

Housekeeping

- Deep breaths
- Make connections
- FAC Support



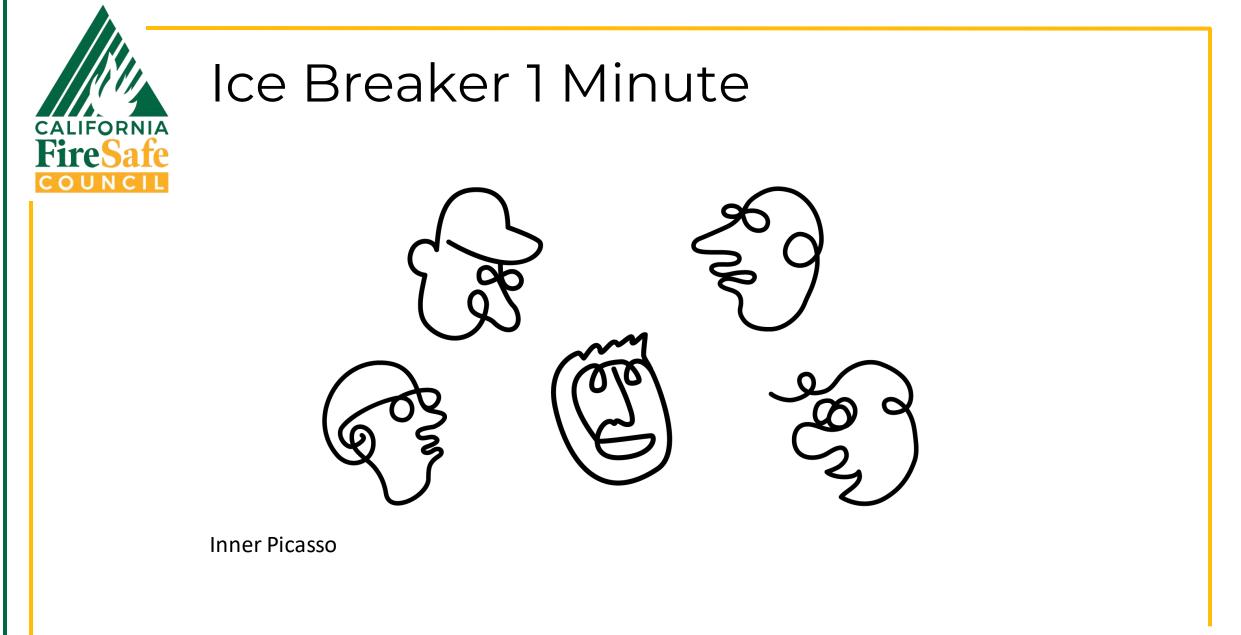


Housekeeping



- Slides will be available
- Stream recording will be available
- We are live streaming, please save questions for Q&A







Introduction FireSafe Lara N.P.

- Storyteller, TV, Live Events, PR, Marketing and Branding ٠
- Loma Prieta Earthquake ٠
- & Hurricane Wilma
- FEMA Emergency Institute ٠
- DEI Community Organizer •
- Incident Deployments ٠
 - World Central Kitchen ٠
 - Red Rover •















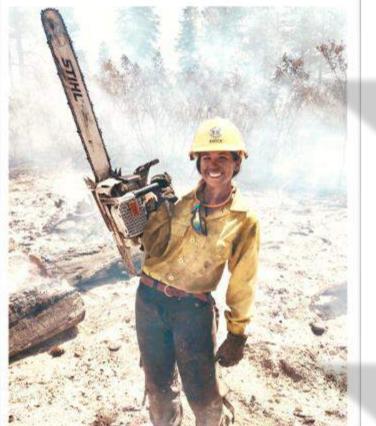






Introduction FireSafe Megan K.

- Communications
- Fire Science •
- Wilderness Medicine •
- **Emergency Management** •
- Brand Development •
- **Outdoor Advocacy** •
- Tour Management •







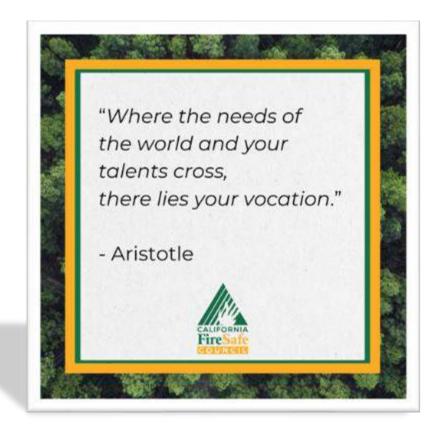


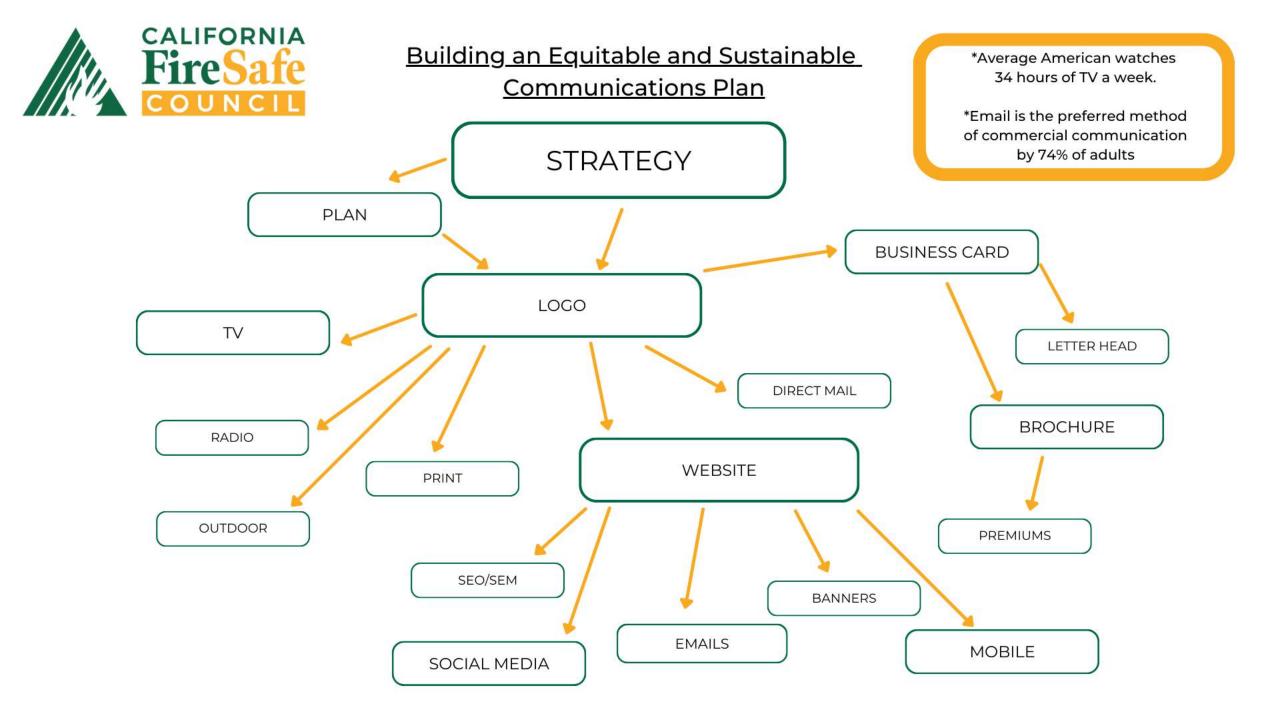






What Is Your Why?





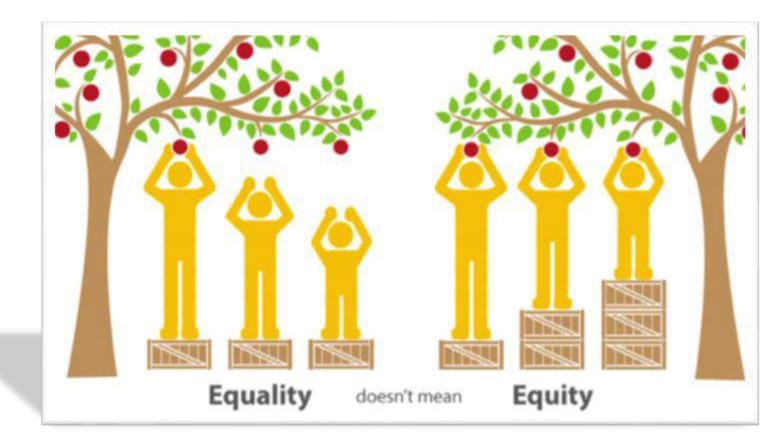


Building a Foundation





Equitable and Sustainable Communications & Outreach





Foundation Building

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

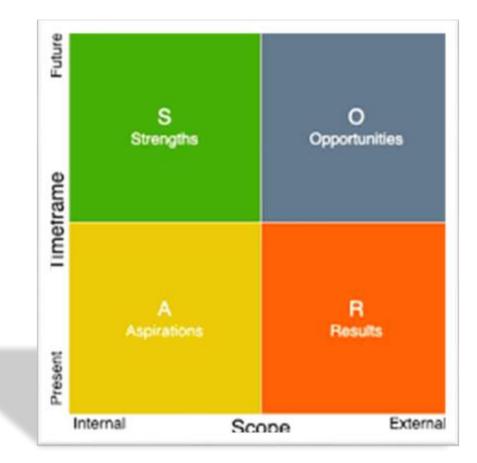
E

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



Foundation Building





Community Relationship Building

Respect

COUNCIL

Integrity

Professionalism

Use Science-based Metrics & Ideas

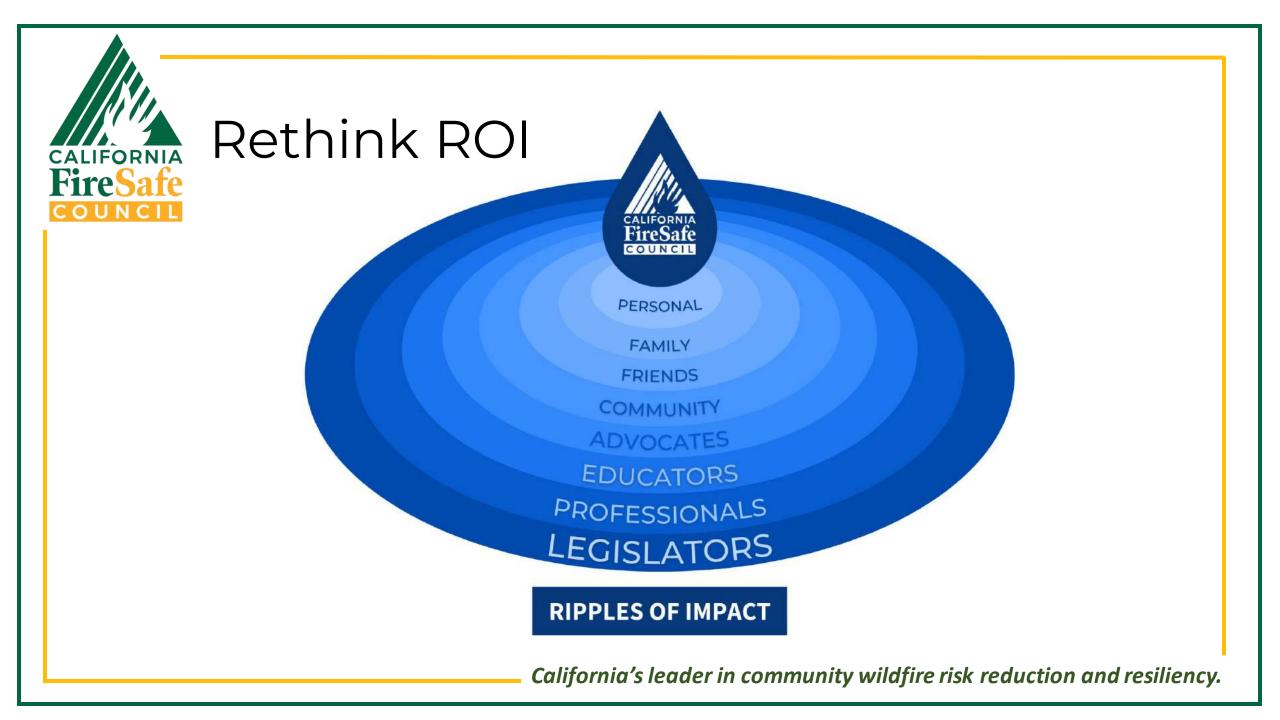
Chain of command

Roberts Rules of Order



Leadership is not about titles, positions, or flow charts. It is about one life influencing another."

- John C. Maxwell





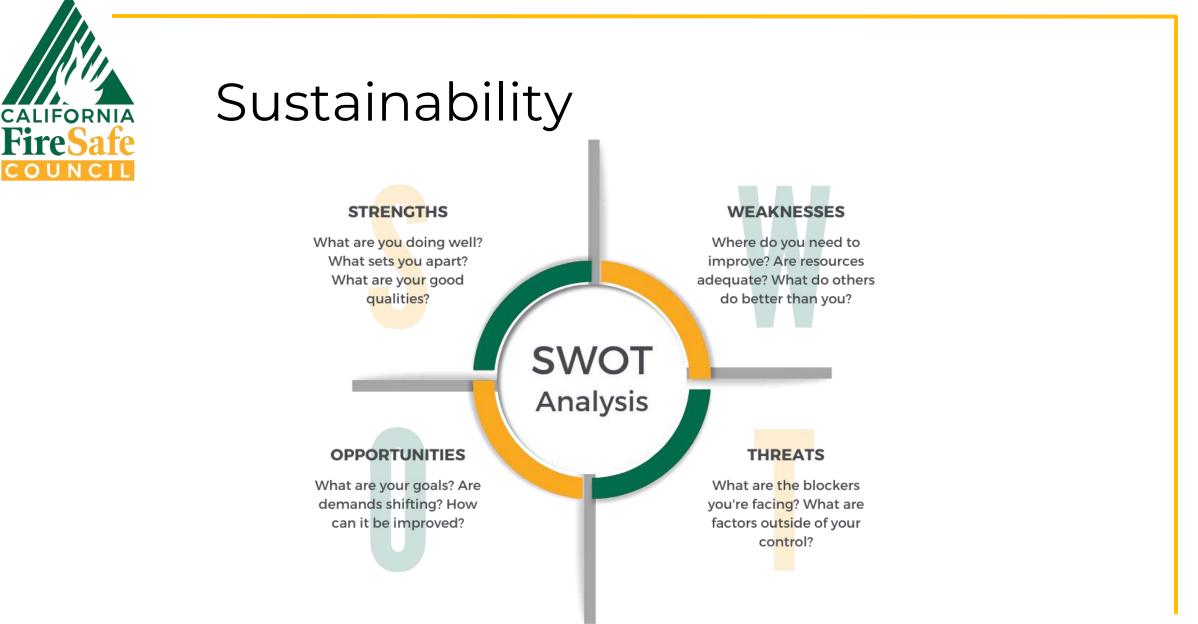
Branding: Mission Statements, Taglines & Logos

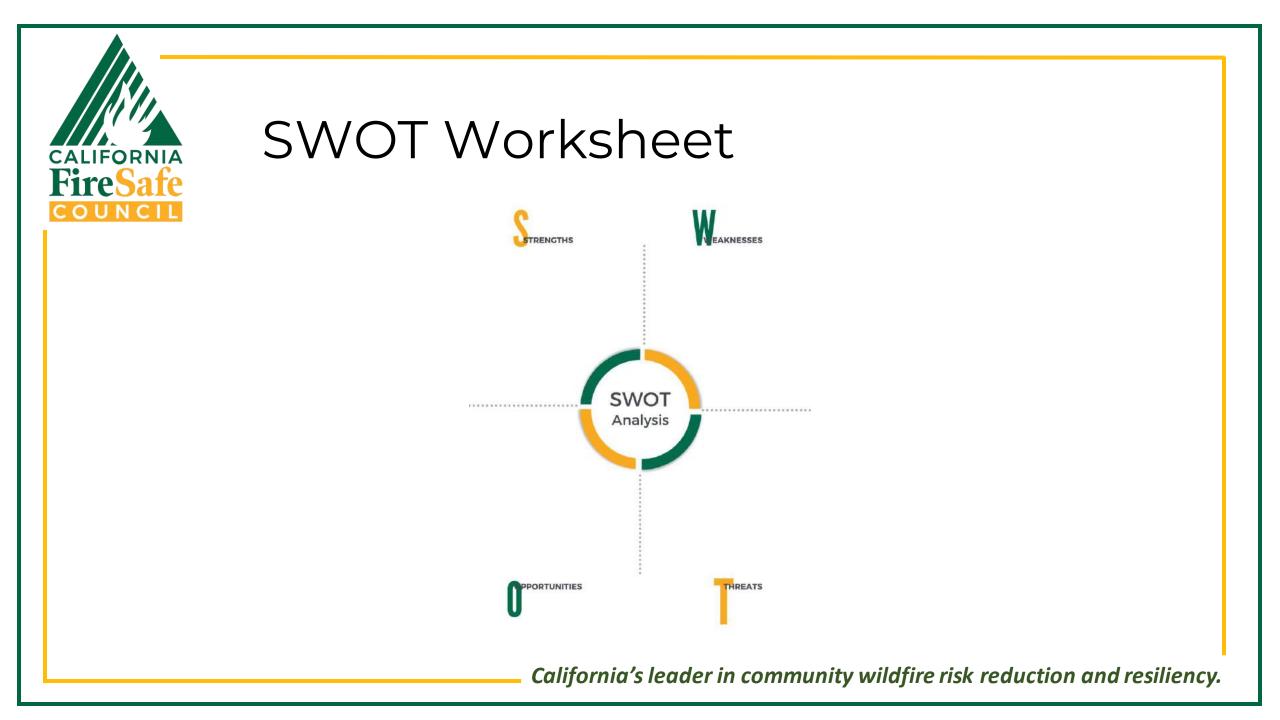




Mission Statement worksheet

	MISSION & PUPOSE
WHAT DO YOU DO?	
HOW DO YOU DO IT?	VISION & BELIEFS
	VALUES & GOALS







Do you have a logo?

- CFSC
- Brand identity
- Name recognition
- Hi Res / Lo res
- Black & White
- Formats
- Easily shared















Create a Fire Safe Council Logo

- Use the CFSC logo
- Add your council's name
- Brand identity
- Name recognition







Same but Different

- Localized
- Authentic
- Brand Awareness









Original Logos TYPES:

- Hi Res / Lo Res
- All sizes
- All Platforms
- Black & White









Tips & Tricks

- ADA compliance
- Fit in social avatars





File Type

- JPEG
- PNG
- SVG
- Al



Style Guide



CALIFORNIA FIRE SAFE COUNCIL

Brand Standards & Guidelines

21

COLOR PALETTE

Print Calor Paletta(a)

COLOR SPACES FOR PRINT

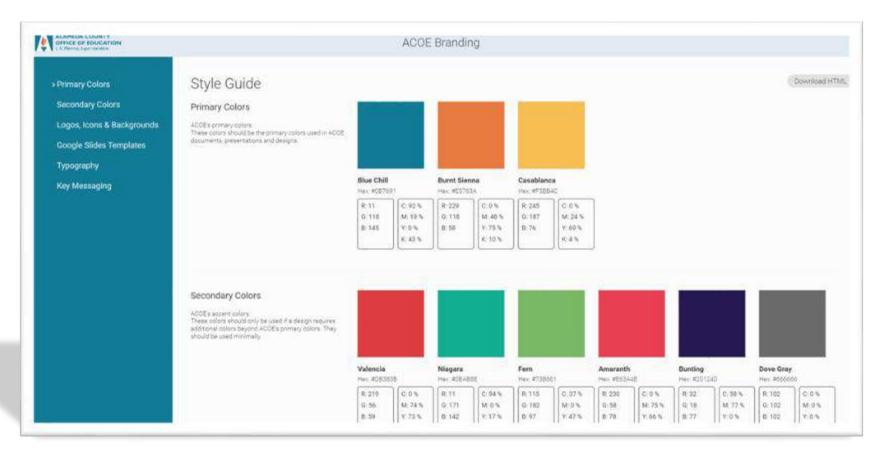
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Your band cours are defined before in the color spaces CMHX and PMS to be used for all weband digital purgrams. The universal use of black, grayscale, and write is available in our brand's using paleties.





Style Guide





Websites

How to get a website made? How robust does it need to be? What should it include? Who will design it? Who will maintain it? Does it need pictures? What is SEO? Do analytics matter?



Websites

Building a Website

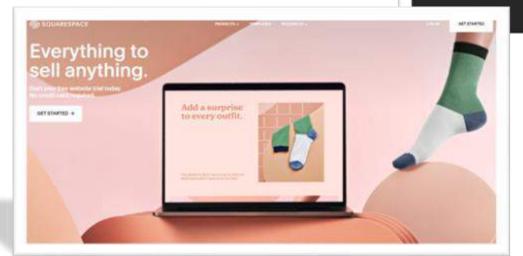
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- Partner RCD, non-profit
- Fellow/Student
- 'Catchafire'

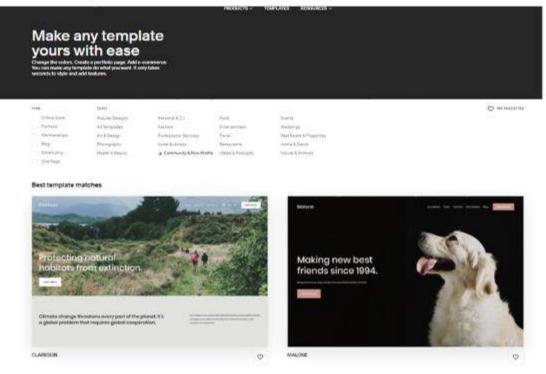




Squarespace Websites

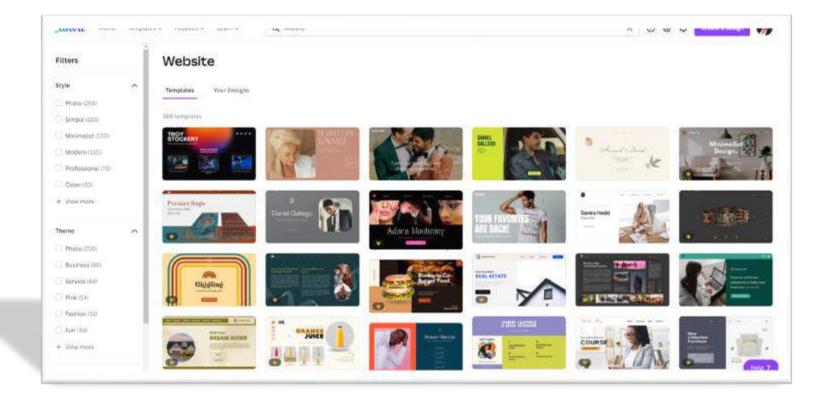
ADDRESS IN THE OWNER.







Canva Websites





Websites

Tips & Tricks

DO This





Websites

Tips & Tricks

Don't DO This

Search for X-Ray Products.	
Or select from some	e of our most popular
Fantest Shipping Load Apparel.	2011-Week Ship Frontal Protection Acron.
Beat Comfort 10-day ship Aprons.	Reference Control Party Contro
Sanakal Badiation Reducing Gloren.	Mati-Elex Load Goven.
Une-Par. Resolution Test Phantoms.	Broad Animal Immodulizers.
Lead Glass.	Mobile Lead Banters.
x-Ray Test Meters	A.Ray Table Pada
ACR Accreditation Phantoms.	Silver Recovery Systems.
Lead Curtains.	K-Ray Gotta
Sectional Body Phantoma,	Utrasound Ebantoma.



CRM / Database









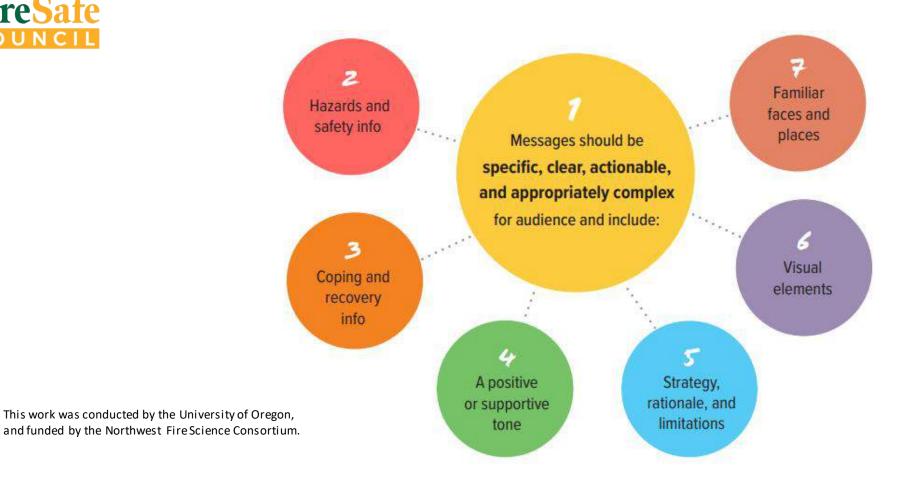
Email and Eblasts

Grow your Email List Collect addresses Will not lose





Communicating Difficult Messages





Talking Points

Talking Points

 Psychology of Language (<u>Link</u>) Solution based vs. Fear based





Language & Outreach

Definitions & Incident Language



Strategies, Harrs, Processes, Networks, Toxis, Programs, Organizatione

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WILDFIRE DEFINITIONS

Strategies, Mana, Processes, Networks, Tools, Ihograma, Organizations

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California's leader in community wildfire risk reduction and resiliency.

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Demographics





Demographics





Marketing

For the lack of knowledge, my people will perish. (Hosea 4:6)

El pueblo unido jamás será vencido!

Market Segmentation

BEHAVIORAL



DEMOGRAPHICS





GEOGRAPHICS





S PSYCHO-GRAPHICS

:



Journalism 101

Trust but Verify





Web & Digital & Social Platforms





Know Your Audience



of monthly active users: 2.7 billion
Largest age group: 25-34 (26.3%)
Gender: 44% female, 56% male
Time spent per day: 38 minutes



of daily active users: <u>187 million</u>
Largest age group: <u>30-49 (44%)</u>
Gender: <u>32% female, 68% male</u>
Time spent per day/week: <u>3.53 minutes per session</u>



Know Your Audience



of monthly active users: <u>1 billion</u>
Largest age group: <u>25-34 (33.1%)</u>
Gender: <u>57% female, 43% male</u>
Average time spent per day: <u>29 minutes</u>



of monthly active users: <u>400+ million</u>
Largest age group: <u>30-49</u>
Gender: <u>78% female, 22% male</u>
Time spent per day: <u>14.2 minutes</u>



Know Your Audience



- •# of total users: 738 million
- •Largest age group: <u>46-55</u>
- •Gender: 51% male, 49% female
- •63% of LinkedIn users access monthly & 22% weekly



Let's talk about Tik Tok?



of monthly active users: 100 million
Largest age group: 18-24
Gender: 59% female, 41% male
Time spent per day: 45+ minutes



Help Getting Your Message Out



Influencer Ambassador

Spokesperson



Wisdom Keepers

Trusted Communicators

ators Advocates



Outreach & Engagement Materials & Content Development



Brochures



California's leader in community wildfire risk reduction and resiliency.

CALIFORNIJ Fire

Wildfire Evacuation

Pocket Guide What to do immediately

before, during, and after

an evecuation.

CaFireSafeCouncil.org (IRE) 648-3600

AFTER

Check in with Red Cross.

neighborhood contacts,

and family members.

Let your out-of-area

made it out safely.

Do not return home

Check for hot spots.

rocks, embers, and

fire-damage.

damaged trees, loose

Do not drink from water

supply until officials say

Discard any food that has

been exposed to heat, smoke, or soot.

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contact know you've

untit officials say it's safe



E-Blasts



Outreach & Communications Workshop November 2021

About The Workshops

vm collaborate and learn with your feilow community members have build and maintain a Communications Plan for your organization

SC Oprimum balance Team & Staff share ideas to effectively build immunifies, provide outreach opportunities, and create a robust and stablabble communications plan centered around community wildfile Topolian and realitiency.

unning on attending? Join the conversation? List others look you? there and why you're going, using the #CPSCWorkshop. Head over Facebook and Like and Follow CFSC POSE and SSE O/I Twitter, tag <u>SSC POSE or SGE</u> in your post, and you'll be entered into a drawing to n CPSC geat.

California Fire Safe Council OUTREACH & COMMUNICATION WORKSHOP

Wednesday, November 10th, 9 AM - 2:00 PM

CFSC Regional Coordinators & Communications Staff share ideas to



communities and more. Of all total program expenses, nearly 66% went directly to sub-awards and approximately 87% of all total expenses (nearly \$6.3M), went directly to sub-awards, and programs and resources distributed to wildfire mitigation groups across the state. Through these efforts, progress was significant, and we look forward to building on that impact.

CFSC is poised to increase funding and assistance to



E-Blasts



March 2022 Newsletter

Are you prepared for fire season? Learn what steps you can take to get ready while you stay up to date with the MCFSC monthly newsletter.

BECOME A MEMBER TODAY!

Inside this Issue:

- Prepare for Firs Season Take the quiz to enter a drawing for great prizes!
 FREE defensible space assistance for eligible households: DSAFIE seeking applicants
- CERT Hands on Training in Ukiah April 30th
- Article Spotlight Good Fire Report from the Karuk Tribe
- 2022 Fire Safety Micro-Grant Update
- Listen & Learning Opportunities: Waking up to Wildlife documentary & Evacuation Resource Round-up
- Save the Date: Homebrew Festival & Wildfire Expo Saturday May 21, 3-5

Fire Season is Coming - Are you Prepared?

Are you taking steps to prepare yourself, your home, and your neighborhood for this fire season? California is entering into the summer of 2022 affer yet another historically dry winter. MCFSC wants to help you be prepared this year. Read up at the <u>Preparing for Wildlife webpage</u> and then test your knowledge with the guite below.

Participants who successfully complete the quiz will be entered to win a free wildfire risk home assessment, ready-set-go bag, and MORE.

Take the Quiz!



Current Barriers to the Expansion of Cultural Burning and Prescribed Fire in California and Recommended Solutions.



The Good Fire Report was written on behalf of the Karuk Tribe and centers Traditional Ecological Knowledge (TEK) and direct experience of cultural fire practitioners to examine barriers to expanding intentional fire in California.

The Gould Fall Report Recognizes the role of tribes and outbural burners in stewarding California's landscape for thousands of years. It identifies unique barriers faced by indigenous nations and explores legal and policy underpinnings preventing broader use of managed fire in the state. Importantly, the paper goes on to identify legislative, regulatory, and policy solutions that will improve

access for both indigenous

a stewardship tool.

practitioners and others using fire as

The Good Fire Report recognizes the "We must take this opportunity and role of tribes and outbural burners in stewarding California's landscape for thousands of years. It identifies unique barriers faced by indigenous - pg. 37, Good Fire Report

Download the Good Fire Report here

or read the Executive Summary at this link.



TW: This film contains footage of wildfire and stories of trauma and death.

Great info from the Fire Adapted Network - "Evacuation Resource Round-Up"

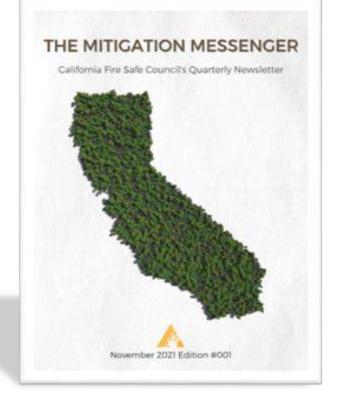
Upcoming Events

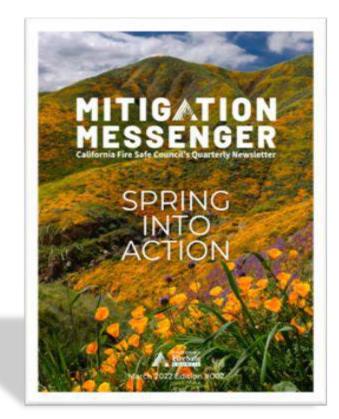


The Fourth (Mostly) Annual Homebrew Festival has been rescheduled for Saturday, May 21, 2022 at the Anderson Valley Brewing Company in Boonville. This Mendocino County Fire Sale Council fundrativer also has a concurrent Wildfire Salety Expo which will feature tons of information, service providers, and local first responders. There will be live music, kids' activities, and food available for purchase. Mark your calendars and day tured (or more information and isciss!



Newsletters







Community Outreach Materials





ASL

Braille

Second Languages





Second Languages





Printed Content & Materials



- Home Defense
- Home Hardening
- Tree Removal
- Native Plants Choices
- Insurance
- Chipping
- Fire Quadrants
- Firewise Community
- EDC Fire Protection District
- Amateur Radio Club



ALL AGES

Placerville Town Hall 549 Main Street Placerville presented by The Placerville Fire Safe Council 🛕 🛕 & The City of Placerville 🚱

get prepared for

PFSC is a community-based organization made up of volunteers whose mission is to mitigate the loss of life, property, and natural resources in the Placerville area due to wildfire.



Share Your Messages & Content

Community Engagement

SHARE SHARE SHARE





Community Partnerships

AGENCIES

COMMUNITY MEMBERS

Homeowners Associations Interested members of the public Community Fire Safe Councils

Bureau of Land Management CA Department of Fish & Wildlife Air Quality Management District Caltrans UC & Cal State Community Colleges

UTILITIES Gas & Power Cellular providers

Water Agencies/Depts

FIRST RESPONDERS

Local Fire Departments

CAL FIRE Sheriff Local PD Red Cross AAA

TRIBAL INTERESTS

Local Tribes

LOCAL GOVERNMENT

County Board of Supervisors Cities & Unincorporated areas County RCDs

LOCAL ORGANIZATIONS

Resource Conservation Dist. Non-profits Environmental - water

PRIVATE SECTOR

Stores Landscapers Restaurants Printers Real Estate Construction Logistics

COUNTY SERVICES

Office of Emergency Services County Administrator Community Services Housing



Agency Partnerships

Public Information Officers/PIOs



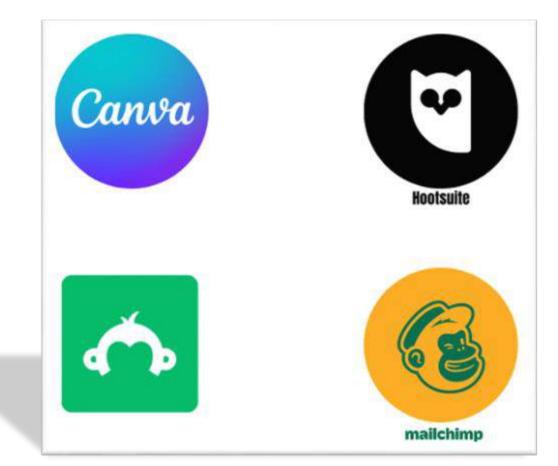


Local & Private Partnerships





Digital Engagement Tools







Canva Introduction

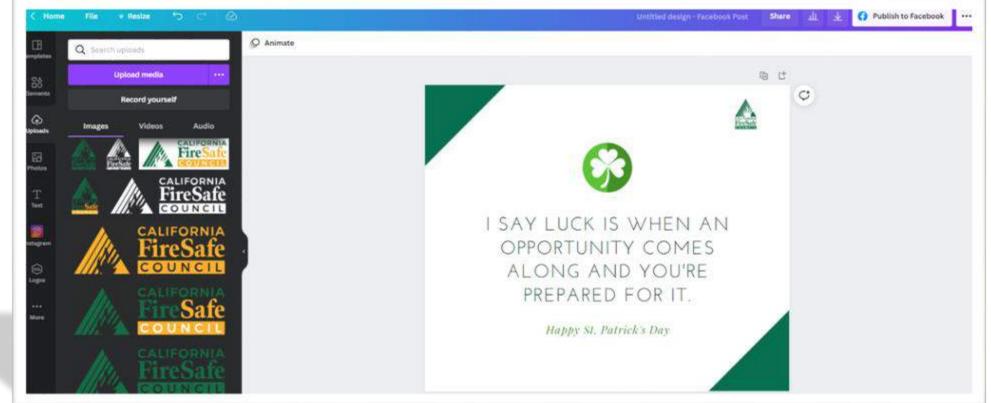
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California's leader in community wildfire risk reduction and resiliency.

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Canva Introduction





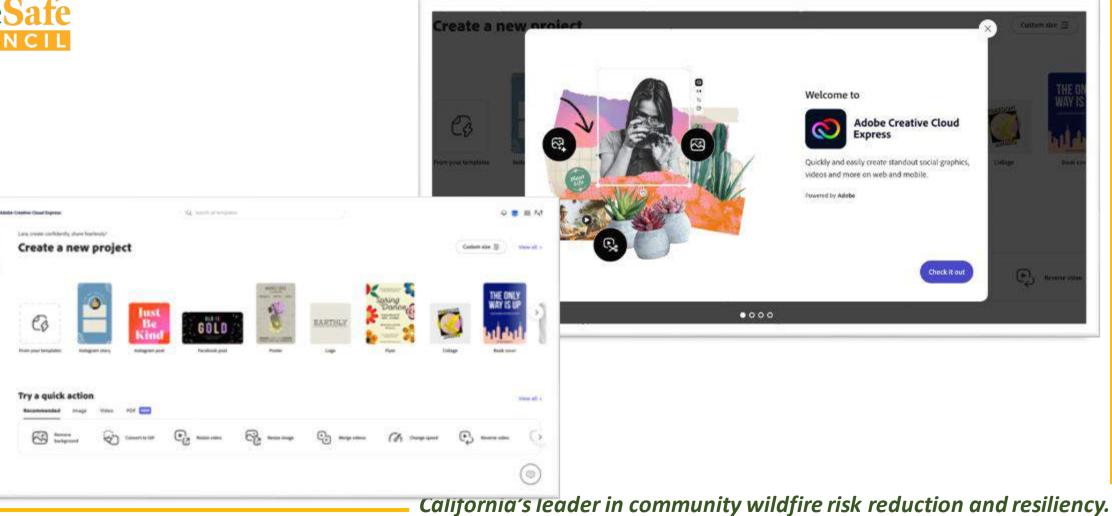
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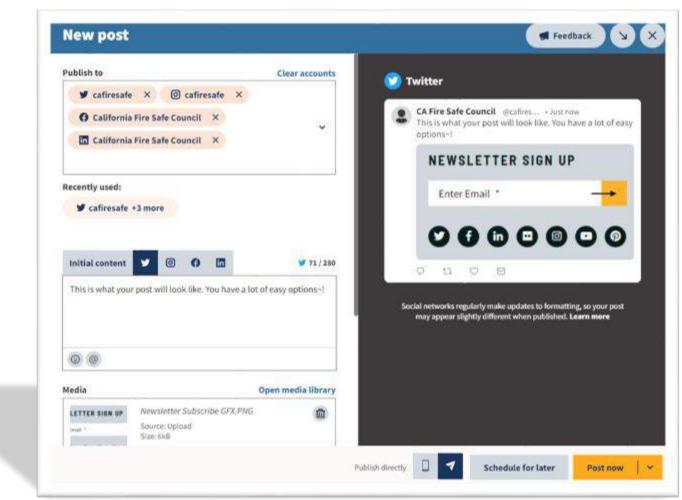
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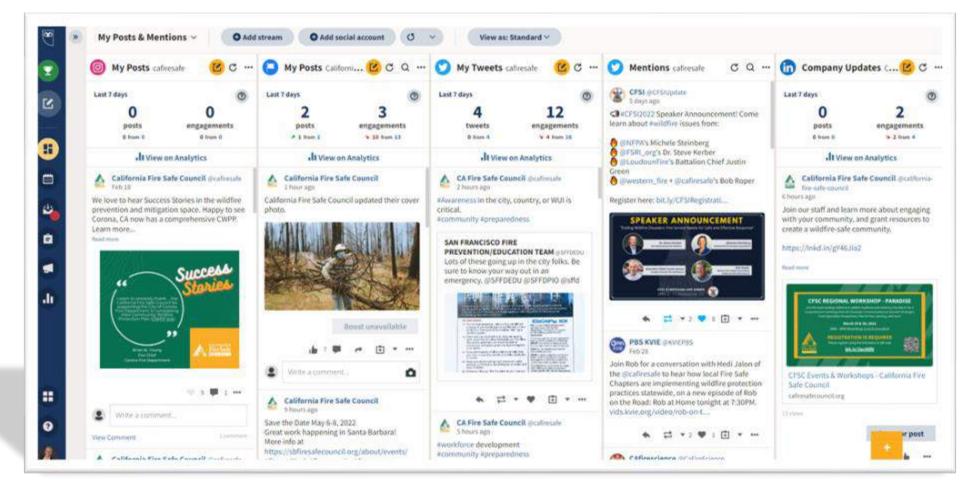


Hootsuite Introduction





Hootsuite Introduction



CALIFORNIA SURVEYS

Ouedons

About this Event

and agency partners.

Details and Time

SAM and wrap-up around 4PM.

Lakes

REGISTRATION IS REQUIRED FOR ATTENDANCE

Grant Specialists Perspectives, Peer to Peer Learning, and more!

support the capacity building efforts of your organization.

COUNCIL

2022 California Fire Safe Council Needs Assessment

The California Ree Sale Council is conducting research on the different needs of the safe councils and fire mitigation organizations throughout the state. We'd low to Hear from you about your organizational geals including resources weeded to start a new fire safe found, build capacity, and/or states project funding needs. This will help us make improvements to so existing programs and prioritial states funding needs. This will help us make improvements to so existing programs and prioritial states funding needs. This will help us make improvements to so existing programs and prioritial states funding needs. This will help us make improve our mutually collaborative efforts around creating wildline resilient communities. The survey should only take 5 minutes, desending on how detailed your responses are.

If you have multiple projects that need funding, please fill out the third question of the survey multiple times. Please have your responses submitted by April 15, 2022, at 5 p.m.

If you have questions about the savey, please email Rachael Brady: Initial/Bradienadecountil.org

We really appreciate your input.

your organization based?

Organization*

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General O

CFSC Regional Workshop

Registration - Mammoth

Join the team leading California in wildfire readiness and resiliency this March, for

The Regional Coordinators, Communications Team, and Special Guests will provide best practices, tips & tricks, networking perspectives, and grant specific resources to

This event is free of charge to Fire Safe Council representatives, community members,

For those unable to attend in person, we are offering a livestream option to watch and listen in. All workshop resources will be available for digital download to follow along.

Registration, coffee, and refreshments at 8:45AM; The workshop will start promptly at

a comprehensive workshop that will showcase Communications & Outreach Strategies,

The full name of your organization (no abbreviations): California Fire Safe Council. gamination is not listed, grease select Not Listed and enter it in the box provided.

Tip: This question will try to see your Excitice. Press to



Climate Action Corps Event Participation Survey

Please take a few minutes to fill out this shart survey. Your feedback will help us gauge our import and improve our offerings.

1	ipopyack@cafiresafecouncil.org Switch account	6
INITED TATES	* begind	
	Email*	
, curu	too enal	
	What is your full name? *	
	Your answer	
	Which workshop did you attend? *	
	Southern Region (Santa Rarbara)	
	Central Region (Mammoth)	
	C Bortharn Essent Blanchart	



QR Codes

QR Codes

- Website
- Event Registration
- Downloadable Digital Resources

QR codes should be used to expand your accessibility – not reduce.

Do not use them to replace current methods, but instead add to them.



Link to QR Code Generator

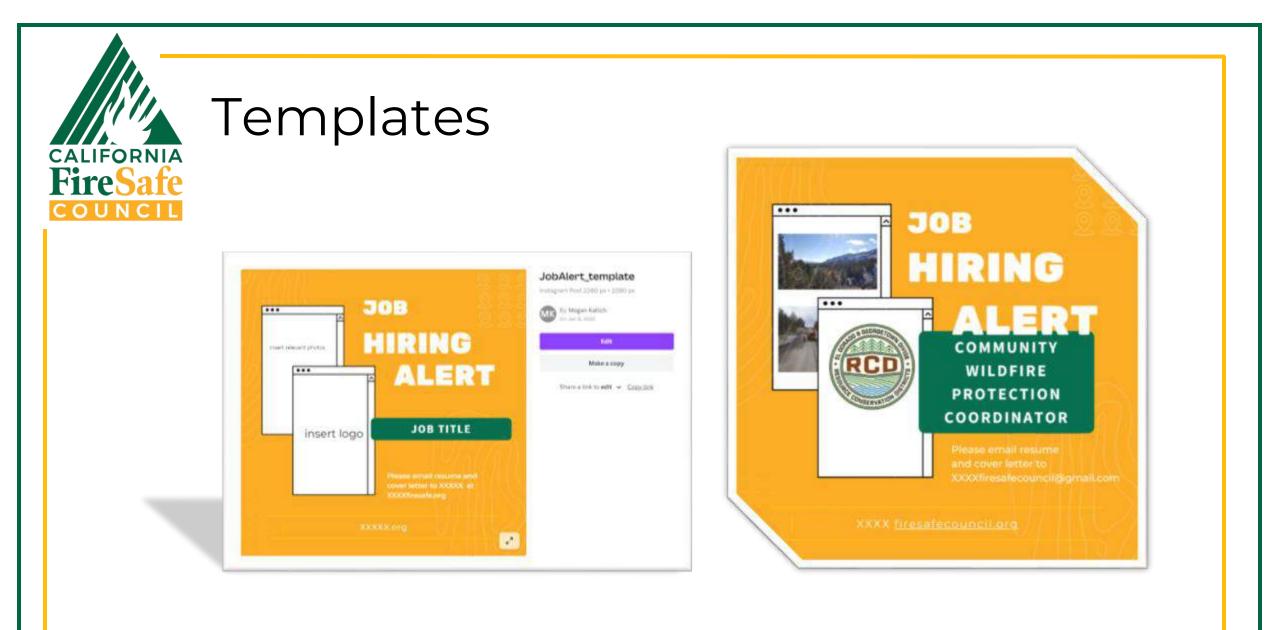




Zoom Backgrounds









Templates







Content Calendars

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Content Creation Tips & Tricks

Know	Feel	Do
Wildfire season	Being prepared	Make a plan
Keep home safe	Family safety	•••••
Pack a Go Bag	•••••	•••••
Create an Evac Plan.	•••••	•••••
Build community		•••••



Language & Outreach Opportunities





Posting Incorrect Information





Posting Incorrect Information



Fix immediately



When overwhelmed, it's easy and understandable that correcting small stories or the odd post here and there can fall to the bottom of the list. When it comes to the media, a rapid response should always be at the forefront of your mind, even if it does seem scary.



If it's on social, a swift response to correct the information should be accompanied by a link to the correct source of information (your website or primary social channel).

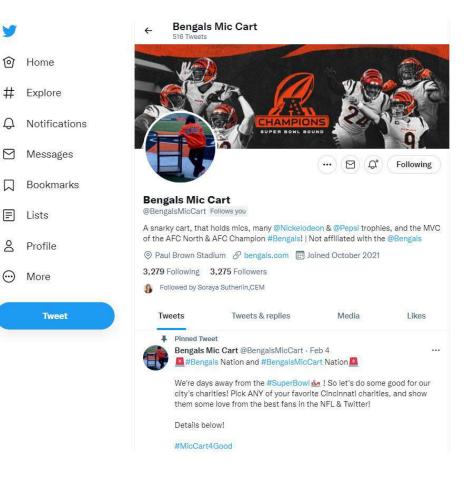


Take A Break





Bengals Mic Cart





What's Going to Work <u>Bengals Mic Cart</u>





The Little Mic Cart That Could!

Last stop on the journey to Los Angeles.



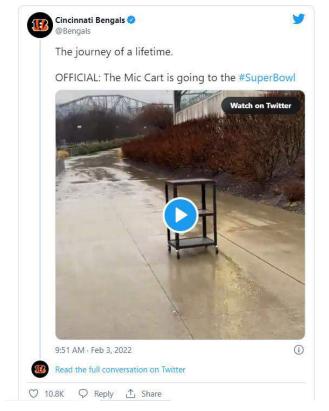




ROSTER UPDATE: The Cart is ACTIVE!



273 Retweets 121 Quote Tweets 3,009 Likes

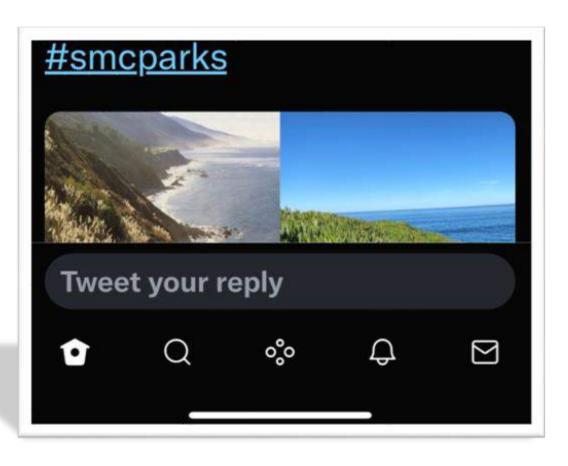




Authenticity

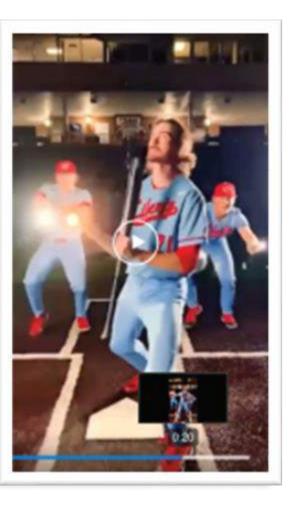
6:08 د ≎ است San Mateo County Parks @SMCParks

It's the invasive plant species semi finals and today we have a face off between pampas grass and ice plant. Both plants where introduced to our state more than 100 years ago. Both plants were originally meant for erosion control and spread easily once established.









https://www.reddit.com/r/ funny/comments/t0uk2w/t his_baseball_team_had_th e_perfect_jersey_reveal/





Partnerships

Red Zone Affair, sponsored by the NFL Alumni Association benefitting the Fire Safe Council of Nevada County on June 25



What's Going to Work? Or not?

econd counts!	A shread dorock idual	ng brush, trees and homes. In a wild			
dfire checklist from the Re us.org/3g8DzPo	d Cross to stay safe be	fore, during, and after a fire:			
Be Red Cross R	eady				
	Fire Safety Checklist				
More and more people are making their hemosy in woodf artifugs, rared areas ar recent meantain often. There, result enjoy the heavity of the enjoy the heavity of the rend danger of wild fires. With fires often height consolided, are often height consolided, are and houses, for a wild for revery second remaind.	 (Friger, one galilies per person problemits, one Or property of the second of the second of the basis balication. Provid and the Chapter of personal A second Chapter of the chapter of the Chapter of personal A second Chapter of the chapter of the Chapter of the chapter of the chapter of the chapter of the Chapter of the chapter of the chapter of the chapter of the Chapter of the chapter of the chapter of the chapter of the Chapter of the chapter of the	And IT state transmit for investments are drived of the investment means of the state of the investment of the state of the state of the state of the state of the balance of the state of the state of the state investment of the state of the state of the state investment of the state of the state of the state of the state of the state of the state of the state of the off the state of the state of the state of the state of the off the state of the state of the state of the state of the off the state of the state of the state of the state of the off the state of the off the state of the			
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Too much small text



A Napa Fire Wise @FireWiseNapa

By donating to #NapaFirewise, you are supporting:

Napa Country Community Wildfire Protection Plan
 Napa County Chipping Program
 5 Year Fuel Reduction Plan
 Community Education Programs

Help us continue our work around Napa County: napafirewise.org/donate.



10:02 AM - Mar 18: 2022 - Hootsuite Inc.

Simple Easy to Read Graphics – check marks

California's leader in community wildfire risk reduction and resiliency.

....



OO You and 10 others

Butte County Fire Safe Council In A That recent precipitation brought some much needed moisture to the soil. . Perfect time to get out there and pull some broom plants! Give us a call or visit our website to take advantage of our free weed wrench loan program. https://buttefiresafe.net/borrow-a-weed-wrench/ See more Get Your Get To Wrench Work

Choose

Your

Stance

Colorful Friendly Faces Short Copy with Link

California's leader in community wildfire risk reduction and resiliency.

8 Shares



....



Sometimes the safest course of action for you is to evacuate, and with fire season coming, there's no better time than now to check your go-bag.

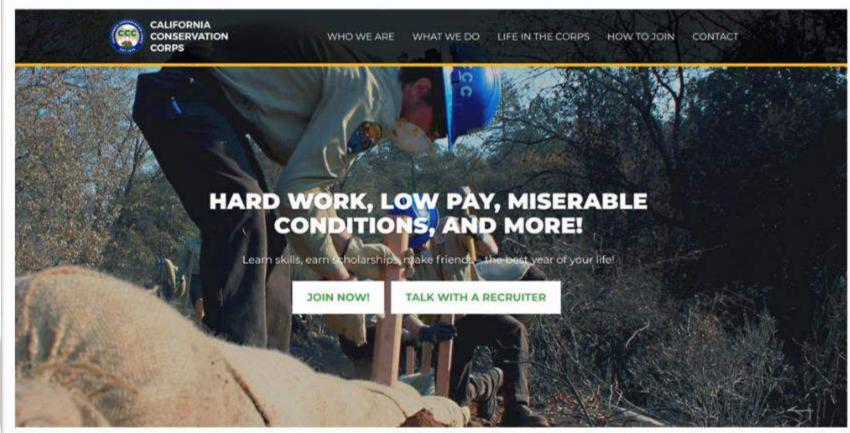
Confirm the batteries are charged, food supplies haven't expired, and that your personal documents are relevant and updated. What is still necessary and should be discarded?

The standard rule is to evaluate your go-bag every six months. Get started with our helpful guide if you don't have one ready: napafirewise.org/is-your-go-bag-... See more

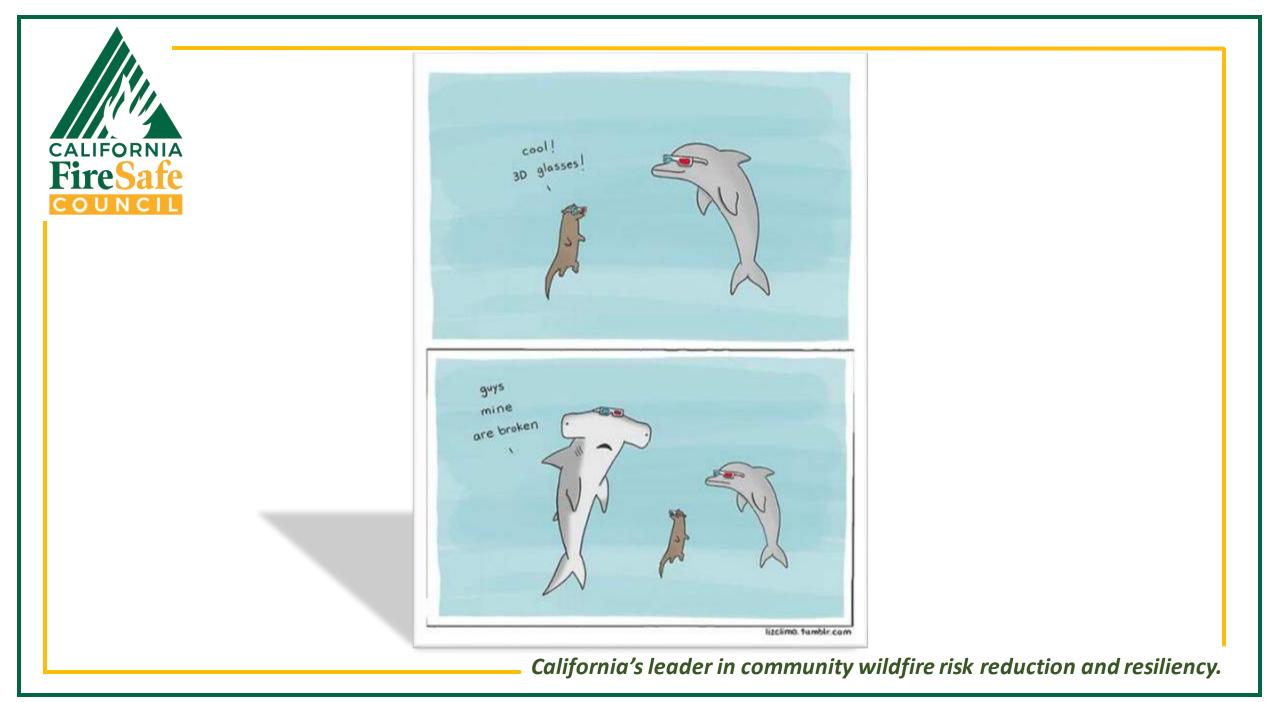


Colorful Simple Graphics Easy and Quick Hook



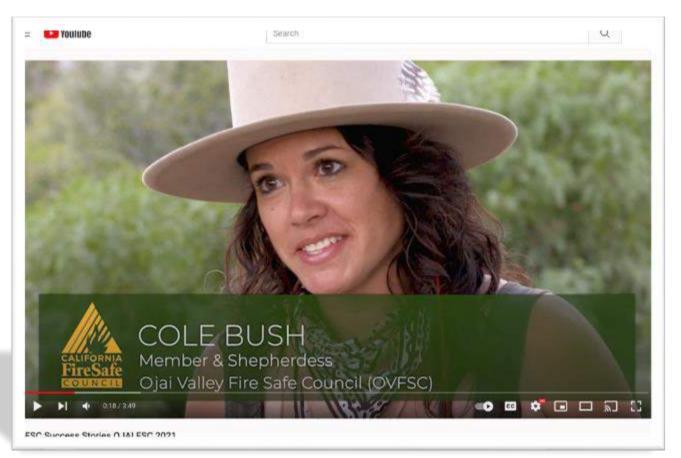


Snarkyness Truth Audience





Ojai video





All Communications is Storytelling

Your story is your power.

• Inform

- Understanding the impact funding has in a community
- Provides an archive of stories to share now and later

• Empower

- Share highlights and growth
- Build strong relationships

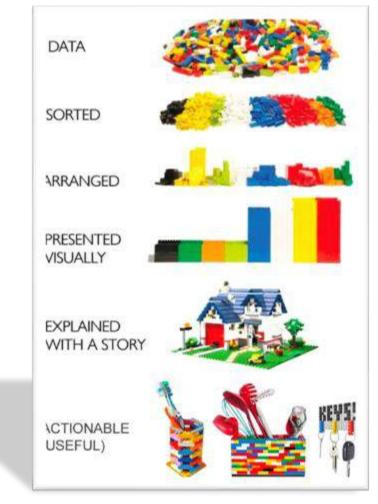
• Mobilize

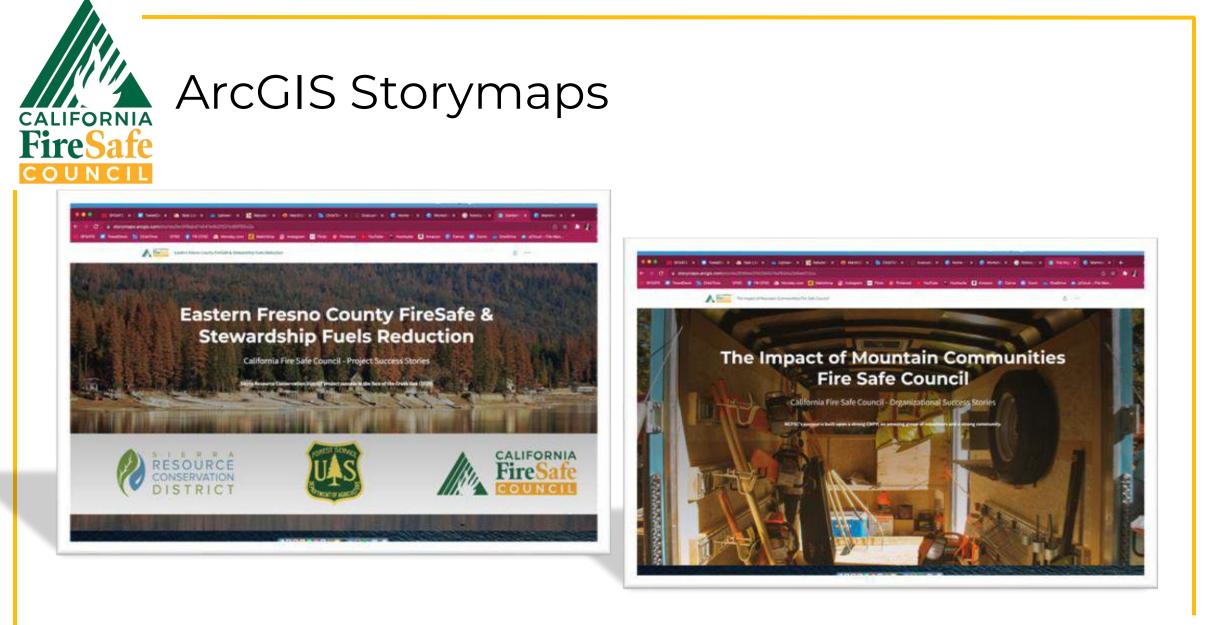
- Shared experiences creates community
- Sets a strong example





Storytelling with Data







ArcGIS Storymaps







Grant Deliverables



- Thanking funders
- Funders logos
- Deliverables
 - Data
 - Graphs
 - Photos
 - Videos
 - StoryMaps
 - Materials



Posting to a Visual Platform







Posting to a Visual Platform





Posting to a Visual Platform

BEFORE

AFTER





Photography

WHY BEFORE & AFTER ARE IMPORTANT





Photography

WHY BEFORE & AFTER ARE IMPORTANT





Video Storytelling

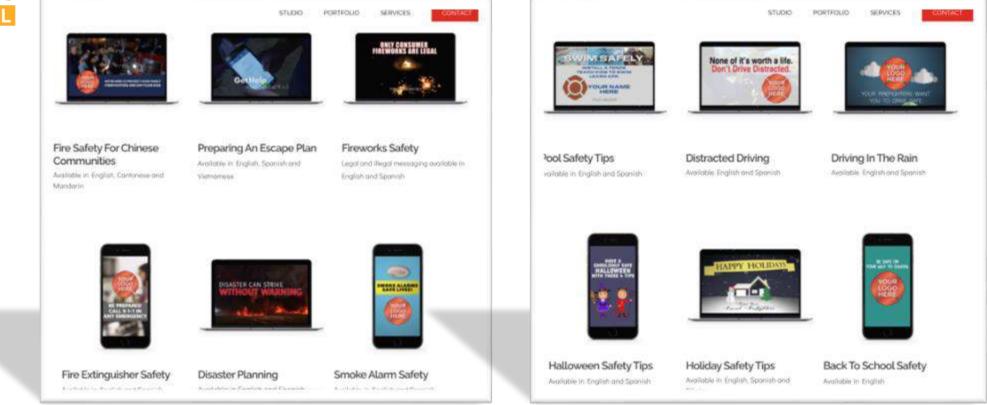
Video

- Tweets with videos get **10x more engagement**
- Videos get 1,200 more shares than text and images combined
- People spend on the average 2.6x more time on webpages with video than without
- Facebook videos receive 135% more organic reach than ONLY a Facebook photo
- Using the word video in an email subject line boosts the open rate by 19%
- Video = 95% retention vs. 10% with text





Video Storytelling PSAs





- Informative
- Proactive
- Build partnerships
- Value in re-sharing





- Data driven insightful
- Relevant to large audience
- Evergreen
- Holiday related
- Value in re-sharing







50 likes

cafiresafe Prior to 1800, millions of acres burned every year in California due to both Indigenous burning and lightning-caused fires. The amount of area burned each year varied, from 1.8 million to 4.8 million acres per year during the prehistoric period, resulting in 4.5-12.0% of the State's land burning annually.

Cultural burns benefit our ecosystems in various ways. They promote the growth of traditional food sources, clear out underbrush, redistribute soil nutrients, encourage new plant growth and even support the life cycles of salmon. Recognizing the vital role Native Americans play in successful forest management efforts is essential to increasing resiliency across California. In the last month Governor Newsom has signed 2 separate bills, AB642, and SB332, which provide critically needed provisions that will allow us to safely and effectively increase the amount of beneficial prescribed and Indigenous cultural fire in California. The passage of these bills is a historic moment, as we revitalize our relationship with #GoodFire and honor the rights of California's Indigenous land managers.

#IndigenousPeoplesDay #TREX #CFSCWildfireAwareness

Photo Description - Elizabeth Azzuz of the Cultural Fire Management Council opens a fire-training exchange, or TREX, on Yurok lands in 2019. She holds angelica root and wormwood, which are used to light a first, ceremonial fire. Photo Credit - Kiliii Yuyan

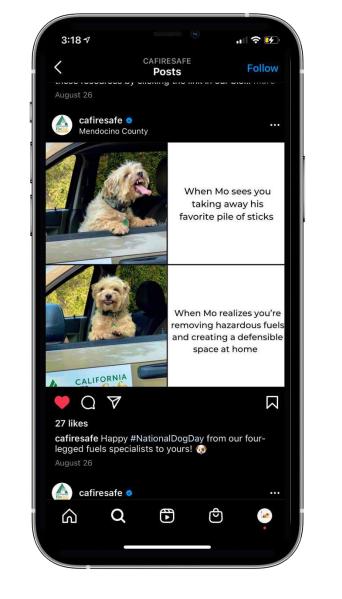
View 1 comment

21 hours ago



- Educational
- Scientific
- Historical
- Support Tribal RX





- National ____ Day
- Humorous
- Lighthearted
- Educational
- Community Focused



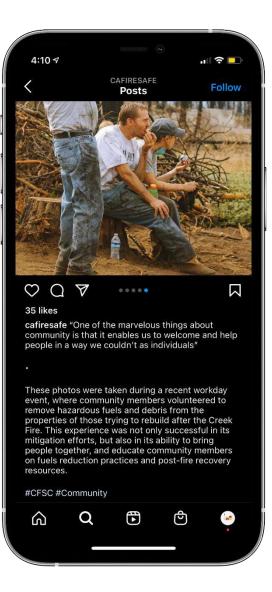




- Community centered
- Event recap
- Encourage participation







- Amplify your partners
- Build relationships
- Build trust community leaders
- Outreach



	🔒 cafiresa	fecouncil.or	a a	•ب
CALIFORNIA Fire Safe	#CFSCWildfil		ess term	
BEPRE	2483D	How to prepare you keep safe.	e for fire season to help	
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Created for the California Hor Sale Council, (1202)	This project was reads populate th	veragh grant familing from Edwars Ins	anatomar. Design Credit Flor solves modia	HL.
DEFODE		DING	APTER	-
BEFORE > Turn your vehicle arou so it is facing the road. - Have a paper map with multiple exit routes. > Adhere to any exacual alerts orders, or warni- terts nearby, detern shotter availability. > Add last minute terms herep by door. > Charge cell phone and other necessary electronic devices.	nd Evacuate if when orde h Leave a no of people, in planned dt time/date y ws Leave inter exterior lig iner/ Call or text contact to you are eva Follow guid officials to safest evac Pove with Porve with	you left. ior and hts on. an out-of-area let them know acuating. dance of determine the uation route. pling on roads ng vegetation. headlights on, head lights on,	AFTER • Checkin with Red Cro neiphborhood contao and family members. • Let your out-of-area contact know you've made it out-safely. • Do not return home until officialissay it's sai • Check (or hot spots. • Check (or hot spots. • Check (or hot spots. • Do not drink from wat supply until officialis sai • Do not drink from wat supply until officialis sai • Do not drink from wat supply until officialis • Do not drink from wat supply until officialis • Do not spots. •	fe er y

7,052 475 People Reached Engagements

Boost Post

- Educational
- Informative
- Downloadable
- Printable
- Evergreen
- Branded



Tips & Tricks

Don't do this.

-ire Safe Council o... · 18m Learn more about what goes into a <u>#prescribed_burn</u>. This short video will provide you with the basics on <u>#good_fire</u> on the landscape. More of this is needed if we want to reduce the risk of #catastophic_wildfires. Please share to help increase awareness of this important tool.



Tips & Tricks

Don't do this.





Tabling Community Events & Fairs









How to Table an Event

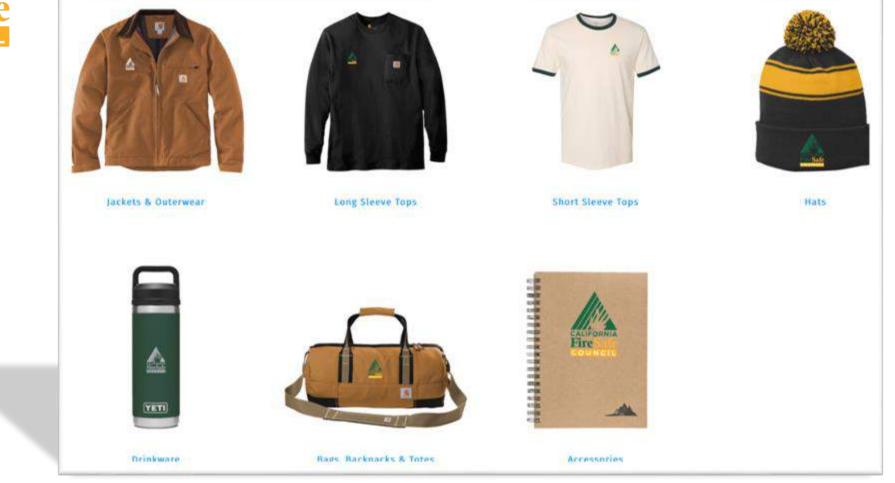
- Folding table
- Chair Directors works great
- Table Cover
- Brochures
- Business Cards
- Banners
- Pop-ups
- Weights
- SWAG
- Smiles







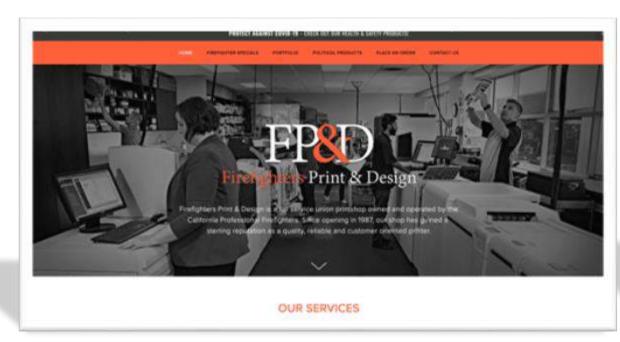
SWAG & Giveaways





SWAG & Giveaways

- Local Community Businesses and Printers
- Firefighters Print & Design



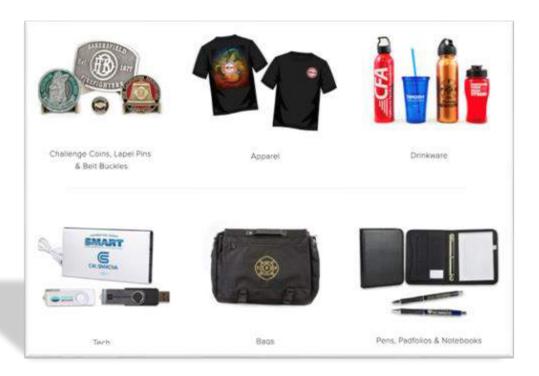




Photo and Video Production

#1 Rule

The best camera is the one you have.

#1 Rule - The Other One

Audio is the most important part of video.

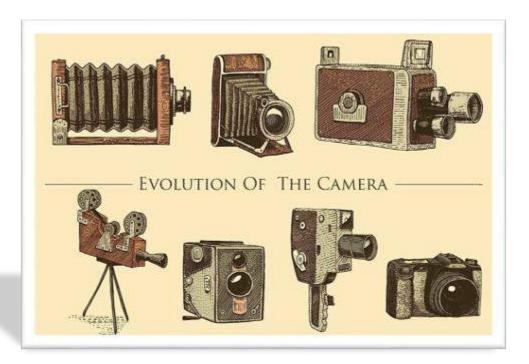




Photo and Video Production



#1 Rule – The Other Other One

Safety First; Eyes & Ears

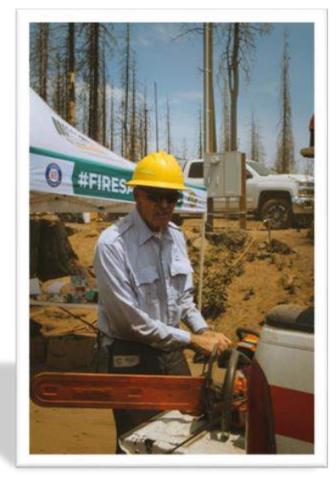




Photo and Video Production

- Disclaimer language
- Safety waiver
- Signed release of liability
- "Do not attempt without training."









By entering this area, you consent to having your image captured by official photographers and videographers. The resulting materials, including still photographs, video and audio recordings may be used by California Fire Safe Council or local entities without restriction, in news materials, promotional materials, on the web and other properties. If you do not agree to having your image captured or recorded, we advise contacting event staff or not entering event venue.

CALIFORNIA'S LEADER IN COMMUNITY WILDFIRE RISK REDUCTION AND RESILIENCY.

🗿 @cafiresafe 👖 @cafiresafecouncil 🅎 @cafiresafe

"By entering this area, you consent to having your image captured by official photographers and videographers. The resulting materials, including still photographs, video and audio recordings may be used by California Fire Safe Council or local entities without restriction, in news materials, promotional materials, on the web and other properties. If you do not agree to having your image captured or recorded, we advise contacting event staff or not entering event venue."





Extra Large 40" x 20" Rustic Magnetic A-Frame Chalkboard Sign With magnetic sign Use for other purposes

Ask folks first Remind at event



Photo and Video Gear

Audio is the most important

- <u>Headset</u>
- <u>Rhode phone mic</u>





Photo and Video Gear

Lighting

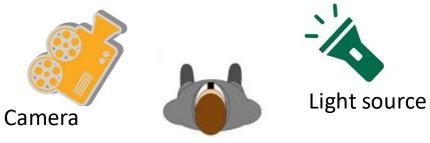
• Ambient

• Practicals

• Ring light





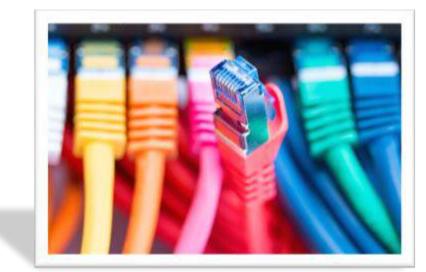


interviewer



Twitter Accounts to Follow

@lenyagd @CulturalFire @JaredDahlAldern @skye greenler <u>@emilydolhansky</u> @TERATribalEco @cxadlam @ChristiansonAmy <u>@lwf_pod</u> @CaFireScience @pyrogeog @UCsierraforest <u>@ucanr</u> @fireecology @fireadaptednet @fuseefire @FSRI_org @wildfiretoday @OSUFireProgram

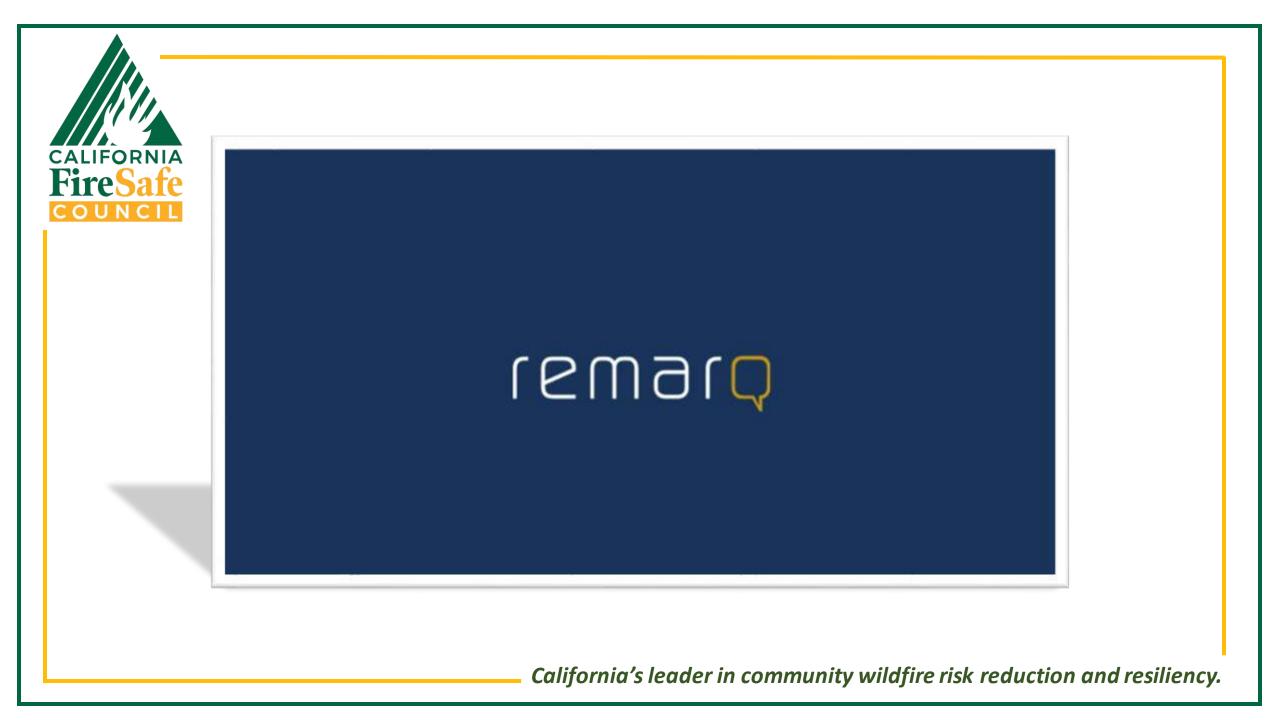






Lara N. Popyack <u>lpopyack@cafiresafecouncil.org</u>

Megan Katich <u>mkatich@cafiresafecouncil.org</u>





remarq

ABOUT

BUZZWORDS TREND. AUTHENTICITY LASTS.

Imagine forging real connections between your customers and your brands. Through unforgetable experiences. Through relevant events. Through earned media campaigns. Through a strategic commitment to giving back. A seamless, complete communications strategy centered around the core of what makes your product, brand, or company unique.

AUTHENTICITY, MEET CREATIVITY.

Large budgets are lovely. But whatever you're spending, we bring it to life and expand its reach. That takes sophistication and experience combined with creativity. Nothing makes us happier than seeing strategic ideas rippling across different media or unexpected platforms to reach your best customers.

GIVE BACK FROM THE CORE, NOT JUST THE HEART.

Every company has altruistic moments. But we help companies weave together their charitable instincts with their core business to grow their brand and build lasting, meaningful connections with consumers.

THERE IS ONLY ONE YOU.

You'll find we're the engine behind many extraordinary brands, executions and events. Specializing in beauty, wellness, health and fitness, automotive and cause marketing, such as our work for Honda and California Fire Safe Council. But one thing you'll never find – your competitors' names. We take confidentiality and trust seriously, working with one client per category at a time. And we immerse autoelves in your company culture so deeply, it's as if we're a vested employee.



Get The Word Out

Community Partnerships Blog Subjects Social Media

- What to talk about? Content Ideas
- Establish a Calendar



