Metrics.



## IMPLEMENTATION

What needs to be communicated in order to change behavior & put strategies into operation to achieve the stated objectives & KPIs.



## EVALUATION

Ongoing monitoring and final assessment project against set KPIs. Output measured quantitatively by simply counting the actual output/action.



SPECIFIC

Plan effectively with specific targets in mind.



MEASUREABLE

Track your progress and reevaluate along the way.



ATTAINABLE

Set realistic goals that are challenging but achievable.



RELEVANT

Ensure the goal serves a relevant purpose.



TIME

Specify a deadline, monitor progress and reevaluate.



## STRENGTHS

What are you doing well?  
What sets you apart?  
What are your good qualities?

## WEAKNESSES

Where do you need to improve? Are resources adequate? What do others do better than you?

# SWOT Analysis

## OPPORTUNITIES

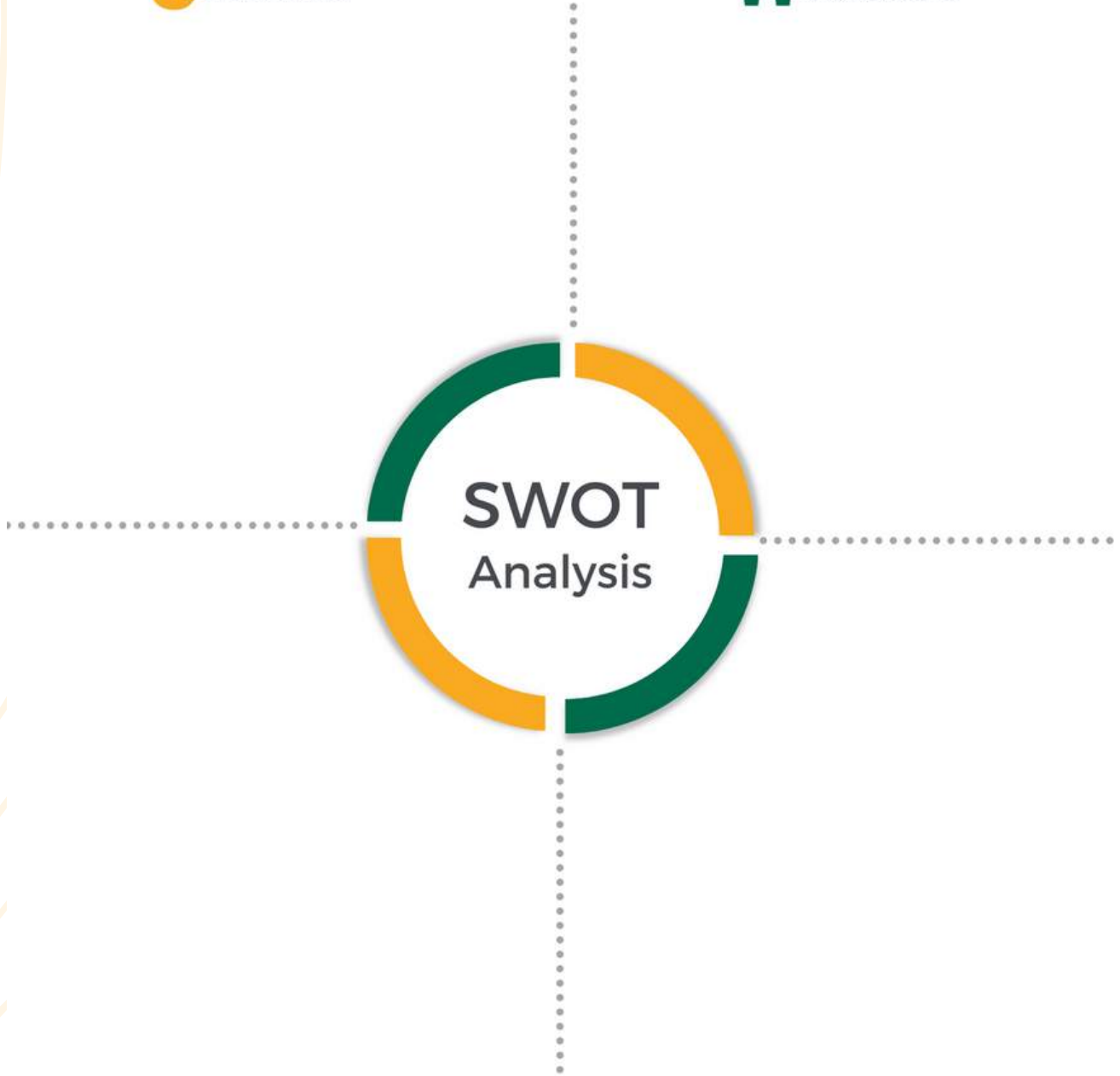
What are your goals? Are demands shifting? How can it be improved?

## THREATS

What are the blockers you're facing? What are factors outside of your control?

**S**  
STRENGTHS

**W**  
WEAKNESSES



**O**  
OPPORTUNITIES

**T**  
THREATS

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# Marketing & Branding







# Market Segmentation



DEMOGRAPHICS



BEHAVIORAL



GEOGRAPHICS



FIRMOGRAPHICS



PSYCHO-  
GRAPHICS

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# Creating Content



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# How to Create Talking Points and Copy





Influencer



Ambassador



Spokesperson



Wisdom Keepers



Trusted Communicators



Advocates



# How to Talk Emergency Preparedness



This work was conducted by the University of Oregon,  
and funded by the Northwest Fire Science Consortium.



# Useful Digital Platforms



**Hootsuite**



**mailchimp**



# Practical Tips & Tricks



# Style Guides



## COLOR PALETTE

Print Color Palette(s)

### COLOR SPACES FOR PRINT

CMYK (Cyan, Magenta, Yellow, and Key Black) are the four basic colors used by printers to print color images. CMYK colors are "subtractive." This means the colors get darker as you blend them together. Pantone Matching System (PMS) is a color standardization system that helps in color identification and matching. It uses the Pantone numbering system to identify colors, and through this numbering system printers and other equipment manufacturers can match colors without having to contact one another.

Your brand colors are defined below in the color spaces CMYK and PMS to be used for all web and digital purposes. The universal use of black, grayscale, and white is available in our brand's color palette.

### PRIMARY COLOR PALETTE

CMYK	CMYK	CMYK	CMYK	CMYK
C: 89 M: 29 Y: 60 K: 7%	C: 0 M: 27 Y: 55 K: 0	C: 22 M: 7 Y: 20 K: 79	C: 21 M: 0 Y: 12 K: 46	C: 78 M: 6 Y: 16 K: 3
PMS	PMS	PMS	PMS	PMS
340 C	136 C	75-40 C	430 C	427 C

### SECONDARY COLOR PALETTE

CMYK	CMYK	CMYK	CMYK	CMYK
C: 27 M: 94 Y: 100 K: 28	C: 48 M: 0 Y: 34 K: 0	C: 14 M: 14 Y: 17 K: 0	C: 100 M: 83 Y: 42 K: 38	C: 0 M: 0 Y: 0 K: 0
PMS	PMS	PMS	PMS	PMS
7623 C	564 C	Warm Gray   C	2767 C	N/A

BRAND GUIDELINES | CREATED BY UPTOWN STUDIOS



# Tabling Events

Folding Table

Folding Chair

Table Cover

Brochures

Business Cards

Banners

Pop-ups

Weights

SWAG

Smiles



## Recommended Twitter Accounts Click to Follow - Digital

@lenyaqd  
@CulturalFire  
@JaredDahlAldern  
@skye\_greenler  
@emilydolhansky  
@TERATribalEco  
@cxadlam  
@ChristiansonAmy  
@lwf\_pod  
@CaFireScience  
@pyrogeog  
@UCsierraforest  
@ucanr  
@fireecology  
@fireadaptednet  
@fuseefire  
@FSRI\_org  
@wildfiretoday  
@OSUFireProgram



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## **Incorporating Community Partnerships**

**What is a community partner?** A community partner is a business, organization, or group in your community that you collaborate with on projects, programs, social media integrations, or events and provide some type of mutual benefit. Community partnerships benefit both parties involved, but increase exposure, and community support for both members of the partnership.

**Who should you work with?** Work with organizations, businesses, or groups that believe and align with your mission. No matter their audience, never compromise the integrity of your organization by working with a partner you don't align with. The final step in rounding out your community partner portfolio is to ensure diverse partnerships to hit different audiences and send your roots as wide into the community as possible.

### **Types of Partners**

- **Other nonprofit Partners:** Nonprofits, charities, and religious establishments.
- **Government-Led Bodies and Community Support Organizations:** Local and state officials, schools, police, libraries, healthcare and service providers.
- **Coalitions/Organizations:** Associations that band together for a purpose, such as affinity groups, economic development coalitions, and event organizers

### **Partner ideas: Tip: make it local!**

- Local fire stations and contact their Public Information Officer (PIO)
- Local school district and contact their Public Information Officer (PIO)
- Businesses surrounded by brush
- Youth organizations such as 4-H Club or The Boy Scouts of America for learning
- Farmer's Market to offer an information booth
- Senior Homes
- Even a popular coffee shop – ask if you can host an information table one day, and oftentimes, you will establish a free-coffee partner for your events
- City Organizations
- Who else could you engage with?

**How do you steward these relationships?** Often times, the best thing about establishing a strong network of community partnerships is their usual willingness to support the organization. If you are promoting awareness or an event, you can reach out to your list of community partners and ask, will you put this in your newsletter? Would you share it on your social media? And the relationship goes both ways. Offer to provide helpful resources or ideas for the organization's preparedness.

**New content, more exposure!** When you work together, capture it. Create a blog post or simply post photos or video to social media, and tag them and all parties involved. The partners will share too. Make sure partners know your social media handles. Also, you can create a partnership on social media alone, by sharing their content if it's relevant to your audience. Community partnerships are almost always part of marketing strategies. They are no-cost to low-cost, high-impact, organic means of getting great results, and benefit the community.





## **Blog Subjects: Ideas**

**Why post to your blog?** A blog with useful content shows your audience, and your community, that you are a trusted source. Writing posts about topics that residents, businesses, and community leaders find interesting and helpful shows them that you care about spreading useful information for wildfire preparedness and mitigation.

**What to write?** Following are ideas to create content around, or to use as a thought starter to create your own ideas that are relevant to your local population, climate, land, community history and values. How often should you post? As often as you would like. Once a week or once a month. Note, be sure to include source link(s) at the bottom of your article for any website articles you use to create your content, such as statistics and facts pulled from other sources. It's important to always share content that is relevant to your local audience.

### **Subject Ideas:**

#### **BY THE SEASON: How to Reduce Wildfire Risk**

*how to assess & minimize wildfire risks around your home based on the time of year. Timeframe: at the start of each season*

#### **Get Ready! CA Wildfire Preparedness Week: May 1st-7th, 2022**

*origin (May the 1<sup>st</sup> month of fire season), what it means for high-risk communities, essential tips. Timeframe: May 1<sup>st</sup> or prior*

#### **Thank A Firefighter for National Firefighter Day on May 4<sup>th</sup>**

*spotlight individuals who have made an impact, info about how to get involved as a firefighter (volunteer or full time), brief history of firefighting (especially in CA) with fun facts or statistics. Timeframe: May 4<sup>th</sup> or prior*

#### **Celebrate April Earth Month with a Clean-Up**

*how to best clean up to create defensible space around your home or join an event to clean up local brush. Timeframe: April & Earth Day is April 22<sup>nd</sup>*

#### **Firework Safety: don't light the blaze**

*how to enjoy the holiday without sparking a blaze. Timeframe: Prior to July 4<sup>th</sup>*

**Wildfire Season Isn't Over Yet: It's in the wind**  
*what are Santa Ana winds & why are they threatening*  
Timeframe: subject to Santa Ana winds in the fall

**What to pack? Get your Emergency Preparedness Kit Ready**  
*the essential checklist*

**Wildfire Smoke & Your Health**  
*what it does, how to recognize symptoms, and how to minimize its impact on you*

**Wildfire Preparedness Tips for Seniors**  
*how to plan accordingly*

**How-to Harden Your Home**  
*the new (or old) homeowner's guide to being proactive*

**How to Keep Disabled Loved Ones Safe in a Wildfire**  
*tips for caring for those with special needs*

**Furry Friends and Fires**  
*how to keep pets/livestock safe, prevention tips, and items to remember*

**How to Keep Your Family Safe in a Wildfire**  
*tips for parents to make sure they're prepared & how to prepare their children*

**Why does California have so many Wildfires?**  
*It's science, and people.*

**ONE LESS SPARK – ONE LESS WILDFIRE: Prevent the Start**  
*info about the campaign, its suggestions/findings, and the importance of being proactive*

**Wildfires & The Law**  
*make sure you're doing your part*

**After the Wildfire: What to do?**  
*what to do after a wildfire, where to find supplies/resources for rebuilding, how to assess damage*  
Timeframe: at the onset or after a wildfire

\*\*\*\*\*



## **Social Media Content: Ideas**

Social media marketing is an effective way to increase exposure for your FSC initiatives, and raise awareness for the community's fire safety resources. But how do you capture the attention of residents and businesses on social media? The key is to share different types of eye-catching, conversation-starting posts. To help you figure out what kind of content to post, you'll find suggestions below.

Content can be shared on all relevant social media channels you have including Facebook, Instagram, YouTube, Twitter, TikTok, and LinkedIn. One is better than none!

### **IDEAS:**

#### **SHARE YOUR BLOG POSTS**

By posting highlights of your great written content on social media, you can exponentially increase your reach and generate more engagement. When sharing informational blog posts that are helpful and well researched, you will provide a lot of value to your followers which is key.

#### **DEVELOP HOW-TOS & TIPS**

Create short videos to help quickly guide residents step-by-step in real-time. Tip: platforms like YouTube or Instagram's IGTV allow you to record lengthier how-tos, but you can easily share bite-sized tutorials on other social media platforms too.

#### **ANNOUNCE BIG FSC NEWS**

Social media users don't need to know every time you update your database or hire a new admin. But the big FSC news, events and initiatives that affect them, yes! Sharing that kind of information on social media is a great idea!

#### **PUBLISH INDUSTRY HEADLINES**

Share California state-wide news and updates that are relevant to the public, including tips from California Fire Safe Council, relevant weather news, and new state or local guidelines.

#### **POST AN INTERESTING QUOTE**

People appreciate hearing different voices that send positive or informational messages. You can post quotes that are aligned with fire awareness or national holidays such as National Firefighter Day (May 4<sup>th</sup>) or 4<sup>th</sup> of July.



### **SHOW OFF 'DID YOU KNOW?' FACTS & DATA**

Residents love facts, rare facts and fun facts, along with tangible outcomes, goals, and numeric takeaways. Sharing surprising facts, a statistic, numbers, or infographics certainly get people to stop and pay attention. Starting with something catchy like:

“Fun fact!” or “Did you know?” or “Just in, new statistic.”

### **CONDUCT AN INTERVIEW**

Spotlight a local worker or resident who has a story relevant to your audience with a short video snippet, captured while working, at an event, or in the community. Make sure you ask their permission to share it on your Facebook page or social media.

### **LET YOUR AUDIENCE MEET YOUR EMPLOYEES**

Show the world the amazing team that stands behind your FSC. You can highlight a “Worker of the Week” or “Employee Spotlight.” It not only humanizes your work but also lets people get to know your FSC and who you're made of!

*Example:*

<https://www.instagram.com/p/CaIMBQKB1b/>

### **PUT A SPOTLIGHT ON YOUR COMMUNITY**

Show photos or videos of how your community is preparing for wildfire season, including local families, seniors, to local businesses, with your help! You can introduce this as a “Community Spotlight.” Make sure you request their permission to feature them on your social pages.

### **GIVE YOUR COMMUNITY A LOOK 'BEHIND THE SCENES'**

Giving people a peek into doing what you are doing behind-the-scenes makes your work more of a reality, and helps garner more attention. Photos or short videos are great additions.

### **PROMOTE YOUR EVENTS**

Planning a community clean-up or workshop? Be sure to share all the details across all channels. Create an official event on your Facebook page as well, so people can easily click-to-attend, engage with feedback or questions.

\*\*\*\*\*

# Social Content Calendar

## Excel Spreadsheet Example

A	B	C	D	E	F	G	
SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	RECOMMENDED CONTENT TYPE	TOPIC (examples)	SOCIAL COPY (to be filled in 3 days before publishing)	LINK	
FACEBOOK			BLOG POST LINK	Get Ready! CA Wildfire Preparedness Week: May 1st-7th, 2022 Example: <a href="https://www.instagram.com/pi/CalMBQKB1b_/">https://www.instagram.com/pi/CalMBQKB1b_/</a>	Get Ready! CA Wildfire Preparedness Week: May 1st-7th	<a href="http://www.jpsumincem.org">www.jpsumincem.org</a>	
			EMPLOYEE SPOTLIGHT				
			HOW-TO VIDEO				
			EVENT ANNOUNCEMENT WITH FACEBOOK EVENT PAGE				
INSTAGRAM			FUN FACT	Announcing Community Clean-up for April Earth Month Fire Tip or Spot here			
			HOW-TO VIDEO	3 Steps: How-to Cleanup your Yard for Wildfire Preparedness			
			ORIGINAL IMAGE	Behind-the-scenes: Weekend Preparedness			
			EMPLOYEE SPOTLIGHT	Example: <a href="https://www.instagram.com/pi/CalMBQKB1b_/">https://www.instagram.com/pi/CalMBQKB1b_/</a>			
TWITTER			BLOG POST LINK	Get Ready! CA Wildfire Preparedness Week: May 1st-7th, 2022			
			EMPLOYEE SPOTLIGHT	Example: <a href="https://www.instagram.com/pi/CalMBQKB1b_/">https://www.instagram.com/pi/CalMBQKB1b_/</a>			
			HOW-TO VIDEO	3 Steps: How-to Cleanup your Yard for Wildfire Preparedness			
			EVENT ANNOUNCEMENT WITH LINK TO FB EVENT PAGE	Announcing Community Clean-up for April Earth Month Fire Tip or Spot here			
LINKEDIN			FUN FACT	Announcing Community Clean-up for April Earth Month Fire Tip or Spot here			
			BLOG POST LINK	Get Ready! CA Wildfire Preparedness Week: May 1st-7th, 2022			
			EMPLOYEE SPOTLIGHT	Example: <a href="https://www.instagram.com/pi/CalMBQKB1b_/">https://www.instagram.com/pi/CalMBQKB1b_/</a>			
			EVENT ANNOUNCEMENT WITH LINK TO FB EVENT PAGE	Announcing Community Clean-up for April Earth Month Fire Tip or Spot here			

**PRESS RELEASE: FOR IMMEDIATE RELEASE**



**Be Ready!**

**INSERT FSC NAME HELPS RESIDENTS PREPARE IN CITY FOR “WILDFIRE PREPAREDNESS WEEK” MAY 1-7, 2022**

*Spreads Awareness for Prevention and Preparedness Resources for California Wildfire Season*

**INSERT RELEVANT FSC PHOTO HERE**

**CITY, CA (Month, Date, 2022)** -- **INSERT FSC NAME & LINK**, part of California Fire Safe Council (CFSC), California’s leader in community resiliency and community wildfire risk reduction, is proud to help local residents prepare for California wildfire season. The Governor of the State of California has proclaimed May 1-7, 2022, as “Wildfire Preparedness Week” as a wakeup call for residents to get prepared.

Last year, California faced unprecedented fire conditions throughout California wildfire season as multiple fires ensued, including **INSERT LOCAL EXAMPLE IF APPLICABLE**, Dixie Fire, McFarland Fire, and Caldor Fire.\* As of December, a total of 8,619 fires were recorded, burning over 2.5 million acres across the state with destruction to buildings, uprooting residents from their homes, and injuring firefighters as well as civilians.\* Historically, wildfires are most likely to happen between May and October but that reality has shifted to impact Californians all year long. The long-term trend is that wildfires in the state are increasing due to climate change in California, and drought is only part of the problem. Strong winds, high heat, low humidity and lightning also create conditions for wildfires to more easily start or spread.\*\*

**Insert local statistic if available, relevant to FSC city / greater community region.**

**How is **INSERT FSC NAME** helping residents and businesses get prepared?** **INSERT FSC NAME** is currently helping to prepare the local community by (**INSERT EXAMPLES OF PROJECT WORK WITH LOCAL TIE-INS**).

Tips for Wildfire Preparedness around your home include:

- (**insert tips for residents** in bullet format – 4-5 examples suggested)



**INSERT FSC NAME** has a goal to assist (insert QUANTITY homes or what projects will be implemented).

**PROPOSED QUOTE** “Preparedness is key for high-risk fire communities such as **X city**,” said **X FIRE SAFE SPOKESPERSON**. “We are grateful for the extra resources to help high-risk areas better prepare for fire season and assist residents with creating defensible space around their homes as well as solid wildfire evacuation plans. As we’ve seen over the last few years, wildfire season is now any time of the year.”

*To find out how **CITY** Fire Safe Council is keeping the community fire safe, and to learn more about fire prevention tips, follow us on **INSERT SOCIAL HANDLES OR LINK TO WHERE YOU PROMOTE FIRE SAFETY***

#### **MEDIA ASSETS:**

Here is a link To photos/video for your use: **INSERT DOWNLOAD LINK TO PHOTOS/VIDEOS/TIP GRAPHICS IF AVAILABLE VIA YOUR OWN DROPBOX OR FROM CFSC**

You can also follow **@CAFireSafeCouncil** on [Facebook](#) and **@CAFireSafe** on [Twitter](#) and get involved by sharing updates using #CFSCwildfireprevention.

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#### **About California Fire Safe Council:**

The California Fire Safe Council (CFSC), a California non-profit corporation, was first formed as a project of the California Department of Forestry and Fire Protection (CAL FIRE) in 1993.

California Fire Safe Council’s mission is to be “California’s leader in community wildfire risk reduction and resiliency.” CFSC recently partnered with Pacific Gas & Electric (PG&E) to provide \$500,000 in funding to support fire prevention efforts of counties within PG&E’s service territory. The goal of the grant funding is to improve community hardening with coordinated communications as well as increase capacity-building which will focus on evacuation planning, home hardening, and community fire buffers.

Since 2004, CFSC has provided grants totaling more than \$100 million to organizations and agencies located throughout California. For more information, please visit [cafiresafecouncil.org](http://cafiresafecouncil.org).

#### **MEDIA CONTACTS**

For requests and questions, please contact:

SPOKESPERSON NAME

[EMAIL](#) | Mobile: XXX-xxx-xxxx

Lara N. Popyack, California Fire Safe Council  
[lpopyack@cafiresafecouncil.org](mailto:lpopyack@cafiresafecouncil.org) | Mobile: 415-713-5272

\*[https://en.wikipedia.org/wiki/2021\\_California\\_wildfires](https://en.wikipedia.org/wiki/2021_California_wildfires)

\*\*<https://www.cnet.com/home/energy-and-utilities/what-to-know-about-this-years-raging-wildfires/#:~:text=Historically%2C%20wildfires%20are%20most%20likely,setting%20735%2C125%20acres%20in%20December.>

**PRESS RELEASE: FOR IMMEDIATE RELEASE**



## **CALIFORNIA FIRE SAFE COUNCIL'S PG&E 'WILDFIRE READY AND RESILIENT' GRANT AWARD RECIPIENTS OFFICIALLY KICK OFF FIRE SAFETY & PREVENTION PROJECTS**

*\$500,000 in Grant Money Allocated to Sonoma, El Dorado, Lassen, Yuba, and  
San Luis Obispo Fire Safe Councils to Help Protect People, Structures, and Communities in  
High-Risk Fire Areas*

*Prepares **CITY NAME** with **INSERT HIGHLIGHT OF WORK***

**INSERT RELEVANT FSC PHOTO HERE**

**CITY, CA (Month, Date, 2022)** -- [California Fire Safe Council](#) (CFSC), California's leader in community resiliency and community wildfire risk reduction, is proud to announce the official kick-off for the projects funded by the PGE&E Wildfire Ready and Resilient Grant. Five Fire Safe Councils in regions served by PG&E, including El Dorado Fire Safe Council, Fire Safe Sonoma, Lassen Fire Safe Council, Inc., San Luis Obispo County Community Fire Safe Council, and Yuba Watershed Protection and Fire Safe Council, were awarded \$100,000 each to fund projects that support capacity building, community outreach/preparedness, and hazardous fuel treatments.

Each project aims to improve community hardening with coordinated communications and capacity-building, which will focus on evacuation planning, home hardening, and community fire buffers.

**INSERT DESCRIPTION OF YOUR GRANT PROJECT WITH A FEW GOALS TO BE MET**

**PROPOSED QUOTE** "Grants like the PG&E Ready and Resilient program are so important to high-risk fire communities like X," said X FIRE SAFE SPOKESPERSON. "We are grateful for the extra resources to help high-risk areas better prepare for fire season and assist residents with creating defensible space around their homes as well as solid wildfire evacuation plans. As we've seen over the last few years, wildfire season is now any time of the year."

*To find out how your Fire Safe Council is keeping the community fire safe, and to learn more about fire prevention tips, follow us on **INSERT SOCIAL HANDLES OR LINK TO WHERE YOU PROMOTE FIRE SAFETY***

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SPOKESPERSON NAME

[EMAIL](#) | Mobile: XXX-xxx-xxxx

Lara N. Popyack, California Fire Safe Council  
[lpopyack@cafiresafecouncil.org](mailto:lpopyack@cafiresafecouncil.org) | Mobile: 415-713-5272



# Boiler Plate

Every press release includes a Boiler Plate at the bottom. You can use this language in many other places; social media, newsletters, e-blasts, websites, and more. This is a project specific Boiler Plate for those funded by PG&E.

## **About California Fire Safe Council**

The California Fire Safe Council (CFSC), a California non-profit corporation, was first formed as a project of the California Department of Forestry and Fire Protection (CAL FIRE) in 1993.

California Fire Safe Council's mission is to be "California's leader in community wildfire risk reduction and resiliency." CFSC recently partnered with Pacific Gas & Electric (PG&E) to provide \$500,000 in funding to support fire prevention efforts of counties within PG&E's service territory. The goal of the grant funding is to improve community hardening with coordinated communications as well as increase capacity-building which will focus on evacuation planning, home hardening, and community fire buffers.

Since 2004, the CFSC has provided more than 1200 grants totaling **more than \$118M** in grant funding to help build a fire-resilient California. For more information, please visit [cafiresafecouncil.org](http://cafiresafecouncil.org).

**\*MEDIA ALERT\* MEDIA ALERT\* MEDIA ALERT\***

**Be Ready!**

**CALIFORNIA FIRE SAFE COUNCIL BRINGS TOGETHER LOCAL COMMUNITY LEADERS  
ACROSS CALIFORNIA TO PREPARE FOR WILDFIRE SEASON**

Hosts Hands on Preparedness Workshops in Paradise, CA  
on March 29th & 30th for a Safer California

**WHAT:** The California Fire Safe Council (CFSC), a statewide non-profit 501(c)(3) organization, and California's leader in community resiliency and community wildfire risk reduction, is proud to help local fire safe councils get prepared for another California wildfire season starting this Spring. Community leaders from regions including Napa, Butte, Lake County, Placer County, Sierra County, Plumas County, Trinity County, Yolo County, Solano County and more, are coming together for a comprehensive 2-day workshop in Paradise, CA on March 29th & 30th to absorb best new strategies, technologies, peer-to-peer learning, and tools to keep their communities safer.

The California Fire Safe Council, with community leaders from local fire safe groups, will be joined by the popular 'Wildfire Ready Raccoon' and other wildfire preparedness representatives to learn and share tips around how to prepare homes and landscaping, offer youth education tools, GIS mapping instruction, offer communications practices, and more. As another potentially devastating fire season hits the state, these urgent times call for thought leaders and organizers to come together and heed the call to help – focusing on community driven initiatives.

To find out how California Fire Safe Council and its local community Fire Safe Councils are keeping the community fire safe, follow [cafiresafecouncil.org/](http://cafiresafecouncil.org/). You can also follow @CAFireSafeCouncil on Facebook and @CAFireSafe on Twitter and get involved by sharing updates using #CFSCwildfireprevention. To support their vital efforts, you can donate online at [cafiresafecouncil.org](http://cafiresafecouncil.org).

**WHERE / WHEN:**

Tuesday, March 29th & Wednesday, March 30th

Location: Terry Ashe Recreation Center, 6626 Skyway, Paradise, CA 95969

Time: 9AM-4PM daily

**Times for Media Attendance:**

**Tuesday, March 29th**

o 12pm-1pm – Spokespersons available for interviews to speak about local-level community efforts across the state

## Wednesday, March 30th

Visual: 9:30am-12pm - Featuring Butte Fire Safe Council's popular "Ready" The Wildfire Preparedness Raccoon Mascot

- **9:30am-10:30am** - Youth Education Workshop hosted by Butte County Fire Safe Council
- **10:45am-11:15am** – Butte County Success Stories
- **12pm-1pm** – Break; Spokespersons available for interviews about local-level community efforts across the state

### Media Opportunities:

- Learn how local communities across the state are getting prepared.
- Learn Tips for Wildfire Preparedness around your home.
- Meet Wildfire Ready Raccoon: Ready Raccoon and friends from Butte Fire Safe County will discuss how residents can prepare for wildfire season.
- California Fire Safe Council Executive Director, Hedi Jalon, to discuss importance of bringing together wildfire preparedness leaders during this time.

### WHO:

Guest Speakers:

- **Representatives from Butte Fire Safe Council** including "Ready" The Wildfire Preparedness Raccoon
- Community leaders from local Fire Safe Councils across California including: Napa, Butte, Lake County, Placer County, Sierra County, Plumas County, Trinity County, Yolo County, Solano County, and more.

**WHY:** Last year, California faced unprecedented fire conditions throughout California wildfire season as multiple fires ensued, burning over 2.5 million acres across the state with destruction to buildings, uprooting residents from their homes, and injuring firefighters as well as civilians. Historically, wildfires are most likely to happen between May and October but that reality has shifted to impact Californians all year long. Hosting workshops to help local fire safe groups prepare further underscores California Fire Safe Council's mission to be "California's leader in community wildfire risk reduction and resiliency." Since 2004, CFSC has provided grants totaling more than \$118 million to organizations and agencies located throughout California to fund wildfire risk reduction activities and programs such as roadside and defensible space projects, fuel breaks, community chipper programs, home hardening, evacuation planning, education and outreach initiatives and more, and to provide capacity-building support, helping to build a fire-resilient California.

### MEDIA ASSETS:

Here is a link to photos/video for your use:

### MEDIA CONTACTS:

Destin Judy, Remarq

destin@remarqinc.com | Mobile: 859-913-6983

Lara N. Popyack, California Fire Safe Council

lpopyack@cafiresafecouncil.org | Mobile: 415-713-5272





## CA FIRE SAFE COUNCIL: Media Training **HIGHLIGHTS**

- **Why Media Train?**
  - Preparing the best Presentation.
  - Ensuring Promotion of your FSC's efforts in the community.
  - Making the right points to highlight those efforts.
  - Maximizing media opportunities – more exposure = more success for your projects!
  
- **The Basics**
  - Presenting the best Image.
  - Thinking about Body Language.
  - Being Prepared!
  
- **Message Points: What is each FSC's unique message?**
  - Clear:
    - Short words; short sentences; everyday words
  - Consistent:
    - 7-15 main points per interview
      - Who you are
      - What you are going to do in the community
      - How your efforts have impacted the community to date
      - What is the "call to action?" Where should people go to sign-up for an event, ask questions, or learn more information (your website, event page, etc.)
  - Concise:
    - 3 messages, no more than 30-35 words each
      - Fire preparedness
      - Fire safety
      - Wildfire mitigation efforts
  
- **Soundbites: What is most important to share with the target audience?**
  - Define the most important message.
  - Practice it – *practice makes perfect!*
  - Deliver a memorable message that is easy to follow.
  
- **Memorability, Syntax and Style**
  - Repeat, repeat, repeat.
  - Talk short but not too short.
  - Use strong language (no 'May' or 'think').

- **Blocking and Bridging: How to handle those high-pressure or uncomfortable questions**
  - Pause for a few seconds; take a deep breath.
  - Transition: turn the interview question into one you want to answer.
  - Stay on Message.
  - Repeat a previous answer that is relevant to your messaging goals.
  - Stay Cool!
  - Example high pressure questions:
    - I. Do you think PG&E was responsible for the X fire?
      - *(FSC) is committed to making our community as prepared as possible for fire season and ensuring our structures and surrounding areas are as fire safe as possible. We are grateful that PG&E has provided the funding to make X initiative possible to help keep us safe during wildfire season.*
    - II. Is overdevelopment in X area one of the main causes of wildfires in Y?
      - *We are working very hard to implement important wildfire mitigation measures around the community, including home hardening, creating defensible space and removal of highly flammable vegetation near and around structures and open space*
- **Do's and Don'ts to remember**
  - Do remember everything is "On the Record."
  - Don't answer questions when you don't know the answers.
  - Don't answer questions that call for speculation.
  - Don't answer questions that ask for your personal opinion.
- **Press Conferences**
  - Test technicals before it starts (microphone, Zoom, etc.)
  - State your name and title/affiliation
  - Coordinate with co-presenters on who is handling which part of the messaging/presentation
  - Maintain eye contact with media
- **MISC**
  - Any questions?
  - Checklist below!

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## Media Tips: Do's and Don'ts when Talking to Media

**Timeline Tips – timing matters!** A “lead time” is how much time it takes for a newspaper editor/reporter, or broadcast outlet, to receive news and decide if they want to cover. Follow these general timeline recommendations:

- **TV Stations / Broadcast** – If you have an in-depth story that will be a feature, it can be pitched 2-4 weeks in advance to relevant reporters. If you have an event or news item specific to a date or timeframe, then pitch the TV station 7 days in advance, resend 2 days before the event date & call to confirm receipt; then the morning of the event to confirm attendance. Usually broadcast decides if they are attending the day-of the event unless they have ample staff to assign a reporter a few days in advance.
- **Newspapers & Online media** – for local newspapers where you are pitching information to be printed in the paper such as an event (A Media Alert with Who/What/Where/Why information relevant to the public), usually pitch them 2-4 weeks prior to the print date, and call to confirm receipt. Ask if they need any photos as well (visuals or invites are often welcome!). To also invite these editors/reporters to attend an event to take photos and write a story, email and call 3-4 days prior to the event date, to confirm attendance; depending on their feedback you can follow-up again.
- **Magazines** – a print magazine that publishes monthly/bi-monthly/quarterly has the longest lead time since their publication process requires a story to be created, designed and printed. If it's currently January and you know you will have an event in March or April (and you have all the information), you can pitch a local magazine the event news if they have a relevant event section. Or, it can be a seasonal feature article bi-line you print for “Preparing the Home for Fire Season: Tips from the local FSC” which can be pitched 2-4 months in advance!

### Who to pitch?

- **Determine to whom your pitch should be directed.** The outlet's website should have a list of reporters and which topics they cover. For example, if you can't decide between metro, community or lifestyle, you can reach out to the editor/editorial director and he/she will decide which department your story will fall under.
- **Be familiar with the publication and read the writer's prior articles.** Read them with an eye for their interests, their themes, and the way your idea would help extend their subject matter further. When you make your pitch, let the writer know how and where your idea might fit.

Think through the idea through the reporter's eyes—how will this piece be of interest and need to the reader? How will it meet the criteria the publication and the writer's section and assignments must meet?

- **Consider the strengths of social media.** Social media can often be a clue as to where the reporter is and what they are doing on that day. Also, many reporters will respond to direct messages through social media faster than any other mechanism. Use that advantage, when you can take it, with skill.

### What to say?

- **Pitch a story—don't pitch your company or organization.** Develop a story idea and imagine what it might look like in the hands of the reporter you've chosen. From that point of view, prepare your pitch. Make your pitch by email first. Let it gel for at least an afternoon, or preferably for a day. If the idea is a good one, the reporter may respond right away. If you don't hear back, perhaps the next step is a call. When you call, refer to the earlier message. Regardless of whether the reporter has seen it or not, re-forward as a courtesy as you are talking to allow the individual to scan the high points of the message and preliminarily respond.
- **Make sure your news is timely and relevant or that the pitch focuses on a subject that makes sense for the outlet or the writer.** For instance, if you're pitching a local event, what makes it relevant for and interesting to their readers or viewers -- is it educational, family friendly, free to the public, exclusive, etc.? Is there something timely happening in the news in general that makes your story idea even more appealing? If so, make that hook.
- **More is not necessarily better!** Reporters are busy and many receive hundreds of pitches and emails a day. Ensure there is a compelling opening sentence, a few bullets or strong paragraph and closing with a call to action. And whenever possible, make it visual.
- **Subject lines are REALLY important** – They can make the difference between an immediate delete or an open. But never use deceptive subject lines – you will lose all credibility immediately.
- **If you have compelling photos or video to share, include it in the initial pitch email.** Many times a photo or video can speak more to the subject that you can, and can grab the writer's attention enough to make him/her want to learn more about your story.

### How to say it?

- **Make sure you spell the reporters name correctly!**
- **Blind Copy, Never CC when sending a press release to more than one person.** No writer wants to know who else you're pitching nor do they want their email shared more than it already is shared!
- **Be respectful of the reporter's right to make the decision.** As tempting as it is to ply the reporter with a strong-armed pitch, you will be more successful by respecting the reporter's right to say yes or no, while providing them with as many meaningful reasons as possible to have the desire to say yes. Is the story an exclusive? An idea or a slant that hasn't been offered to anybody else? Will it be of broad need and interest to the reporter's readers or viewers, and

does it give them strong news or an angle on the information that hasn't been presented before? All of these ideas will help.

- **When you speak to the reporter, get straight to the point. Be honest and transparent about your desire for the interview or the meeting.** The whole idea of buttering a reporter up to the topic you called for is a bad one. Clearly you reached out because you wanted something. With the first words, let them know what it is, and what your reasons are for thinking it's a good idea. If it's yes, follow through quickly with the next steps. If not, why not? For another person or with another approach could it be a better idea? With the business of the call handled, you can then visit with the reporter for a bit and catch up if they have the time and the willingness. And at that point, they'll know the personal interest is sincere.
- **Be cognizant of breaking news and whether your pitch is relevant at that moment in time.** Do not pitch to local media in a city just hit by tornadoes unless your story is about helping with the clean-up.

### The bottom line?

- ✓ **All reporters require a targeted pitch that describes what the news is, and why that reporter's readers will care.** The pitch has to be succinct and relevant in order for the news to turn into a story. Keep your pitch to a 15 -30 second elevator speech that includes your introducing yourself and why you think you would be valuable to their readers/viewers. Be sure you also ask them if "now is a good time" because just like you they have jobs to do to and you may be interrupting them. If you are able to continue pitching your story be sure you have a few different angles up your sleeve. This way if one approach doesn't work you can smoothly transition into another before they decide you are not a great fit for their outlet.
- ✓ **Leverage your press!** When you get press from the local level share it with your regional outlets and national outlets, and add it to your media kit and website. All the PR placements you get are free advertising that is also validated by the magazine or television show that featured you. Be sure you blog about it, Tweet about it, and share it with everyone!

+++



**The following is a brief checklist to remember when dealing with the media:**

**General Rules**

- ✓ Know the reporter, program, Publication, interview format, audience – *research of few of the most recent shows or segments.*
- ✓ Adhere to deadlines.
- ✓ Know exactly what you want to say; review message points prior to interview.
- ✓ Make notes in advance of likely questions & appropriate answers.
- ✓ Prepare for the most difficult questions; rehearsing your answer is good!
- ✓ Keep all message points short, simple, clear and concise.
- ✓ Offer brief, direct, simply stated answers and be prepared to support them with examples, statistics or other facts.
- ✓ Always correct an interviewer's incorrect facts or false assertions.
- ✓ Always wait until the interviewer finishes speaking. Don't overlap.
- ✓ Don't answer questions falsely. If you don't know the answer say so or offer to get back to the reporter with the correct answer.
- ✓ Attitude rules...be positive, engaging, and likeable.
- ✓ Don't forget Social media: once you say it, it's out there forever!

**Phone Interview Tips**

- ✓ Review key notes and message points prior to interview; make sure notes are easy to refer to during conversation.
- ✓ Stand and smile every so often (yes, even on the phone, it relaxes you).
- ✓ Speak clearly and naturally and enunciate.
- ✓ Eliminate the Uhhs and Ummms.



# Media Prep

Six Questions to always be prepared to answer

1. WHAT are the details of the program/event/initiative?
2. WHAT is the TIMEFRAME of the initiative? Explain urgency.
3. WHO is this helping?
4. WHY is this important to the community?
5. WHY is it important to engage now?
6. WHERE can people go to learn more or ask questions?
  - Direct to website/direct URL link
  - Direct to Facebook or social media pages

## Other Tips & Tricks for Media

- What to wear
- Makeup
- Gifts
- Press Packet



# Creating & Leveraging Community Partnerships



#CFSCWildfireAwareness



CALIFORNIA  
**FireSafe**  
COUNCIL

## Resources & Useful Links:

[CAPIO](#) - Association of Public Information Officers

Local Public Information Officers

[PulsePoint](#)

[Firefighters Print & Design](#)

[Red Rover](#)

[World Central Kitchen](#)

[Catchafire](#)

[CalOES](#)

[Team Rubicon](#)



## Resources & Useful Links:

Newspapers of the World

[www.newslink.org](http://www.newslink.org)

Southern California Regional Broadcasters Association

[www.sbca.com](http://www.sbca.com)

Northern California Regional Broadcasters Association

[www.ncradio.com](http://www.ncradio.com)

Center for Media and Democracy

[www.prwatch.org](http://www.prwatch.org)

Chambers of Commerce by County

[www.calchamber.com](http://www.calchamber.com)

Other Ideas:

- Take a journalism or Public Relations class at a community college.
- Continuing Ed programs often offer classes on press release writing.
- Ask a Public Relations major at a nearby college to volunteer with your group.

## Resources & Useful Links:

Evacuation Resources  
[fireadaptednetwork.org](http://fireadaptednetwork.org)

[Bryan David Griffith and Julie Comnick present "Art on Fire"](#)

[Maya R. Khosla presents "The Wild After Wildfire"](#)

[Margo Robbins presents "Climate Change and Native Knowledge"](#)

[Jaime Lowe presents "Working the Line: How Prison Labor Intersects with Megafires"](#)

[Tim Ingalsbee presents "Greenfire Revolution: The Ancient/Future Paradigm of Ecological Fire Management"](#)

[Stuart Palley presents "Into the Inferno: A Decade of Photographing California's Megafires"](#)

[Stephen J. Pyne presents "Between Three Fires"](#)

[Jessica Kahkoska presents "It Takes a Village: Responding to Wildfire with Theatre and Collaboration"](#)

[Molly Fisk presents "Processing Fire and Climate Disasters Through Poetry"](#)

[Christine Eriksen presents "Alliances in the Anthropocene: Fire, Plants and People"](#)

# WILDFIRE DEFINITIONS Strategies, Plans, Processes, Networks, Tools, Programs, Organizations

## A

**Accelerants Materials;** usually flammable liquids, used to initiate or increase the spread of fire.

**Aerial fire apparatus;** A fire truck equipped with an aerial ladder that brings firefighters, water or equipment to higher levels, and also provides a means of escape from upper stories

**Aerial ladder;** A power-operated ladder permanently mounted on a piece of apparatus.

**All hands;** A working fire at which all units of the first alarm assignment are engaged in firefighting.

**Apparatus;** A motor-driven fire truck or a collective group of such trucks.

**Arson;** The crime of willfully burning one's own or another's property.

**Authority;** having jurisdiction. A term used in many standards and codes to refer to the organization, office, or individual responsible for approving equipment, procedures and construction in a town, county, city or state.

## B

**Backdraft;** The explosion of heated gases that occurs when oxygen is introduced into a space within a burning building where the oxygen has been depleted by the fire.

**Basic life support;** Noninvasive emergency life-saving care to treat airway obstruction, cardiac arrest or respiratory arrest.

**Battalion chief;** The lowest ranking chief officer, also called district chief. These chiefs are often in charge of running calls and supervising multiple stations or districts within a city. A battalion chief is usually the officer in charge of a single alarm working fire.

**Bunker coat, bunker pants;** The protective coat and trousers worn by a firefighter for interior structural firefighting. Also called turnout coat and turnout pants.

## C

**Captain;** The second ranking officer, between the lieutenant and battalion chief.

**Captains;** are often in charge of a company or fire station.

**Carbon monoxide;** A toxic gas, odorless and colorless, that produced when substances are incompletely burned.

**CEQA;** The CEQA Guidelines are administrative regulations governing implementation of the California Environmental Quality Act

**Chimneys;** A chimney fire is the combustion of residue deposits referred to as soot or creosote, on the inner surfaces of chimney tiles, flue liners, stove pipes, etc.

**Combustible;** Capable of reacting with oxygen and burning if ignited.

**Commission on Fire Accreditation International;** A nonprofit organization that accredits fire and emergency service agencies.

**Company officer;** The captain or lieutenant, or occasionally sergeant, who is in command of a team of firefighters, both on scene and at the station.



# WILDFIRE DEFINITIONS Strategies, Plans, Processes, Networks, Tools, Programs, Organizations

## C

**Community Hardening;** prepared for wildfire and an ember storm

**Cohesive Strategy Crosswalk and Strategic Alignment;** (Dec 2016) Built from multiple discussions within the National Strategic Committee (NSC), the Cohesive Strategy Crosswalk and Strategic Alignment (report and its Appendices) represents a deeper evaluation undertaken to ascertain national progress made in implementing the Cohesive Strategy, identify gaps in implementation, and attempt to reaffirm the Cohesive Strategy's goals as the pathway to achieving its vision. To accomplish this, the NSC conducted a crosswalk and evaluated the strategic alignment of actions recommended in the Cohesive Strategy foundational documents and the 2014 Quadrennial Fire Review. The Science Analysis of The National Cohesive Wildland Fire Management Strategy

**Conduction;** Heat transfer within an item or from one to another by direct contact.

**Convection** Heat transfer by circulation within a gas or liquid.

**CWPP;** Community Wildfire Protection Plan

## D

**Defensible Space** A defensible space, in the context of fire control, is a natural and/or landscaped area around a structure that has been maintained and designed to reduce fire danger. The practice is sometimes called firescaping. "Defensible space" is also used in the context of wildfires, especially in the wildland-urban interface.

## E

**Egress;** A way out or exit.

**Emergency medical technician (EMT);** A professional who provides prehospital care for people who are sick or injured, including transport, medication and the use of defibrillators. EMTs have differing levels of training:

**EMT - Basic;** An emergency medical technician trained in basic emergency care skills, including oxygen therapy, bleeding control, cardiopulmonary resuscitation, automated external defibrillation, use of basic airway devices, and assisting patients with certain medication. Most EMTs fall into this category.

**EMT – Intermediate;** An emergency medical technician trained to do EMT-Basic care, plus IV therapy, interpretation of cardiac rhythms, defibrillation, and airway intubation.

**EMT – Paramedic;** An emergency medical technician with the most advanced training, capable of cardiac monitoring, administering drugs, inserting advanced airways, manual defibrillation, and other advanced assessment and treatment skills.

**Engine company;** A group of firefighters responsible for securing a water source, deploying hose lines, conducting search-and-rescue operations, and putting water on the fire.

**Environmental Assessment** Environmental assessment is the assessment of the environmental consequences of a plan, policy, program, or actual projects prior to the decision to move forward with the proposed action.

# WILDFIRE DEFINITIONS Strategies, Plans, Processes, Networks, Tools, Programs, Organizations

## E

**Environmental Assessment Environmental:** assessment is the assessment of the environmental consequences of a plan, policy, program, or actual projects prior to the decision to move forward with the proposed action.

## F

**Fire Adapted Community;** The National Wildfire Coordinating Group defines a fire adapted community as “A human community consisting of informed and prepared citizens collaboratively planning and taking action to safely coexist with wildland fire.” More fully, fire adapted communities are knowledgeable, engaged communities where actions of residents and agencies in relation to infrastructure, buildings, landscaping and the surrounding ecosystem lessen the need for extensive protection actions and enable the communities to safely accept fire as part of the surrounding landscape. Because every community is unique, the steps and strategies they take to improve their wildfire resilience will vary from place to place. The term was codified in the 2005 Quadrennial Fire and Fuel Review and subsequently became one of the three tenets of the National Strategy.

**Fire Adapted Communities Learning NETWORK (FAC Net) (2013);** The result of a partnership among the Nature Conservancy, the Watershed Research and Training Service and the USDA Forest Service, the national network of people is working to build sustainable wildfire resilience capacity in fire-prone communities. Members are also dedicated to learning, sharing, and innovating to advance and promote the practice of community wildfire resilience. The mission is to connect and support people and communities who are striving to live more safely with wildfire. Fire adaptation is an alternative to the costly, dangerous and insufficient fire-suppression model. The Network has the following objectives:

**Fire code;** A set of legally adopted rules and regulations designed to prevent fires and protect lives and property.

**Fire devil;** A small, burning cyclone that results when heated gases from a fire rise and cooler air rushes into the resulting areas of low pressure; usually occurs during forest and brush fires but also in free-burning structural fires.

**Fire hook;** A tool to pull down burning structures; used in Colonial times as the only way to stop a fire.

**Fire Safe Roads;**

**First responder;** The first trained person to arrive at the scene of an emergency to provide initial medical assistance.

**Firewise USA® (2002) – 1500 sites nationwide [nfpa.org/Public-Education/By-topic/Wildfire/Firewise-USA](http://nfpa.org/Public-Education/By-topic/Wildfire/Firewise-USA)** The Firewise USA recognition program is one of many strategies a community can use to address its fire risk. It primarily targets residents and teaches people how to adapt to living with wildfire and encourages neighbors to work together and take action now to prevent losses. The Firewise USA® program is co-sponsored by the USDA Forest Service, the U.S. Department of the Interior, and the National Association of State Foresters.

# WILDFIRE DEFINITIONS Strategies, Plans, Processes, Networks, Tools, Programs, Organizations

## F

**Flame Over (rollover):** The rapid spread of flame over surfaces.

**Flammable;** Capable of being readily ignited.

**Flashover;** The stage of fire when all surfaces and objects are heated to their ignition temperature (flash point) and flame breaks out almost at once over the entire surface.

**Flash point;** The lowest temperature at which a liquid or solid release enough vapor to ignite when mixed with air.

**Fuel Breaks/Community Fuel Breaks;** strips or blocks of vegetation that have been altered to slow or control a fire.

## H

**Head of the fire:** The main or running edge of a fire, the part of the fire that spreads fastest.

**Home Hardening;** taking steps to improve the chance of your home and structures withstanding ignition by the inevitable wildfire, firebrands and other factors we face every year. Hardening your home starts with easy, small steps, that can make all the difference.

## I

**IDLH;** Immediate Danger to Life and Health. An atmospheric concentration of any toxic, corrosive or asphyxiant substance that poses an immediate threat to life or could cause irreversible or delayed harm to health. There are three IDLH atmospheres: toxic, flammable and oxygen deficient.

**Ignition point;** The minimum temperature at which a substance will burn.

**Ignition temperature;** The minimum temperature at which a fuel, when heated, will ignite in air and continue to burn; the minimum temperature required to for a self-sustained combustion.

**Incendiary fire;** An intentionally set fire.

**Incident Management System;** A management structure that can be quickly adapted to any situation, a standard approach with predefined roles, responsibilities, procedures and terminology.

**Initial attack vehicle;** A small fire truck, like a pumper but with less capacity to pump water.

**ISO or Insurance Services Office;** An organization that gathers information about risk for the insurance industry, including ratings of fire departments' abilities to suppress a fire.

## L

**Lieutenant;** A company officer who is usually responsible for a single fire company on a single shift; the first in line of company officers, in command when the captain is absent.

**Life Safety Code NFPA 101;** the code that describes the structures, equipment and behaviors that can protect life if there is a fire, such as size and location of exits and the need for regular fire drills.

## WILDFIRE DEFINITIONS Strategies, Plans, Processes, Networks, Tools, Programs, Organizations

### L

**Life safety rope;** Rope used solely for the purpose of supporting people during firefighting, rescue, other emergency operations and training.

**Lin;** One or more lengths of connected hose.

**Log Decks;** A stack of logs, also “Deck”.

### M

**Mayday:** Code that indicates a firefighter is lost, missing or requires immediate assistance

### N

**National Action PLAN (2014);** A companion to the National Strategy and supports its implementation. Backed by science, the National Action Plan provides a framework for implementation actions and tasks necessary at various scales.

**National Cohesive Wildland Fire Management STRATEGY (2014);** The National Strategy establishes a national vision for wildland fire management, defines three national goals, describes the wildland fire challenges, identifies opportunities to reduce wildfire risks, and establishes national priorities focused on achieving the national goals. It was created in response to the Federal Land Assistance, Management and Enhancement (FLAME) Act of 2009, which gave direction to the Departments of Agriculture and Interior, with assistance from the Council on Environmental Quality. The strategy, developed by federal, state, tribal and local community partners, and public stakeholders, outlines new approaches to coordinate and integrate efforts to restore and maintain healthy landscapes, prepare communities for fire season, and better address the nation’s wildland fire threats (“better protect the 46 million homes in 70,000 communities along the wildland-urban interface from catastrophic wildfires”). It is a strategic push to work collaboratively among all stakeholders and across all landscapes, using best science, to make meaningful progress towards the three goals: • Resilient Landscapes • Fire Adapted Communities • Safe and Effective Wildfire Response Vision: To safely and effectively extinguish fire when needed; use fire where allowable; manage our natural resources; and as a nation, to live with wildland fire

**National Strategic Committee (NSC)** The National Strategic Committee serves to support the Wildland Fire Leadership Council (WFLC) in accomplishing its activities and priorities. The Committee is accountable and has the authority to carry out WFLC’s vision and expectations for implementing the National Strategy and other priorities and activities of the WFLC. The Committee is responsible to: • Perform research and analysis on topics provided by the WFLC and provide appropriate information and recommendations to the WFLC • Advise the WFLC on opportunities to provide integrated and coordinated implementation of the Cohesive Strategy • Represent their ‘field’ in the formulation of recommendations and information going to the WFLC • Act as a conduit back to the representatives’ agencies and organizations

## WILDFIRE DEFINITIONS Strategies, Plans, Processes, Networks, Tools, Programs, Organizations

### N

**(con't)** Membership on the Committee includes the broad-based leadership and management needed for success with no more than 15 members appointed by the WFLC. The members are drawn from a variety of backgrounds including agency or organization, geographic location, and organizational position. Membership includes at least one representative from each of these disciplines or fields: Science, Socio-economics, Natural Resource Management, Community Planning, Fire Management, Communications, and Cultural Resources.

**NEPA;** The National Environmental Policy Act is a United States environmental law that promotes the enhancement of the environment and established the President's Council on Environmental Quality. The law was enacted on January 1, 1970.

### O

**Oxidation;** A chemical reaction in which an element combines with oxygen. All fires are a form of oxidation

### P

**PASS;** Personal alert safety system Device worn by a firefighter that sounds an alarm if the firefighter is motionless for a period.

**Paramedic;** An emergency medical technician (EMT) with the highest level of level of training. Most EMTs are not paramedics, so the terms should not be used interchangeably. Paramedics are trained to do cardiac monitoring, administer drugs, insert advanced airways, perform manual defibrillation, and conduct other advanced assessments and treatments.

**Personnel accountability system;** A method of tracking the identity, assignment, and location of firefighters operating at an incident scene.

**Positive pressure ventilation;** The practice of forcing contaminated air out of burning building by placing a blower in the doorway and blowing the air through a ventilation hole cut in the roof.

**PPE;** Personal protective equipment. The helmet, hood, coat, gloves, self-contained breathing apparatus and boots worn by firefighters to protect against heat and water.

**Prescribed Fire//Burn;** A controlled or prescribed burn, also known as hazard reduction burning, backfire, swailing, or a burn-off, is a fire set intentionally for purposes of forest management, farming, prairie restoration or greenhouse gas abatement.

**Products of combustion;** Heat, smoke and toxic gases.

**Pumper;** A fire truck capable of forcing out at least 750 gallons of water per minute, with a hose at least 1,000 feet long, and a water tank holding at least 300 gallons. Some also have foam-making systems to smother flammable-liquid fires, or to make a different type of foam that reduces the surface tension of water, so it penetrates more quickly.

**Pyrolysis;** The chemical decomposition of a compound into one or more other substances by heat alone; pyrolysis often precedes combustion.





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### Q

**Quint;** A fire truck that has an aerial ladder as well as pump, hose, tank and ladders.

### R

**Radiation;** Heat transfer through electromagnetic waves, without objects or gases carrying it along. Radiated heat goes out in all directions, unnoticed until it strikes an object. Ready, Set, Go! (2011) – 5 CA jurisdictions (San Diego, Orange, Ventura, Lompoc, CalFire – “Ready for Wildfire” website/app – Plan, Know, Act) <http://www.wildlandfirersg.org> A program implemented by fire departments and other agencies to help residents be Ready with preparedness understanding, be Set with situational awareness when fire threatens, and to Go, acting early when a fire starts. The program, managed by the International Association of Fire Chiefs (IAFC), seeks to develop and improve the dialogue between fire departments and the residents they serve, helping them teach individuals who live-in high-risk wildfire areas how to best prepare themselves and their properties against fire threats.

**Respirator;** A mask worn over the mouth and nose to filter smoke and fumes from the air.

**Response time;** The time a fire company takes to get to a fire and begin fire operations.

**Resource Management Plan;** efficient and effective development of an organization’s resources when they are needed. Such resources may include the financial resources, inventory, human skills, production resources, or information technology and natural resources.

**RIC;** Rapid intervention company/crew A minimum of two firefighters who stand by at a fire, fully equipped and ready, to rescue injured or trapped firefighters.

**Rollover;** The rapid spread of flame over surfaces (also called flame over).

### S

**Self-contained breathing apparatus (SCBA);** Respirator with independent air supply used by firefighters to enter toxic and otherwise dangerous atmospheres.

**Staging area;** A strategically located area where support personnel, vehicles, and other equipment can be held in an organized state of readiness for use during an emergency.

### T

**Tanker;** A fire truck designed to carry water to fires, usually 1,000 gallons or more; it is also equipped with a pump.

**Thermal column;** A cylindrical area above a fire in which heated air and gases rise and travel upward. The magnitude and intensity of a fire can often be judged from the thermal column

**Thermal imaging device;** An electronic device that detects differences in temperature based on infrared energy and then generates images based on that data. Commonly used in obscured environments to locate victims.

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### T

**Turnout coat and pants;** The protective coat and trousers worn by a firefighter for interior structural firefighting. Also called bunker coat and bunker pants.

### U

**Under control;** The stage of a fire at which it has been partially extinguished, and authorities are confident can be completely extinguished.

**Utility rope;** Rope used for securing objects, hoisting equipment, or blocking access to a scene. It is never to be used to support people

### W

**Western Regional Strategy Committee;** To coordinate the regional assessments, the NSC chartered three Regional Strategy Committees (RSC), one for each region delineated in the Cohesive Strategy. Each RSC provides executive leadership, oversight and guidance within their respective region for completing the tasks assigned by the NSC during Phases II and III of the Cohesive Strategy implementation. During Phase II, each RSC was asked to complete a regional assessment through a defined planning and analysis process, including the articulation of regional goals, objectives and portfolios of activities and actions that support the goals of the National Strategy.

**Wildland;** Land in an uncultivated natural state that is covered by trees, brush, weeds or grass

**Wildland Fire Leadership Council (WFLC);** Established by the Secretaries of Agriculture and the Interior to provide an intergovernmental committee (Federal, state, tribal, county, and municipal government officials) to support the implementation and coordination of Federal Fire Management Policy. An updated MOU was signed in 2016 by the Secretary of the Interior, Secretary of Agriculture, Secretary of Defense, and Secretary of Homeland Security to authorize the continuation of the WFLC. The council is dedicated to consistent implementation of wildland fire policies, goals and management activities and provides strategic recommendations to help ensure policy coordination, accountability and effective and efficient wildfire management, promote fire-adapted communities and create resilient landscapes to achieve long-range benefits for society and nature.

**Working Groups;** RSCs may appoint regional or sub-regional Working Groups to support the development of regional goals, objectives and portfolios of actions and activities. Working Groups will be formed at the regional or sub-regional level. If the region does not delineate subregions, there will be one Working Group to support the analysis at the regional level. If a region delineates sub-regions, there will be one Working Group formed for each sub-region. The Regional Strategy Committee will assign members from the sub-regional working groups to assist in conducting and developing the regional goals, objectives and portfolios of actions and activities. Each RSC determines the appropriate membership on the Working Group(s) to ensure necessary input from land managers, stakeholders, partners, and others.

**WUI;** Wildland Urban Interface



#CFSCWildfireAwareness



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