



Housekeeping

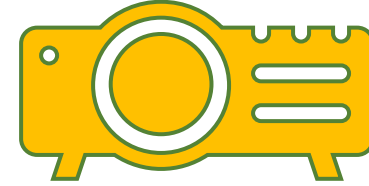
- Deep breaths
- Make connections
- [FAC Support](#)



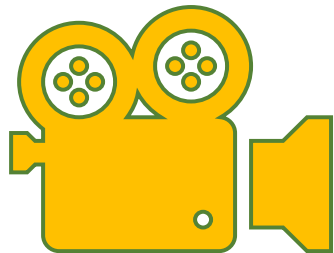
California's leader in community wildfire risk reduction and resiliency.



Housekeeping

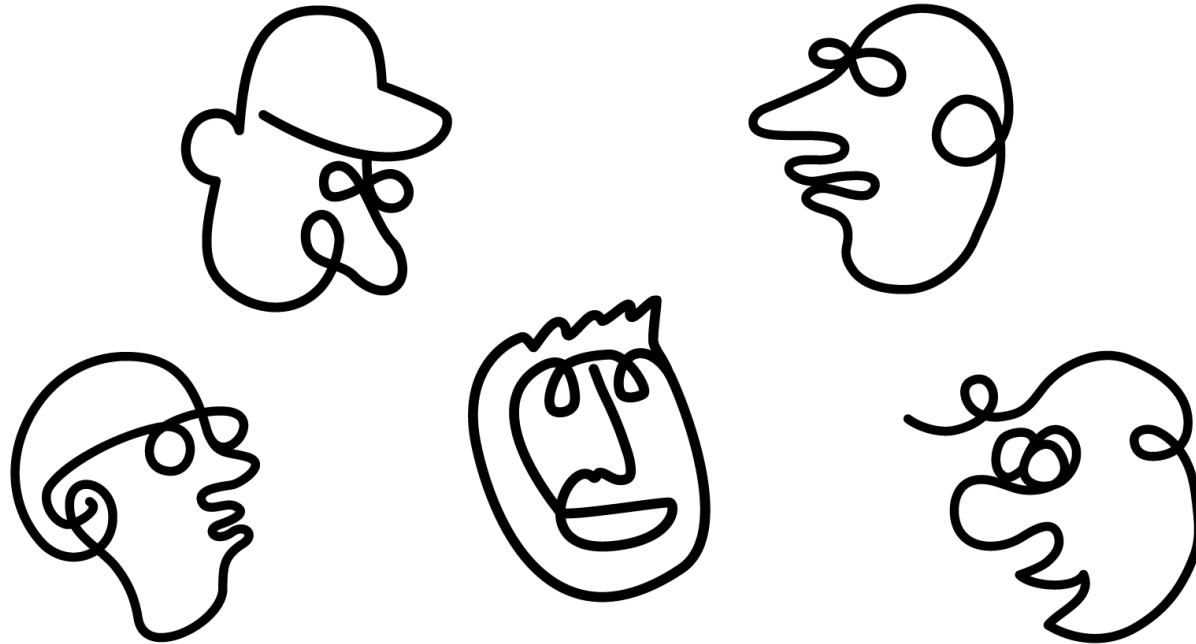


- Slides will be available
- Stream recording will be available
- We are live streaming, please save questions for Q&A





Ice Breaker 1 Minute



Inner Picasso



Introduction Lara N.P.

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



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Introduction Megan K.

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

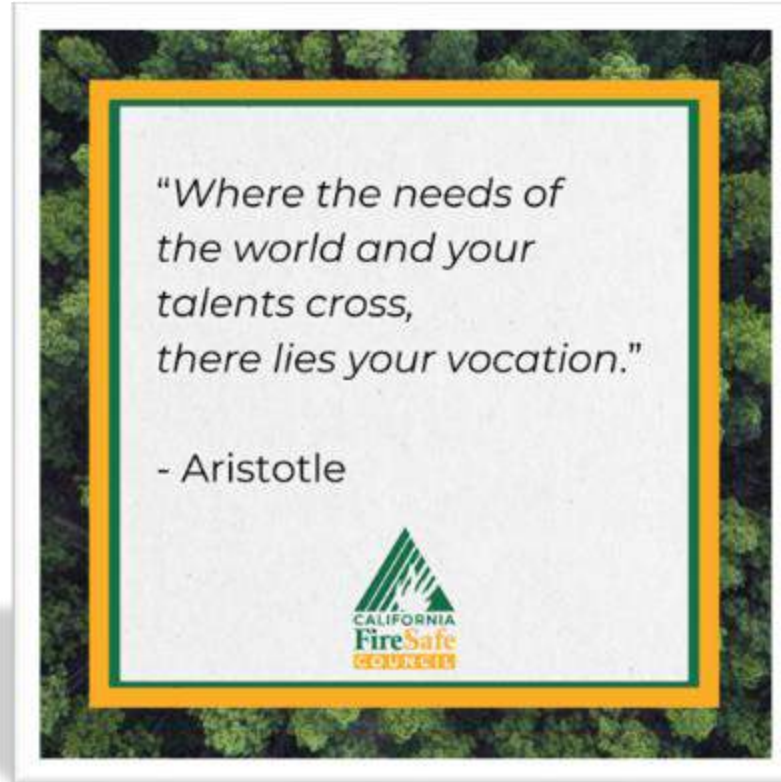


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What Is Your Why?



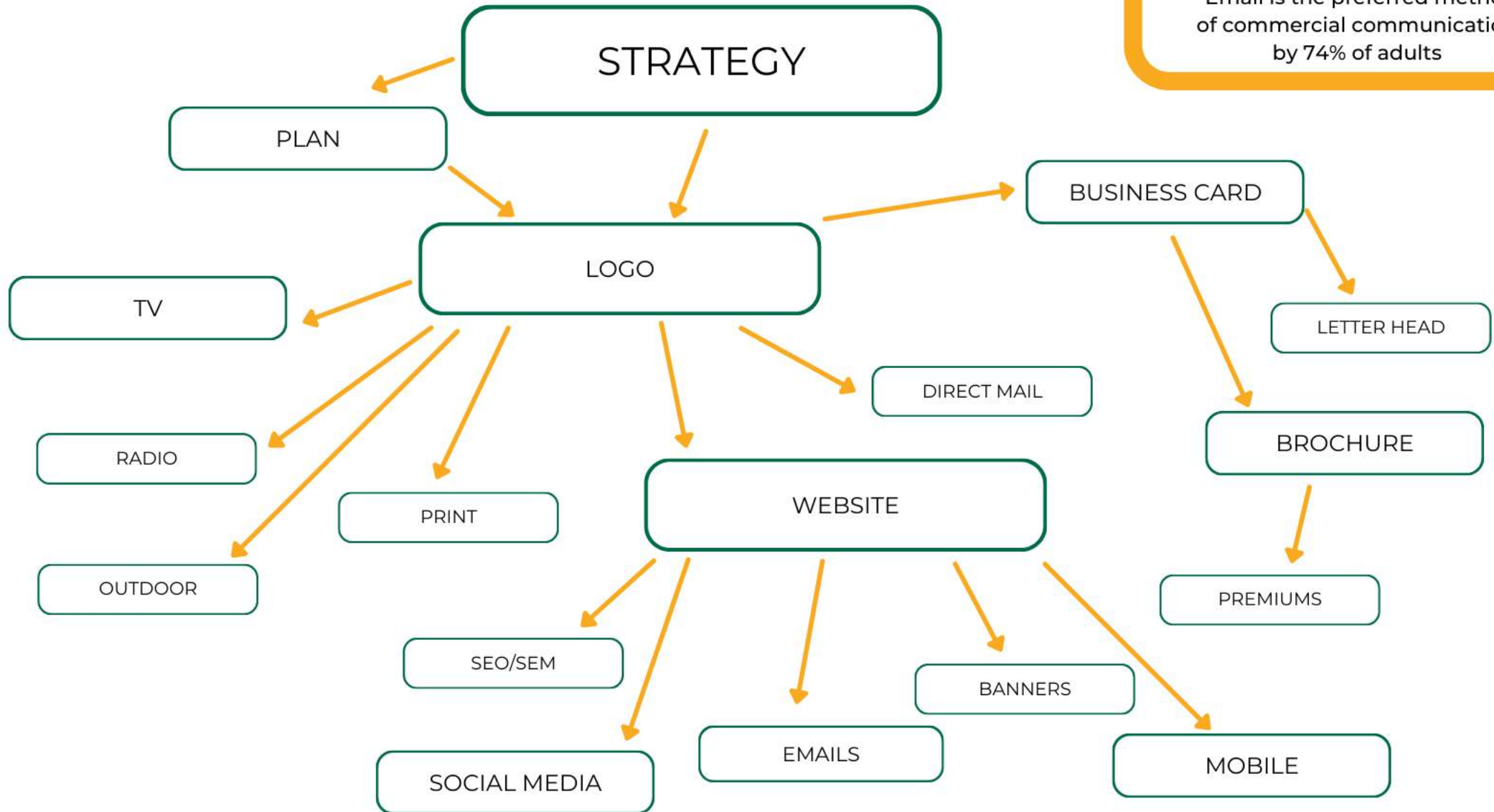
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Building an Equitable and Sustainable Communications Plan

*Average American watches 34 hours of TV a week.

*Email is the preferred method of commercial communication by 74% of adults





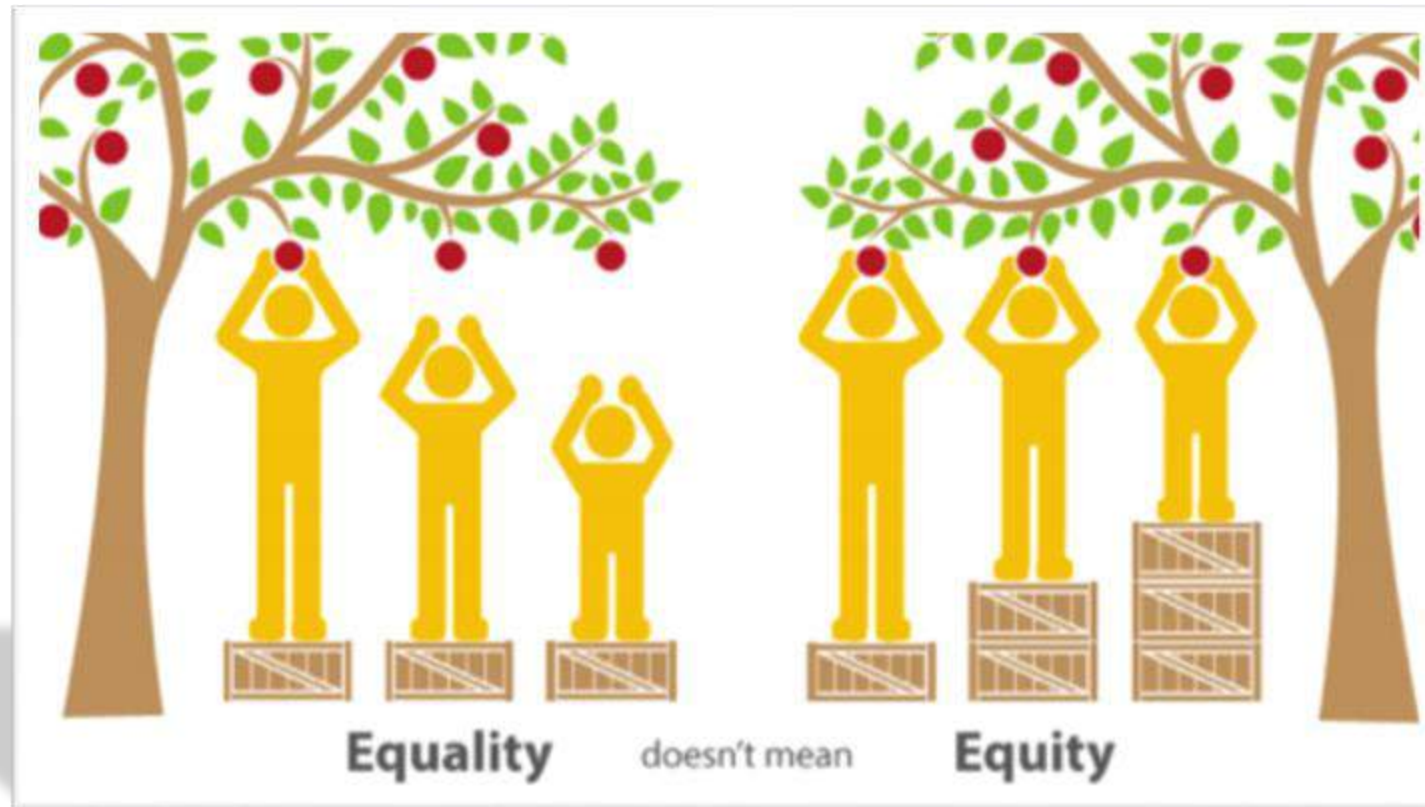
Building a Foundation



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Equitable and Sustainable Communications & Outreach



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Foundation Building

R.P.I.E.

Create Organizational Sustainability

R

RESEARCH

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

P

PLANNING

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

I

IMPLEMENTATION

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

E

EVALUATION

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

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Foundation Building



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Community Relationship Building

Respect

Integrity

Professionalism

Use Science-based Metrics & Ideas

[Chain of command](#)

[Roberts Rules of Order](#)



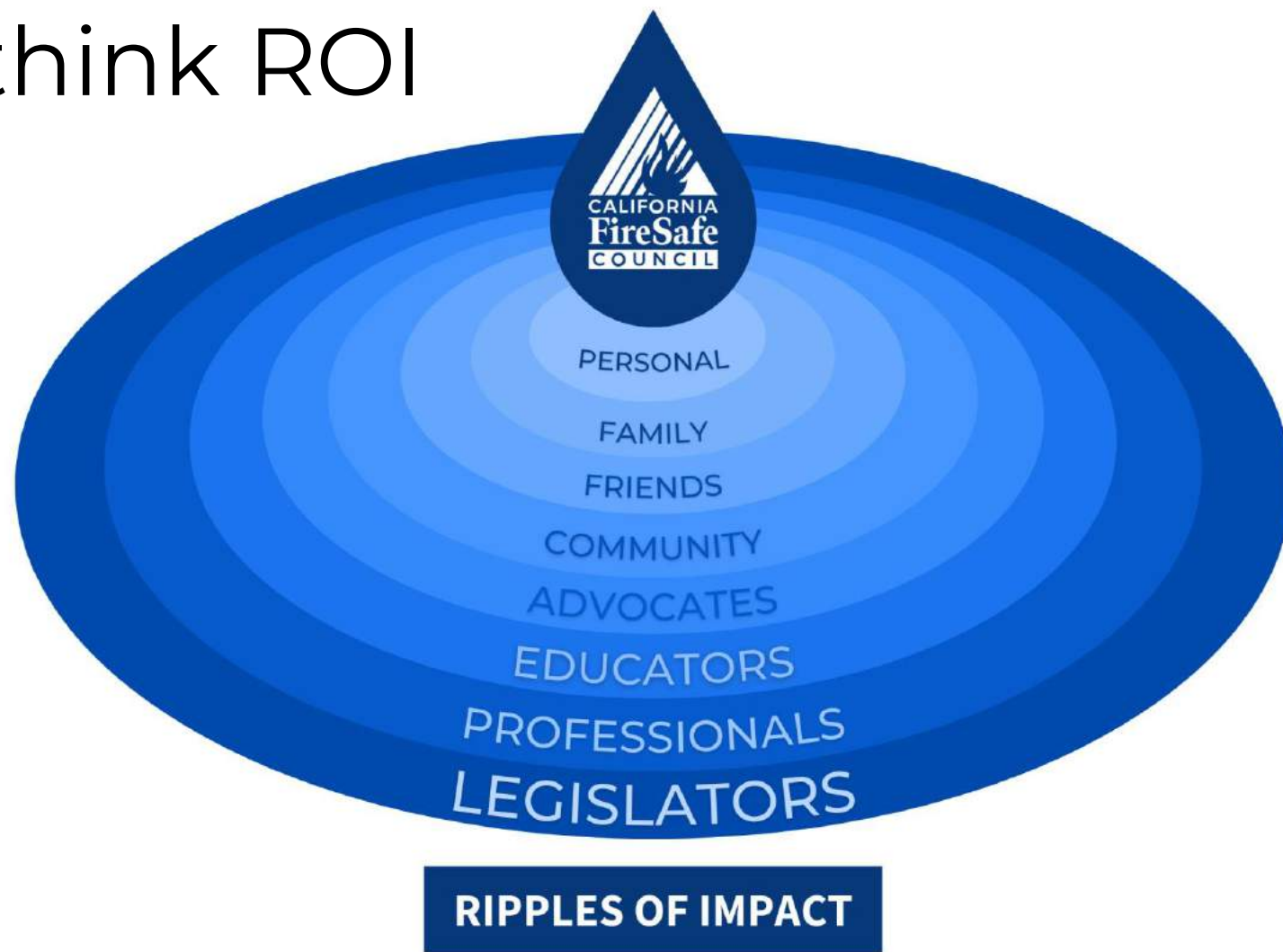
"Leadership is not about titles, positions, or flow charts. It is about one life influencing another."

- John C. Maxwell

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Rethink ROI



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Branding: Mission Statements, Taglines & Logos

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Mission Statement

"California's leader in community wildfire risk reduction and resiliency!"



Purpose

What you do



Beliefs

How you do it



Goals

Why you do it

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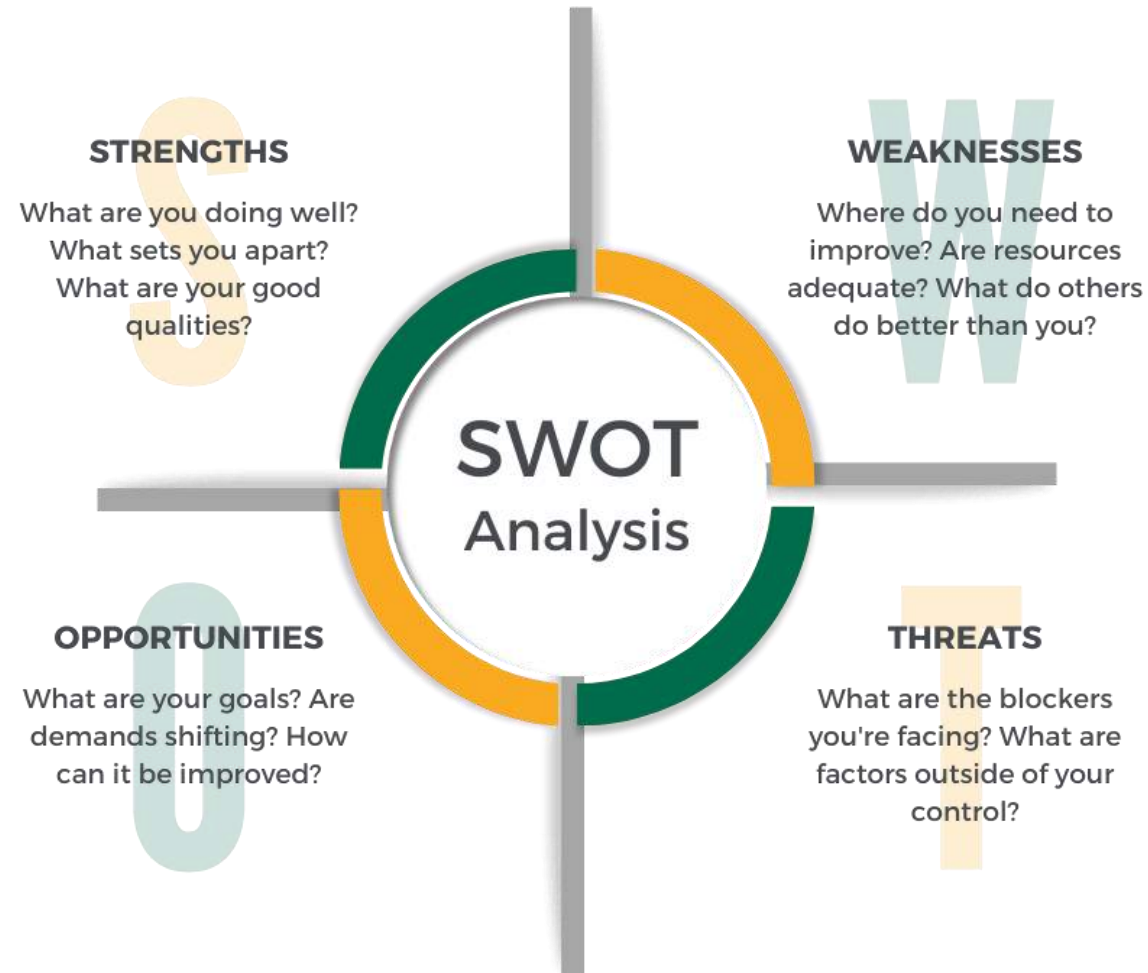
Mission Statement worksheet

A worksheet template for creating a mission statement. The title "MISSION STATEMENT" is at the top in a large, bold, dark green font, underlined with a thin orange line. Below the title, there are three sections, each with a heading and a question. The first section is titled "MISSION & PURPOSE" and asks "WHAT DO YOU DO?". The second section is titled "VISION & BELIEFS" and asks "HOW DO YOU DO IT?". The third section is titled "VALUES & GOALS" and asks "WHY DO YOU DO IT?". The text is in a small, dark grey, sans-serif font. The entire worksheet is presented as a white card with a subtle drop shadow.

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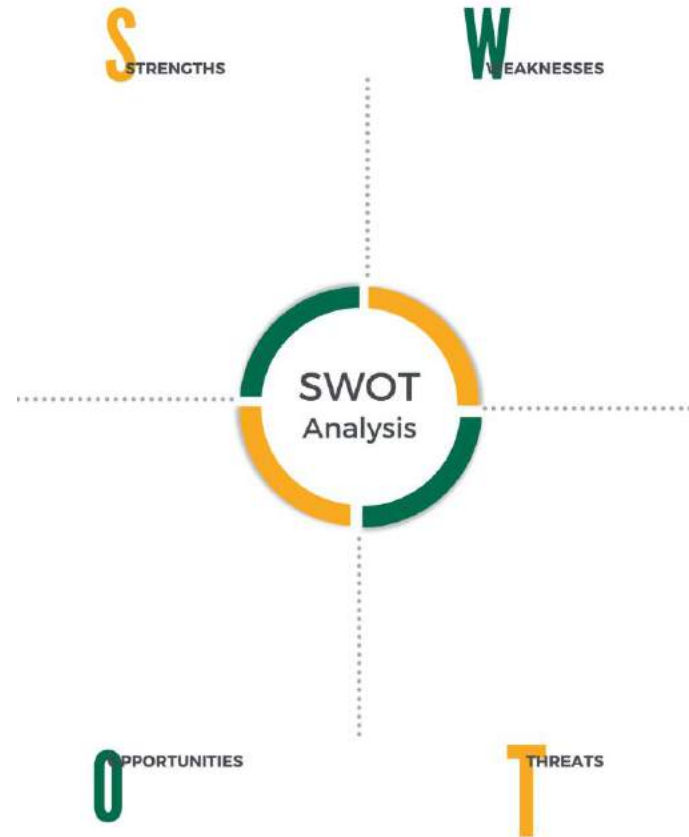
Sustainability



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SWOT Worksheet



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LOGOS

Do you have a logo?

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



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LOGOS

Create a Fire Safe Council Logo

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





LOGOS

Same but Different

- Localized
- Authentic
- Brand Awareness



FIRE SAFE
COUNCIL
of San Diego County

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LOGOS

Original Logos

TYPES:

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





LOGOS

Tips & Tricks

- ADA compliance
- Fit in social avatars

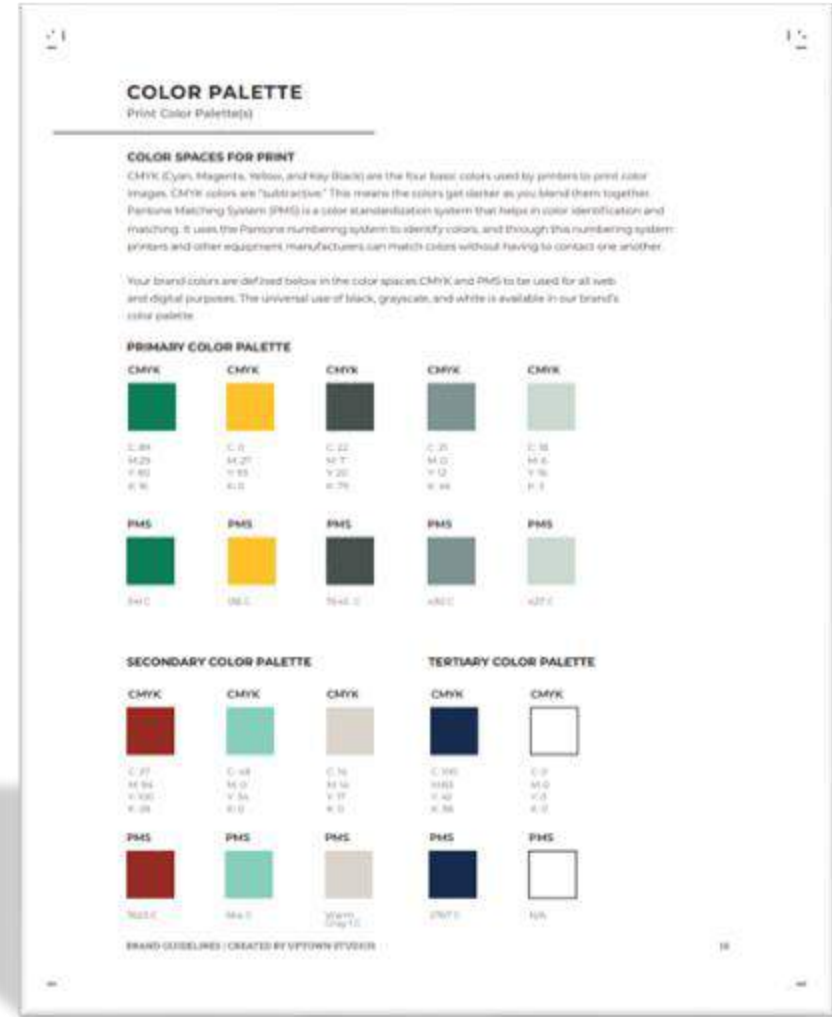
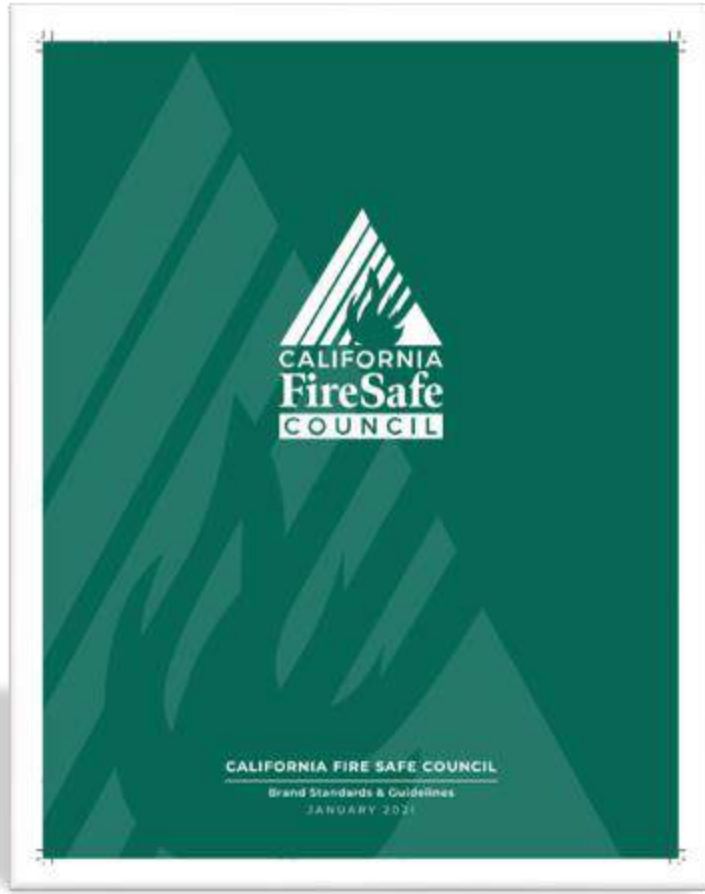
File Type

- JPEG
- PNG
- SVG
- AI





Style Guide



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Style Guide

A screenshot of the ACOE Branding Style Guide page. The page has a light blue header with the ACOE logo and the text "ALAMEDA COUNTY OFFICE OF EDUCATION L. K. Harris, Superintendent". The main content area is titled "ACOE Branding" and "Style Guide". On the left, there is a dark blue sidebar with navigation links: "Primary Colors", "Secondary Colors", "Logos, Icons & Backgrounds", "Google Slides Templates", "Typography", and "Key Messaging". The "Primary Colors" section is active. It lists three primary colors: Blue Chill (Hex: #007691), Burnt Sienna (Hex: #E0763A), and Casablanca (Hex: #F5B04C). Each color is shown as a solid square with its name, hex code, and a table of RGB, CMYK, and Lab values. The "Secondary Colors" section lists six secondary colors: Valencia (Hex: #D63333), Niagara (Hex: #2E4852), Fern (Hex: #7386C1), Amaranth (Hex: #E6344E), Duntling (Hex: #20124D), and Dove Gray (Hex: #666666). Each color is shown as a solid square with its name, hex code, and a table of RGB, CMYK, and Lab values. A "Download HTML" button is located in the top right corner of the main content area.

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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

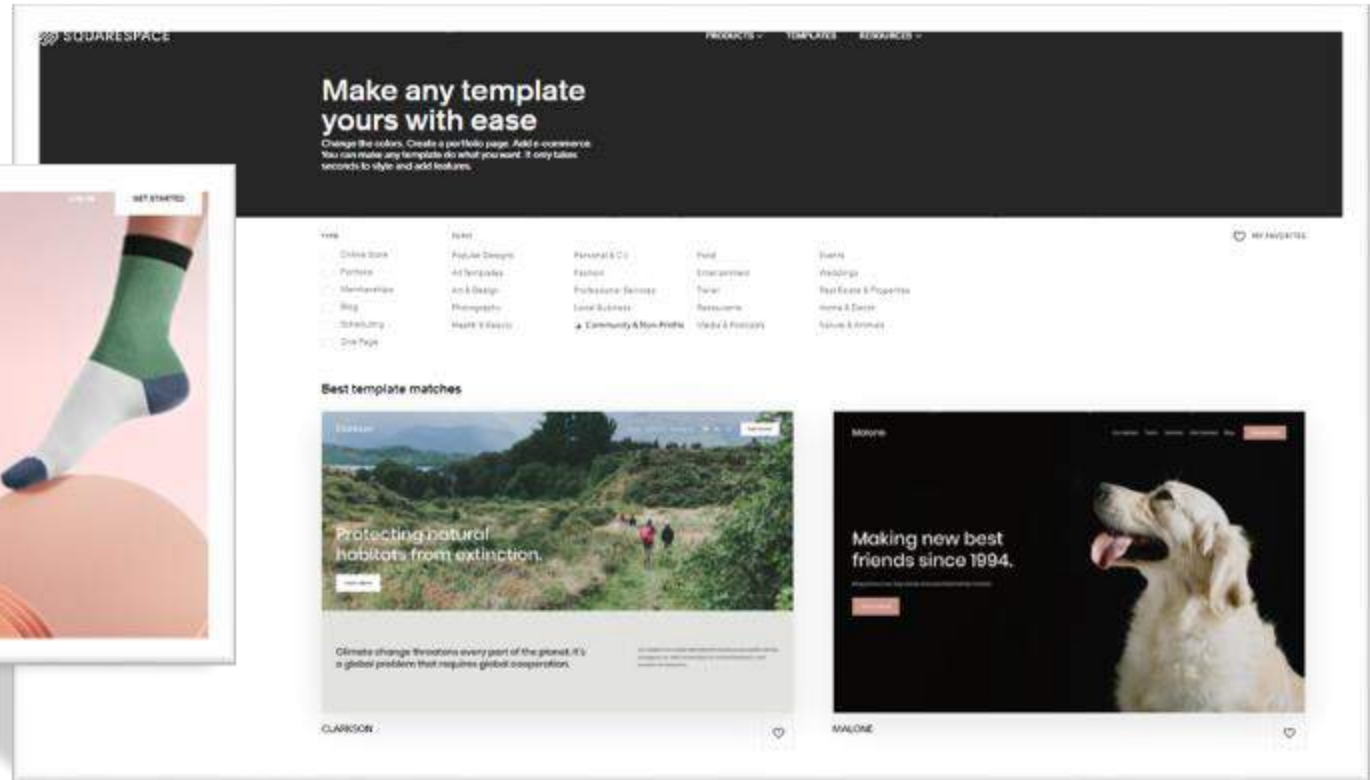
Building a Website

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





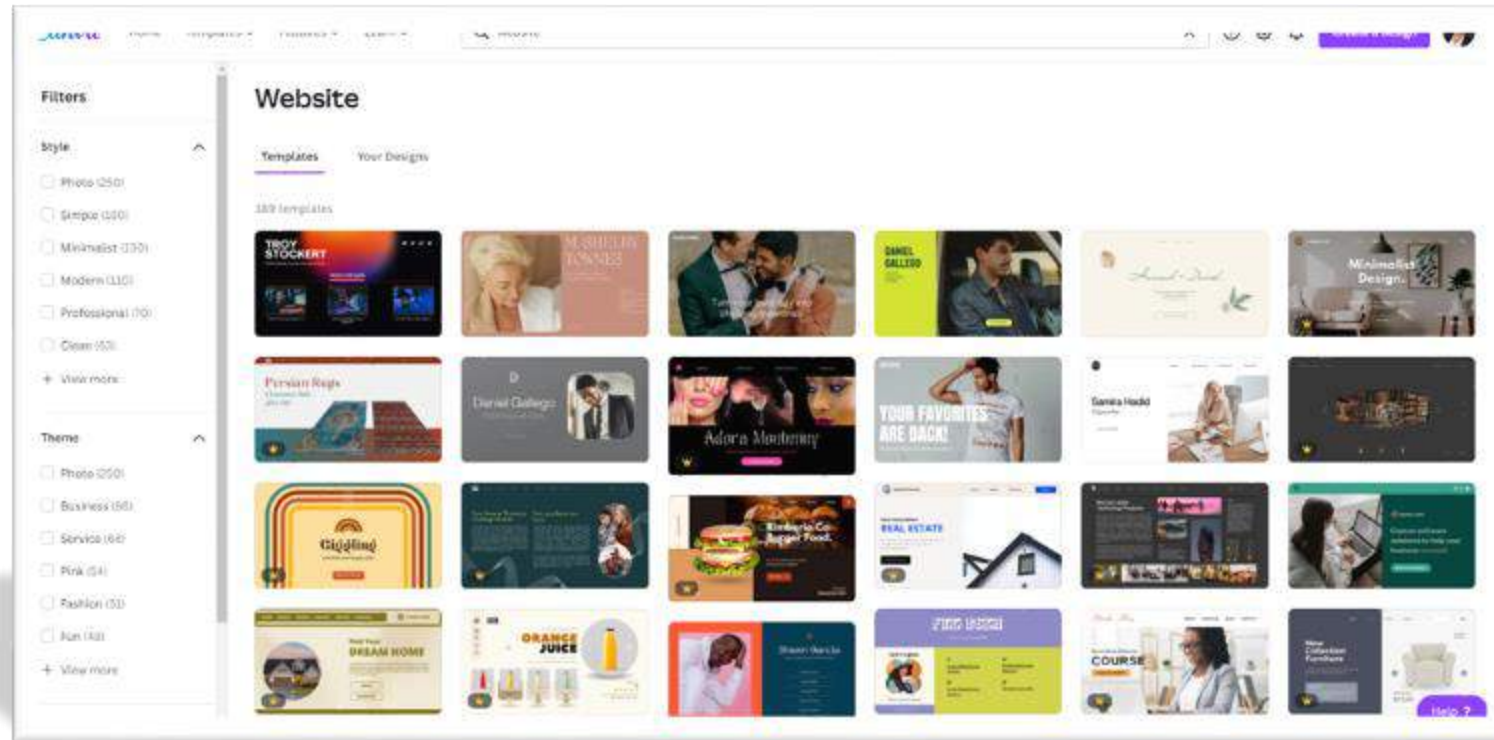
Squarespace Websites



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Canva Websites



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Websites

Tips & Tricks

DO This



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Websites

Tips & Tricks

Don't DO This





CRM / Database



mailchimp



moosend



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Email and Eblasts

Grow your Email List
Collect addresses
Will not lose





Communicating Difficult Messages



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

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Talking Points

Talking Points

- Psychology of Language ([Link](#))
Solution based vs. Fear based





Language & Outreach

Definitions & Incident Language



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Know Your Audience



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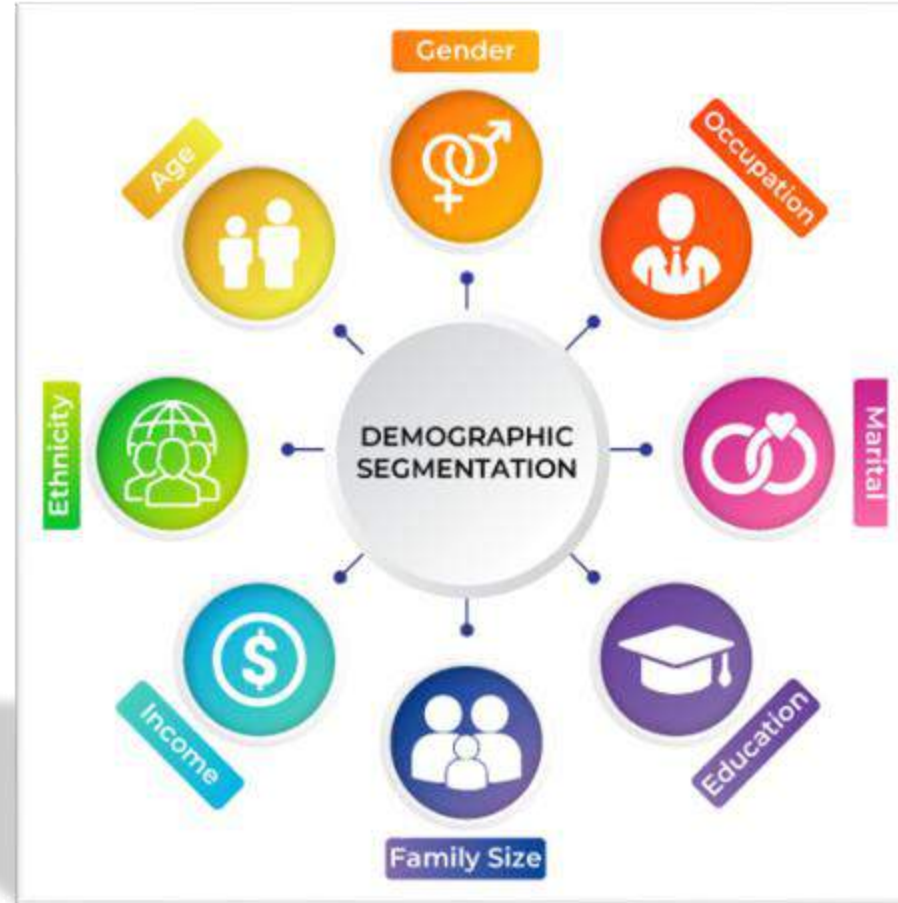


Demographics



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Demographics





Marketing

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

El pueblo unido jamás será vencido!





Journalism 101

Trust but Verify





Web & Digital & Social Platforms



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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: **187 million**
- Largest age group: **30-49 (44%)**
- Gender: **32% female, 68% male**
- Time spent per day/week: **3.53 minutes per session**

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Know Your Audience



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



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



Know Your Audience



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

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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



Advocates

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Outreach & Engagement Materials & Content Development

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Brochures

Our goal is to preserve California's natural and manmade resources by mobilizing all Californians to make their homes, neighborhoods, and communities fire safe. The Council works to meet this goal by combining the expertise, resources, and distribution channel of its members.

"It is not a matter of IF a fire will burn but WHEN. Therefore, it is important for all Californians to understand that living in California means learning to live with fire."

THE CALIFORNIA FIRE PLAN

OUR PARTNERS

CALIFORNIA FireSafe COUNCIL

CALIFORNIA FIRE SAFE COUNCIL

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Board Member Recruitment

cafiresafecouncil.org
Connect with us @

Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, Email icons

Scan this QR code for more information.

Other resources:
Dial 211
RedCross.org
Fire.CA.gov
CalOES.CA.gov

Important Numbers:

California Fire Safe Council ©2021

CALIFORNIA FireSafe COUNCIL

Wildfire Evacuation Pocket Guide

What to do immediately before, during, and after an evacuation.
CaFireSafeCouncil.org
(916) 648-3600

BEFORE	DURING	AFTER
<ul style="list-style-type: none"> Turn your vehicle around so it is facing the road. Have a paper map with multiple exit routes. Adhere to any evacuation alerts, orders, or warnings. Close doors and windows but keep them unlocked. Locate pets, keep carriers/crates nearby, determine shelter availability. Add last-minute items to your evacuation kit and keep by door. Charge cell phone and other necessary electronic devices. 	<ul style="list-style-type: none"> Evacuate if threatened or when ordered by officials. Leave a note with names of people, license plate, planned destination, time/date you left. Leave interior and exterior lights on. Call or text an out-of-area contact to let them know you are evacuating. Follow guidance of officials to determine the safest evacuation route. Avoid traveling on roads near burning vegetation. Drive with headlights on, windows closed, and AC on recirculate. 	<ul style="list-style-type: none"> Check in with Red Cross, neighborhood contacts, and family members. Let your out-of-area contact know you've made it out safely. Do not return home until officials say it's safe to do so. Check for hot spots, damaged trees, loose rocks, embers, and fire damage. Do not drink from water supply until officials say it's safe. Discard any food that has been exposed to heat, smoke, or soot.

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E-Blasts

CALIFORNIA FireSafe COUNCIL
ANNOUNCEMENT SERIES
CFSC Bulletin

Outreach & Communications Workshop November 2021

About The Workshops
We collaborate and learn with your fellow community members how to build and maintain a Communications Plan for your organization.

Our Communications Team & Staff share ideas to effectively build communities, provide outreach opportunities, and create a robust and sustainable communications plan centered around community wildfire mitigation and resiliency.

Wanting an attending? Join the conversation! Let others know you'll be there and why you're going, using the #CFSCWorkshop. Head over to Facebook and Like and Follow [CFSC](#), [PMSSE](#), and [SCE](#). On Twitter, tag [@CFSC](#), [@PMSSE](#) or [@SCE](#) in your post, and you'll be entered into a drawing to win CFSC gear.

California Fire Safe Council

OUTREACH & COMMUNICATION WORKSHOP

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

CFSC Regional Coordinators & Communications Staff share ideas to

CALIFORNIA FireSafe COUNCIL

ANNUAL MESSAGE

A message from Hedi Jalon, Executive Director, for the year ahead, 2022.

While December's snowpack and rainfall looked promising, California's second driest and ninth warmest January on record offers a worrisome prognosis for the months ahead as we hope to see more snow or rain by late spring. While we enjoy summer temperatures across the state, the Governor rolled out a new proposed \$1.2B for wildfire resilience last month signaling that we all have our work cut out for us, and we are more than ready.

Last year, the California Fire Safe Council team nearly tripled or grew approximately 200%, awarded more than 85 grants to increase community resiliency, hosted more than 40 webinars, workshops and community outreach events, adopted and applied GIS technology across its programs, and delivered 12 unique emergency preparedness trailers to at risk 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

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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 Fire 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 Wildfire](#) documentary & Evacuation Resource Round-up
- Save the Date: Homebrew Festival & Wildfire Expo Saturday May 21, 3-5 p.m.

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 after yet another historically dry winter. MCFSC wants to help you be prepared this year. Read up at the [Preparing for Wildfire webpage](#) and then test your knowledge with the quiz 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!

Article Spotlight: Good Fire

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 Good Fire Report recognizes the role of tribes and cultural 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 practitioners and others using fire as a stewardship tool.

"We must take this opportunity and opening to not just shift on the margins, but fundamentally shift our approach to intentional fire."

- pg. 37, Good Fire Report

[Download the Good Fire Report here](#) or read the Executive Summary at [this link](#).



A PROJECT OF THE UC DAVIS ENVIRONMENTAL HEALTH SCIENCES CENTER
"WAKING UP TO WILDFIRES" A FILM BY PAIGE BIERMA
PRODUCED BY JENNIFER BIDDLE GRAPHIC BY CHRIS WILKINSON

"Waking Up to Wildfires" is an Emmy-nominated film from UC Davis Environmental Health Sciences Center that looks at the aftermath of the 2017 North Bay fires. Fire fighters, researchers, and survivors recount their experience and look to the future, trying to make sense of the impact of disasters such as these.

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



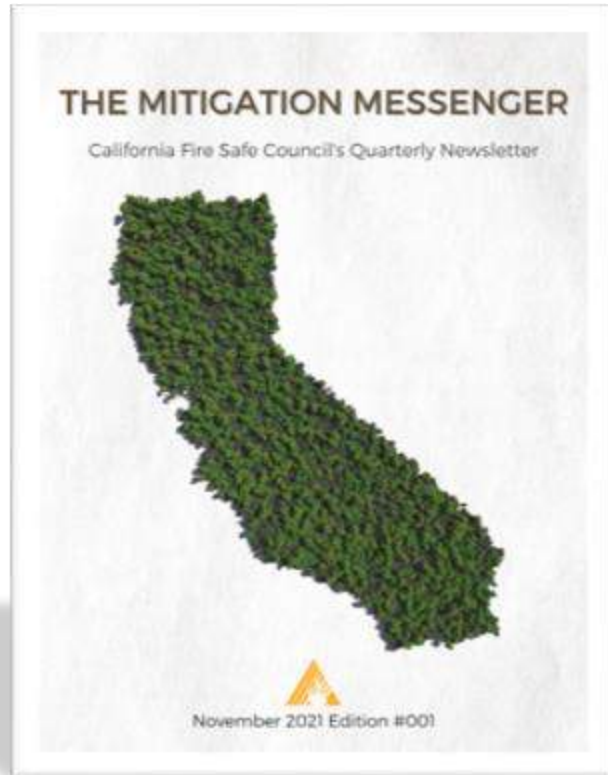
SAVE THE DATE
5/21/22

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 Safe Council fundraiser also has a concurrent Wildfire Safety 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 stay tuned for more information and tickets!

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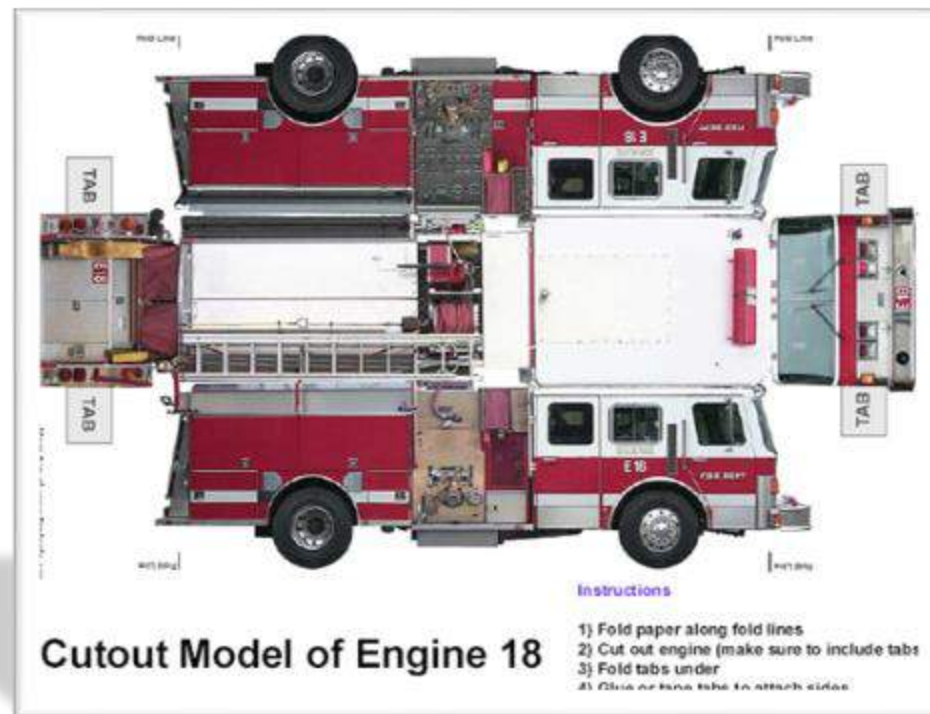
Newsletters



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Community Outreach Materials



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Second Languages

[ASL](#)
[Braille](#)
[Listos Link](#)



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Second Languages





Printed Content & Materials

The flyer is divided into three vertical sections. The left section is dark green and lists activities. The middle section is orange and provides event details. The right section is dark green and features the event title and a mission statement.

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

ALL AGES WELCOME

Saturday
MARCH 19
10AM - 3PM

Placerville Town Hall
549 Main Street
Placerville

presented by The Placerville Fire Safe Council & The City of Placerville

get prepared for
WILDFIRE SEASON

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.

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Share Your Messages & Content

Community
Engagement

SHARE SHARE SHARE



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Community Partnerships

COMMUNITY MEMBERS

Homeowners Associations
Interested members of the public
Community Fire Safe Councils

COUNTY SERVICES

Office of Emergency Services
County Administrator
Community Services
Housing

AGENCIES

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

TRIBAL INTERESTS

Local Tribes

PRIVATE SECTOR

Stores Landscapers Restaurants
Printers Real Estate Construction
Logistics

UTILITIES

Gas & Power
Cellular providers
Water Agencies/Depts

LOCAL GOVERNMENT

County Board of Supervisors
Cities & Unincorporated areas
County RCDs

FIRST RESPONDERS

Local Fire Departments
CAL FIRE
Sheriff
Local PD
Red Cross
AAA

LOCAL ORGANIZATIONS

Resource Conservation Dist.
Non-profits
Environmental - water

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Agency Partnerships

Public Information Officers/PIOs



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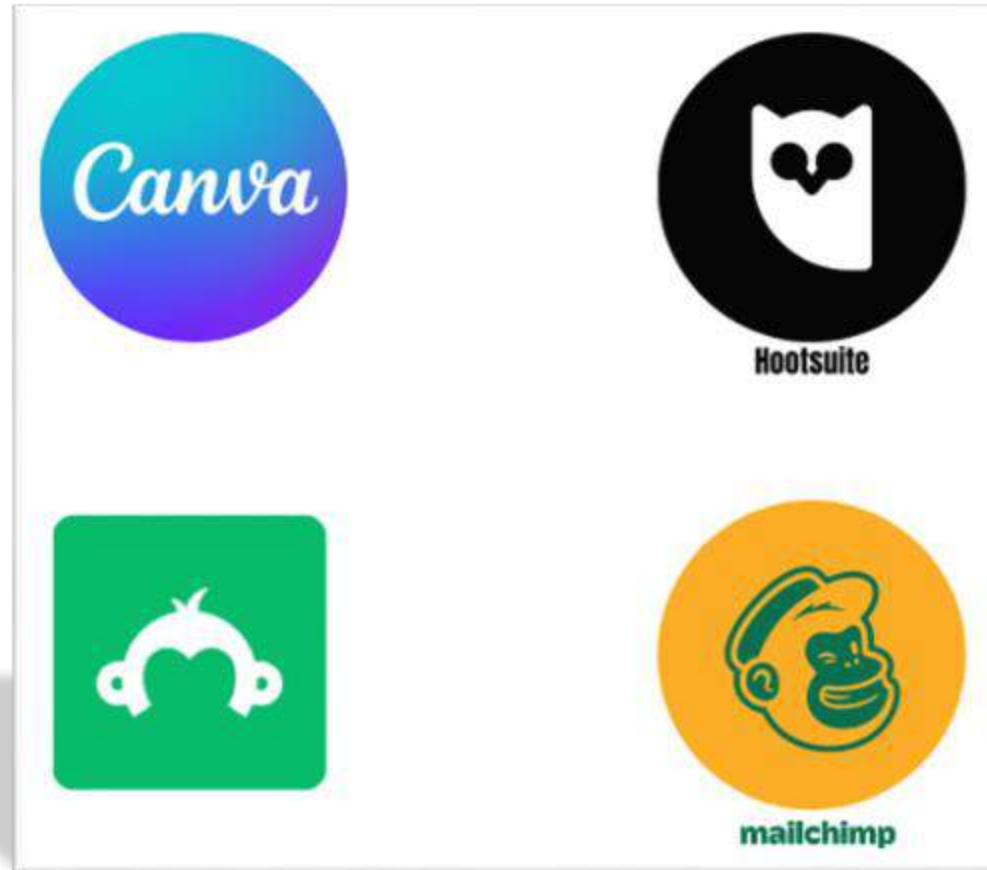


Local & Private Partnerships



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Digital Engagement Tools



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Digital Tools for Success

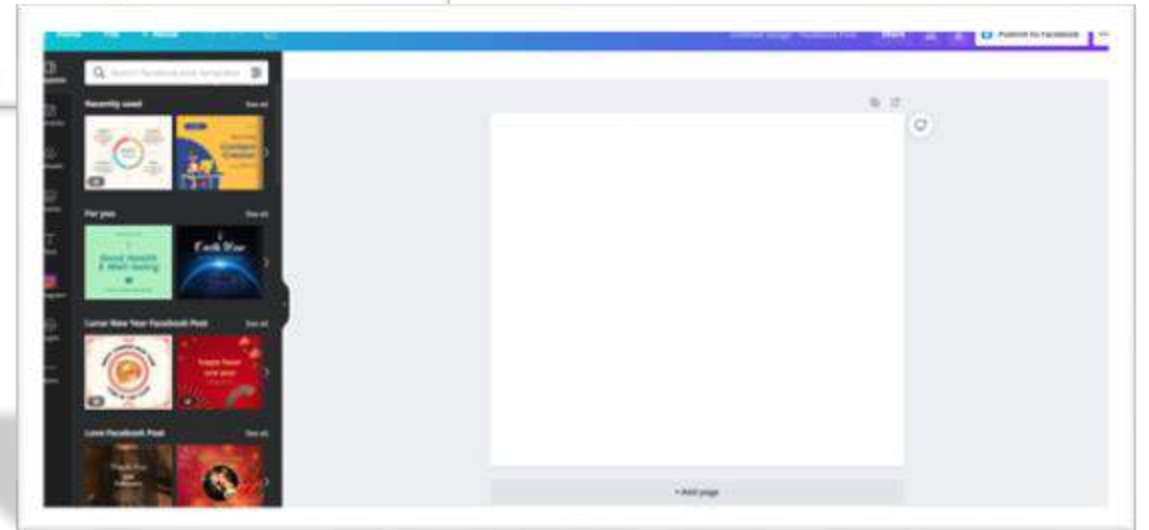
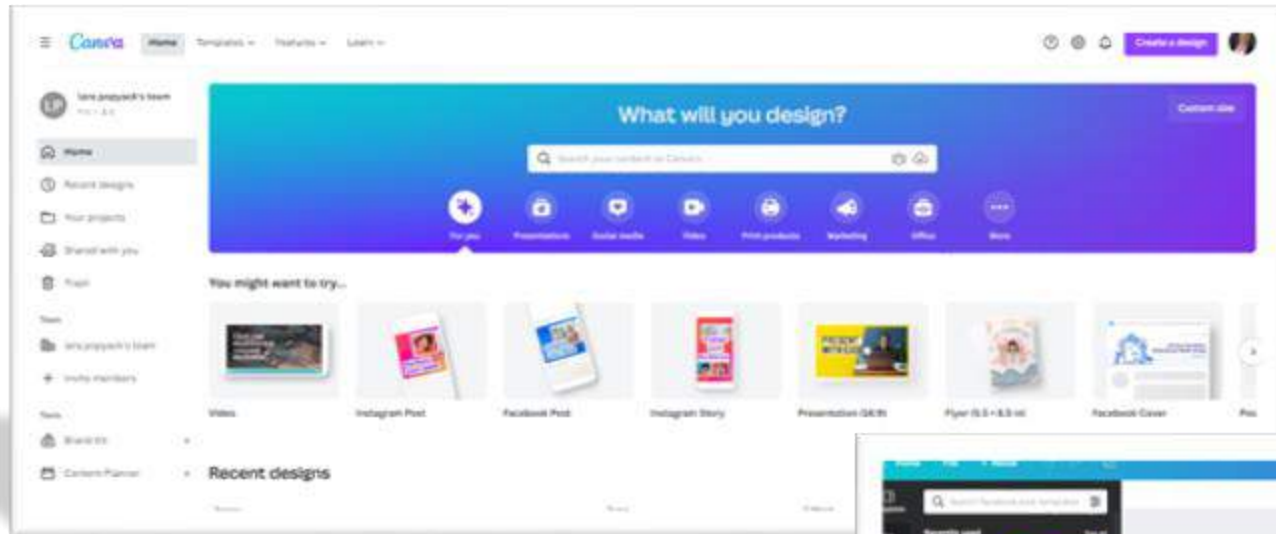
[Link Tree](#)



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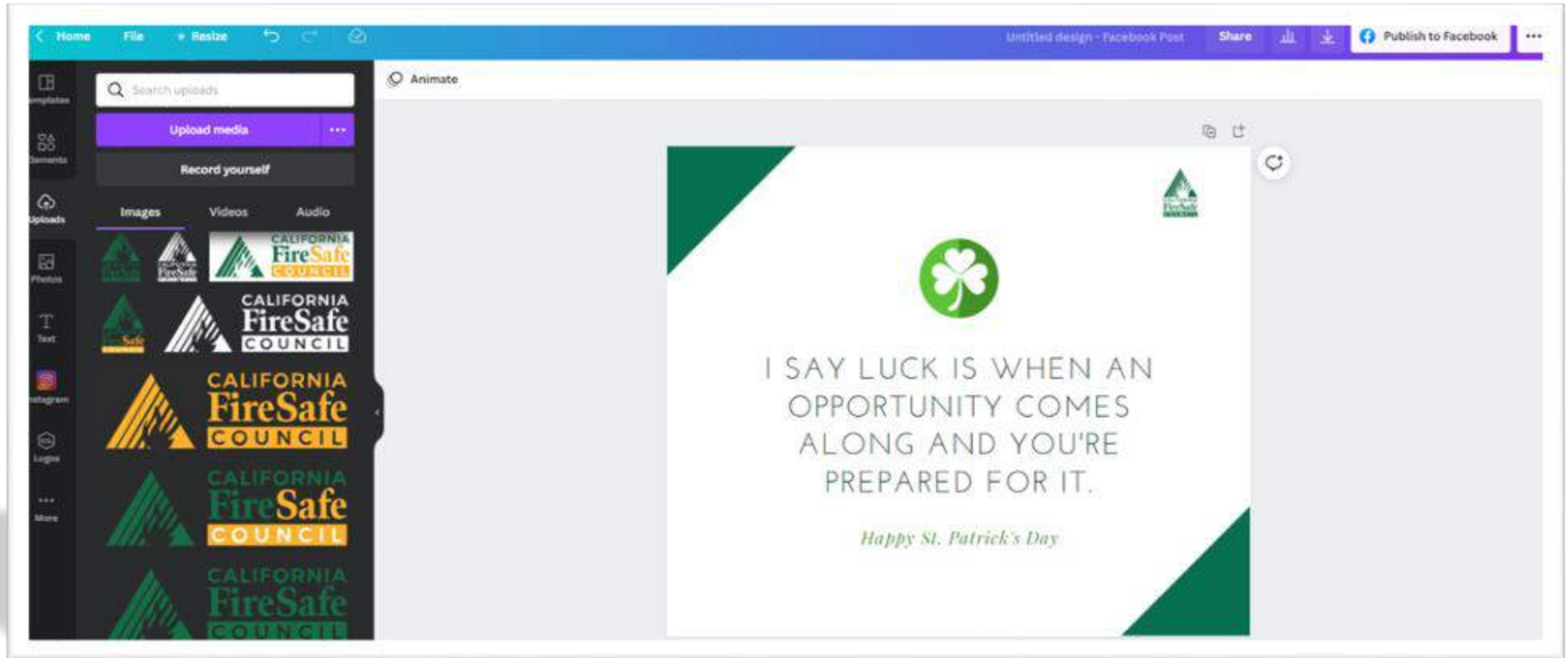
Canva Introduction



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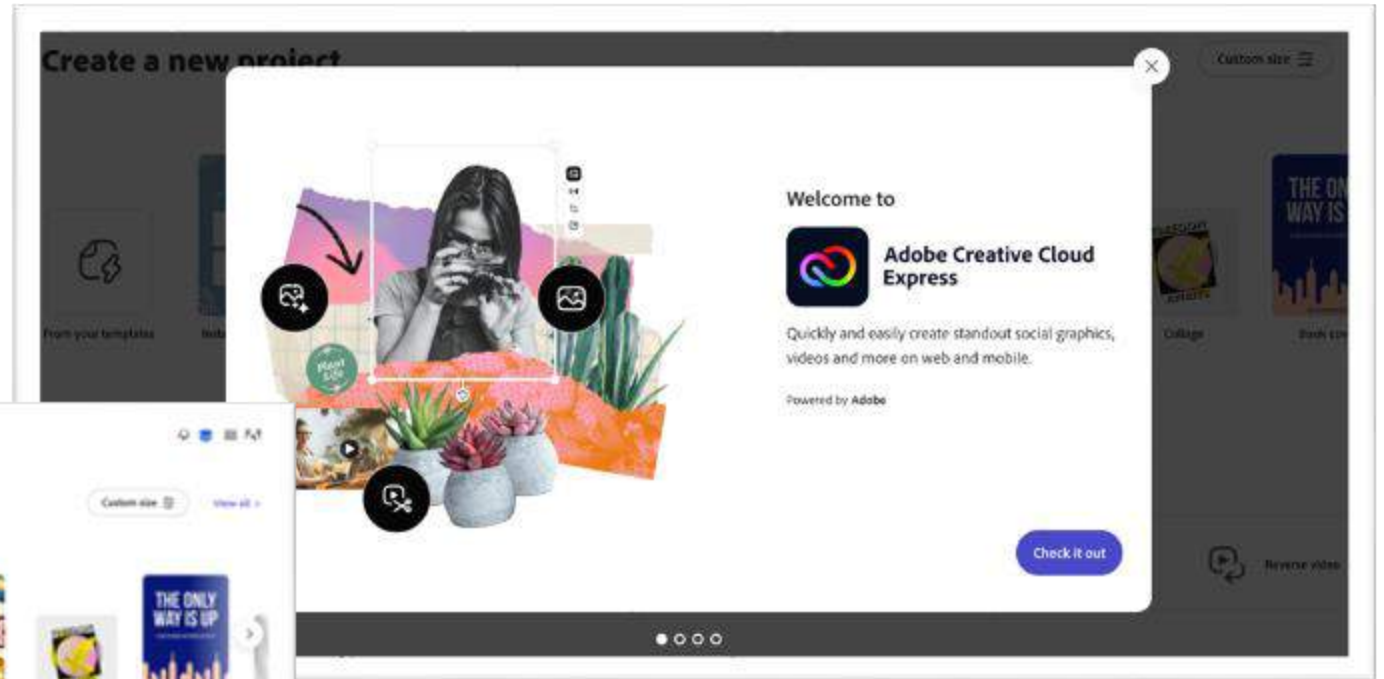
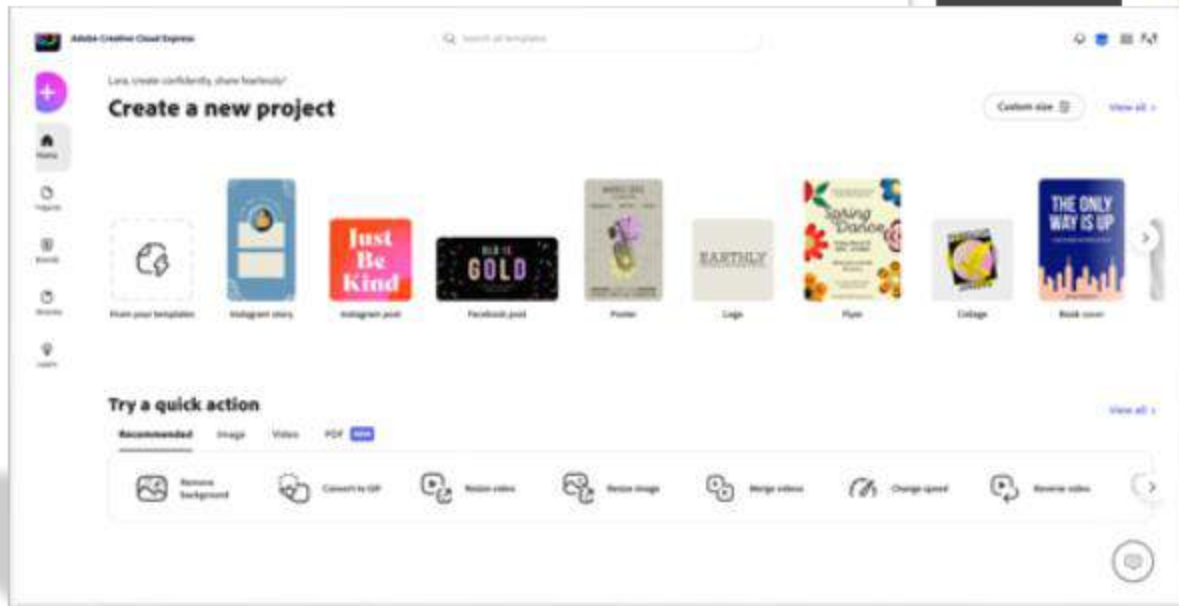
Canva Introduction



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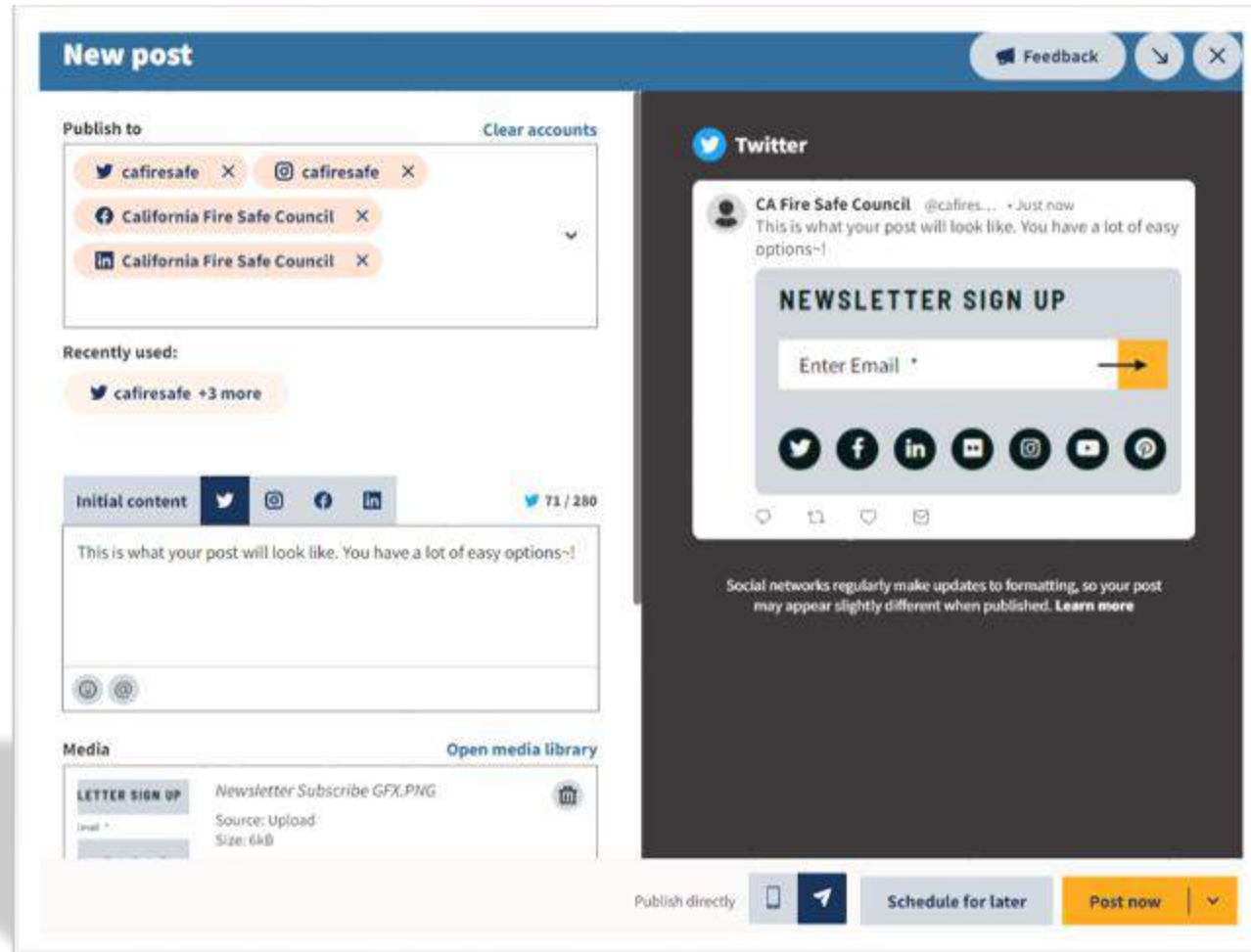
Adobe Express



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Hootsuite Introduction



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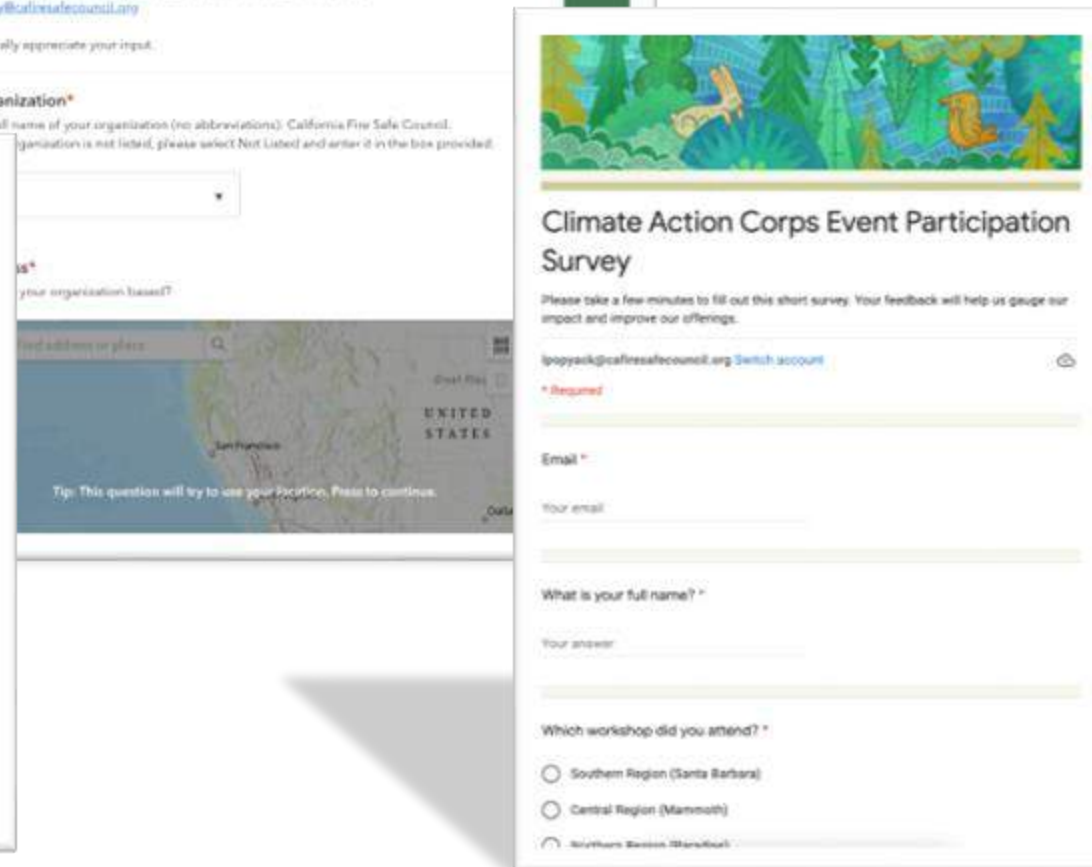
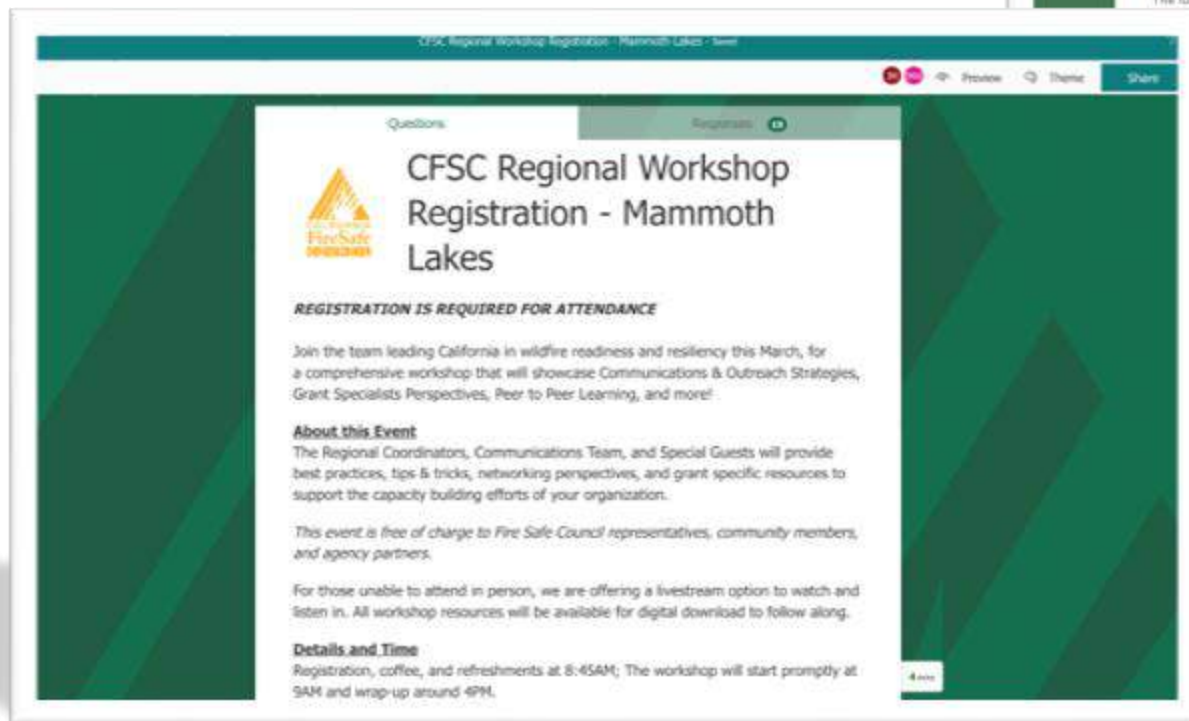
Hootsuite Introduction

A screenshot of the Hootsuite dashboard interface. The top navigation bar includes "My Posts & Mentions", "Add stream", "Add social account", and "View as: Standard". The dashboard is divided into several columns representing different social media streams. The first column, "My Posts calfiresafe", shows 0 posts and 0 engagements. The second column, "My Posts Californi...", shows 2 posts and 3 engagements. The third column, "My Tweets calfiresafe", shows 4 tweets and 12 engagements. The fourth column, "Mentions calfiresafe", lists several mentions from users like @CFSIupdate, @NFPA's Michele Steinberg, @FSRT_org's Dr. Steve Kerber, @LoudounFire's Battalion Chief Justin Green, and @western_fire + @calfiresafe's Bob Roper. The fifth column, "Company Updates C...", shows 0 posts and 2 engagements. The main content area displays posts from the California Fire Safe Council, including a "Success Stories" graphic, a photo of a firefighter, and a "SAN FRANCISCO FIRE PREVENTION/EDUCATION TEAM" announcement. A "SPEAKER ANNOUNCEMENT" graphic is also visible. The bottom of the dashboard shows a "Write a comment..." field and a "View Comment" button.

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Surveys



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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](#)



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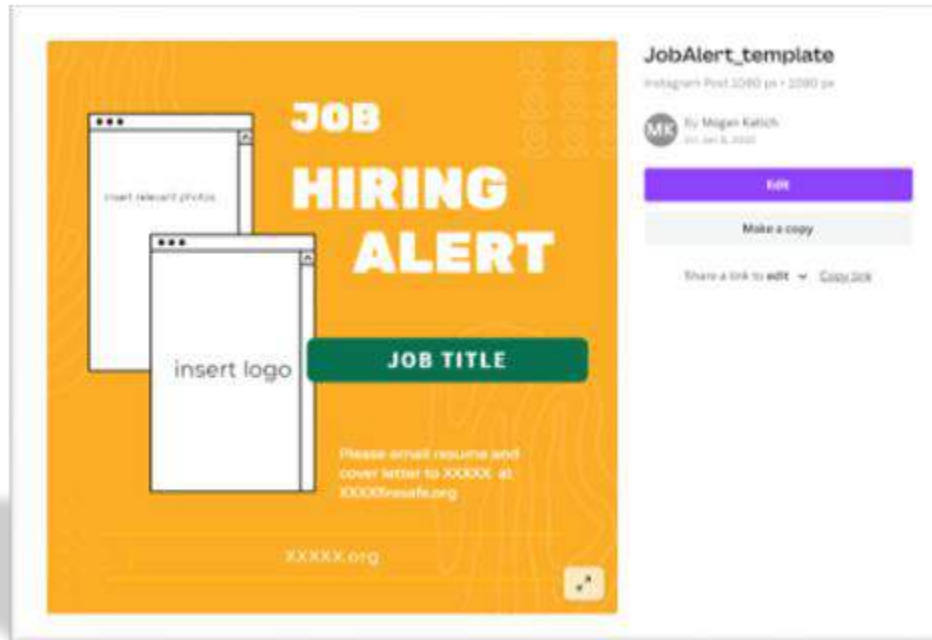
Zoom Backgrounds



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Templates





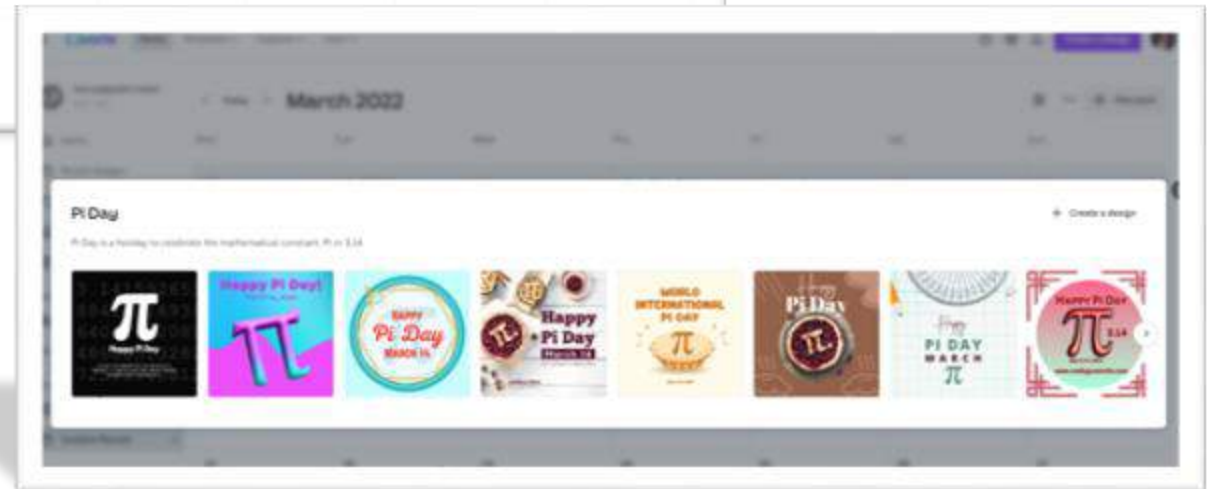
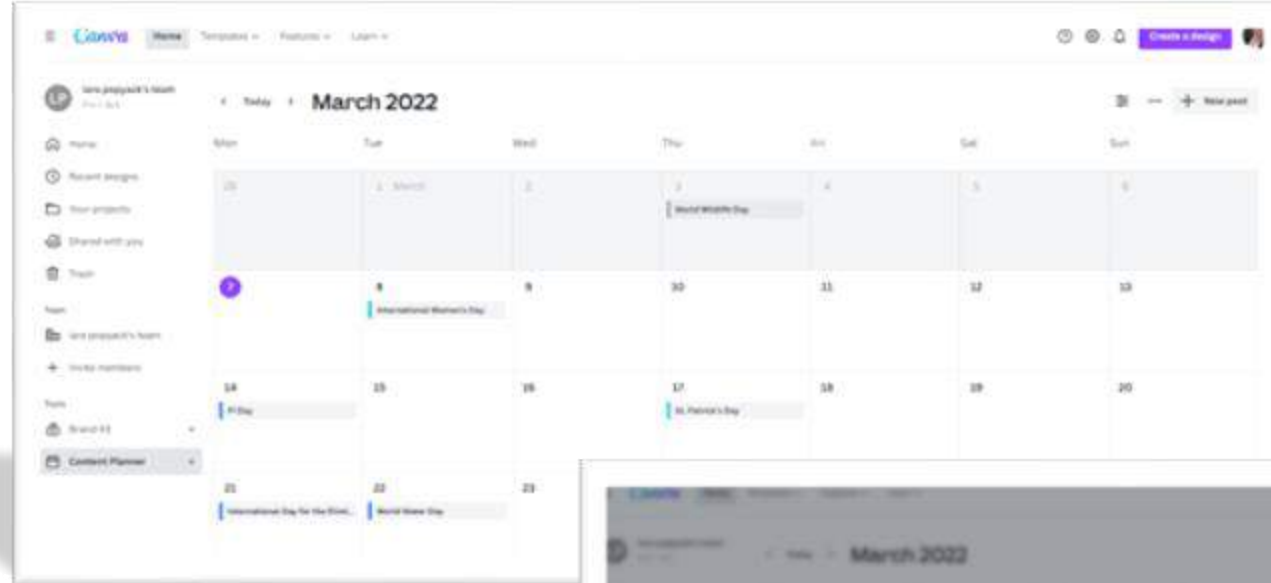
Templates



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Content Calendars



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Holidays



HAPPY
VALENTINE'S
DAY!

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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



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Posting Incorrect Information



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Posting Incorrect Information

- ✓ Fix immediately
- ✓ Be assertive when it comes to correcting misinformation
- ✓ 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

Mental Health Matters

1 in 6
Young people experience major depressive episodes.

13%
Veterans suffer from PTSD

2017 - more firefighters died by suicide than in the line of duty.

The infographic is a dark blue rectangle with a white border. It features a brain icon in the top right, a group of four stylized human figures (one orange, three grey) in the middle left, and two yellow-bordered boxes containing statistics. The bottom section is a solid orange bar with white text.

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What's Going to Work

Bengals Mic Cart



- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Lists
- Profile
- More

Tweet

A screenshot of the Twitter profile for "Bengals Mic Cart" (@BengalsMicCart). The profile header shows the name "Bengals Mic Cart" with "516 Tweets" below it. The profile picture is a circular image of a person in a red shirt. The bio reads: "A snarky cart, that holds mics, many @Nickelodeon & @Pepsi trophies, and the MVC of the AFC North & AFC Champion #Bengals! | Not affiliated with the @Bengals". Location is "Paul Brown Stadium" and website is "bengals.com". It shows "3,279 Following" and "3,275 Followers". A tweet from Feb 4 is visible, mentioning "#Bengals Nation" and "#BengalsMicCart Nation". The tweet text says: "We're days away from the #SuperBowl! 🏈! So let's do some good for our city's charities! Pick ANY of your favorite Cincinnati charities, and show them some love from the best fans in the NFL & Twitter! Details below! #MicCart4Good".

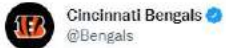
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What's Going to Work

Bengals Mic Cart

← Tweet



Cincinnati Bengals
@Bengals

The Little Mic Cart That Could!

Last stop on the journey to Los Angeles.

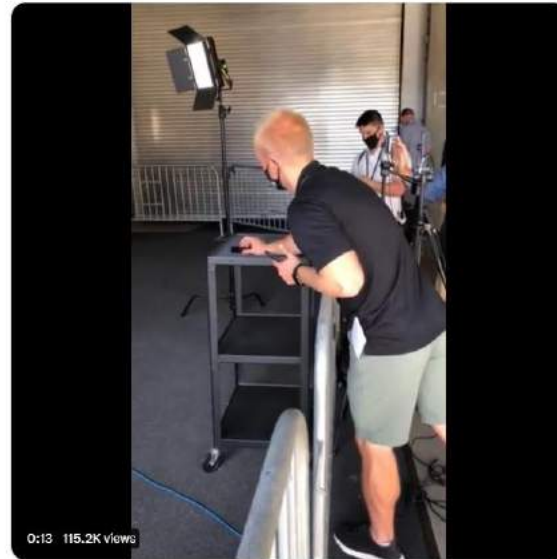


← Tweet



Cincinnati Bengals
@Bengals

ROSTER UPDATE: The Cart is ACTIVE!



0:13 115.2K Views

9:11 AM · Oct 13, 2021 · Twitter for iPhone

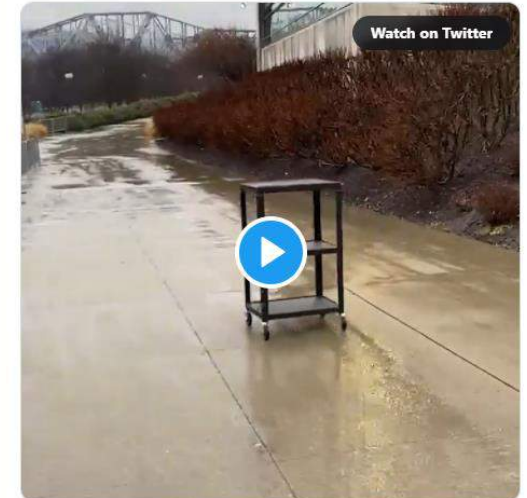
273 Retweets 121 Quote Tweets 3,009 Likes



Cincinnati Bengals
@Bengals

The journey of a lifetime.

OFFICIAL: The Mic Cart is going to the #SuperBowl



9:51 AM · Feb 3, 2022

[Read the full conversation on Twitter](#)

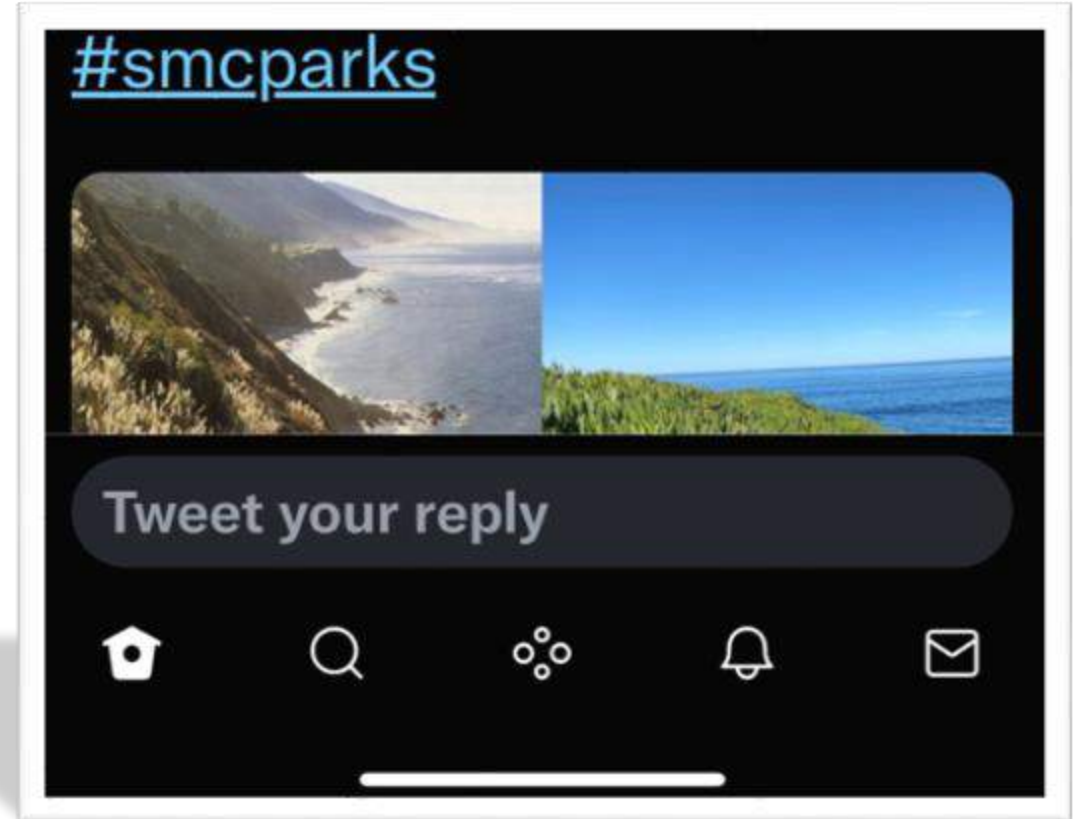
10.8K Reply Share

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What's Going to Work

Authenticity



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What's Going to Work?

Silliness



https://www.reddit.com/r/funny/comments/t0uk2w/his_baseball_team_had_the_perfect_jersey_reveal/



What's Going to Work?

SAVE THE DATE!
The Red Zone Affair
Fundraiser to support
the Nevada County
Fire Safe Council

Come for some good old-fashioned
backyard BBQ & lawn games, and
compete with former NFL athletes!
Saturday with daytime and evening events for all!
JUNE 25TH 2022
On Banner Mountain

FOR SPONSORS
10:30am-1:30pm
*Ping Pong
*Horseshoes
*Corn Hole
*Shuffleboard

FOR ALL
5pm-9pm
*Cocktails
*Local Beer & Wine
*Auction
*Dinner & Dancing

For more info and to RSVP please visit:
<http://www.nccvofiresafe.com>
or contact 530-559-5487

NEVADA COUNTY
FireSafe
COUNCIL

SAFETY FIRST
THE RED ZONE
Affair

NFL
ALUMNI

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?

A screenshot of a tweet from the account "Napa Fire Wise" (@FireWiseNapa). The tweet text reads: "By donating to #NapaFirewise, you are supporting:" followed by a list of four items, each preceded by a green checkmark: "Napa Country Community Wildfire Protection Plan", "Napa County Chipping Program", "5 Year Fuel Reduction Plan", and "Community Education Programs". Below the list, it says "Help us continue our work around Napa County:" followed by the URL "napafirewise.org/donate.". At the bottom of the tweet, there are three photographs: one showing a large pile of chipped brush, and two others showing workers in safety gear using chainsaws and tools to clear brush in a wooded area. The tweet is timestamped "10:02 AM · Mar 18, 2022" and is from "Hootsuite Inc." data-bbox="326 218 662 900"/>

Simple
Easy to Read
Graphics – check marks

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What's Going to Work?



Colorful
Friendly Faces
Short Copy with Link

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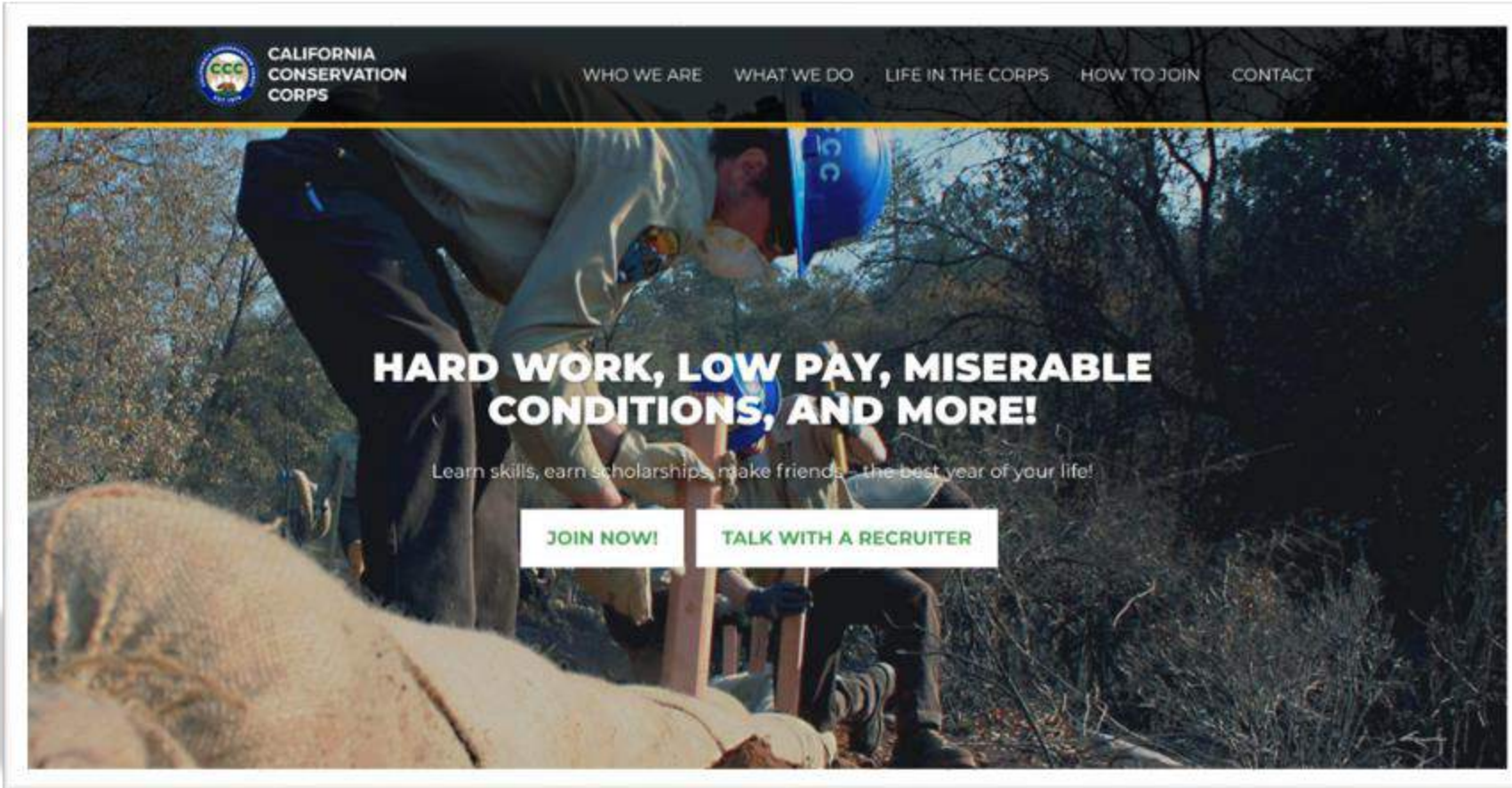
What's Going to Work?



Colorful
Simple Graphics
Easy and Quick Hook

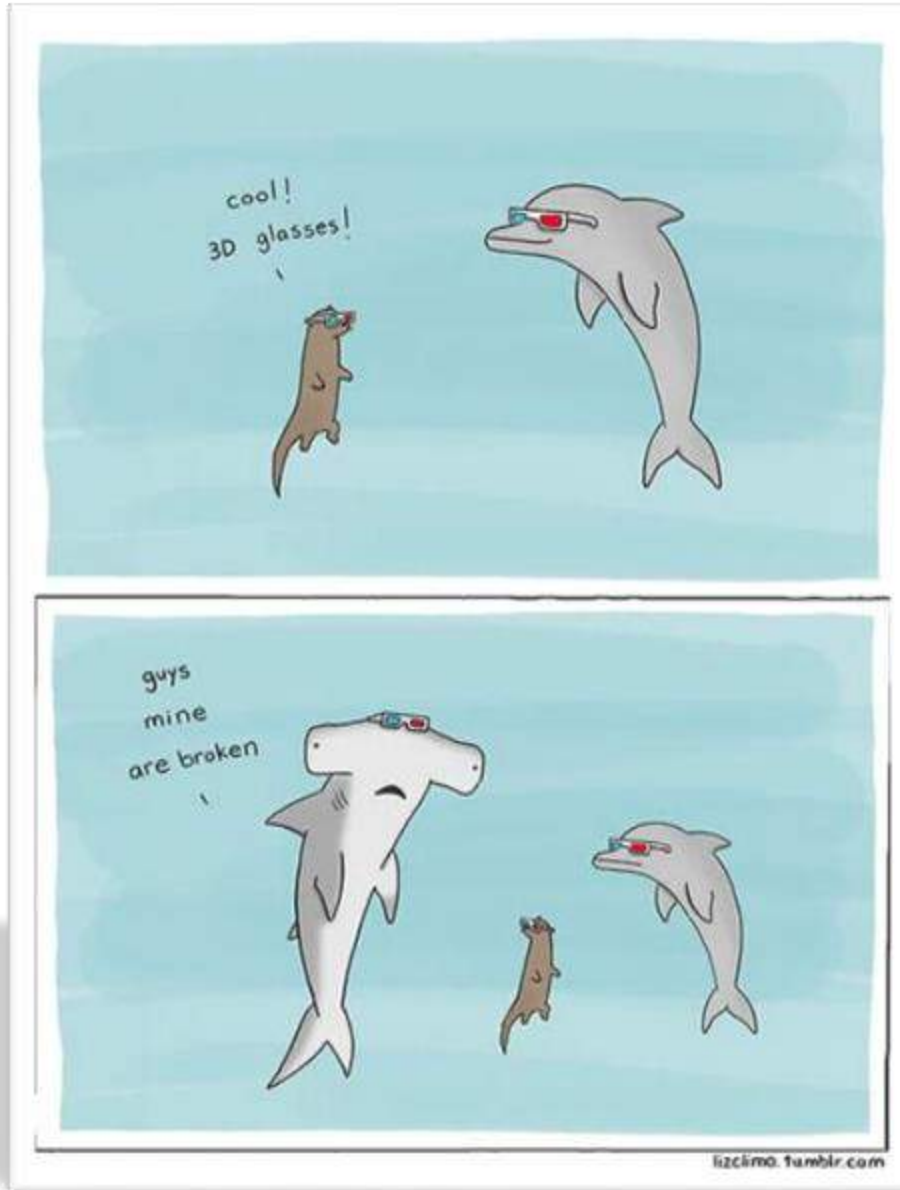


What's Going to Work?



Snarkyness
Truth
Audience

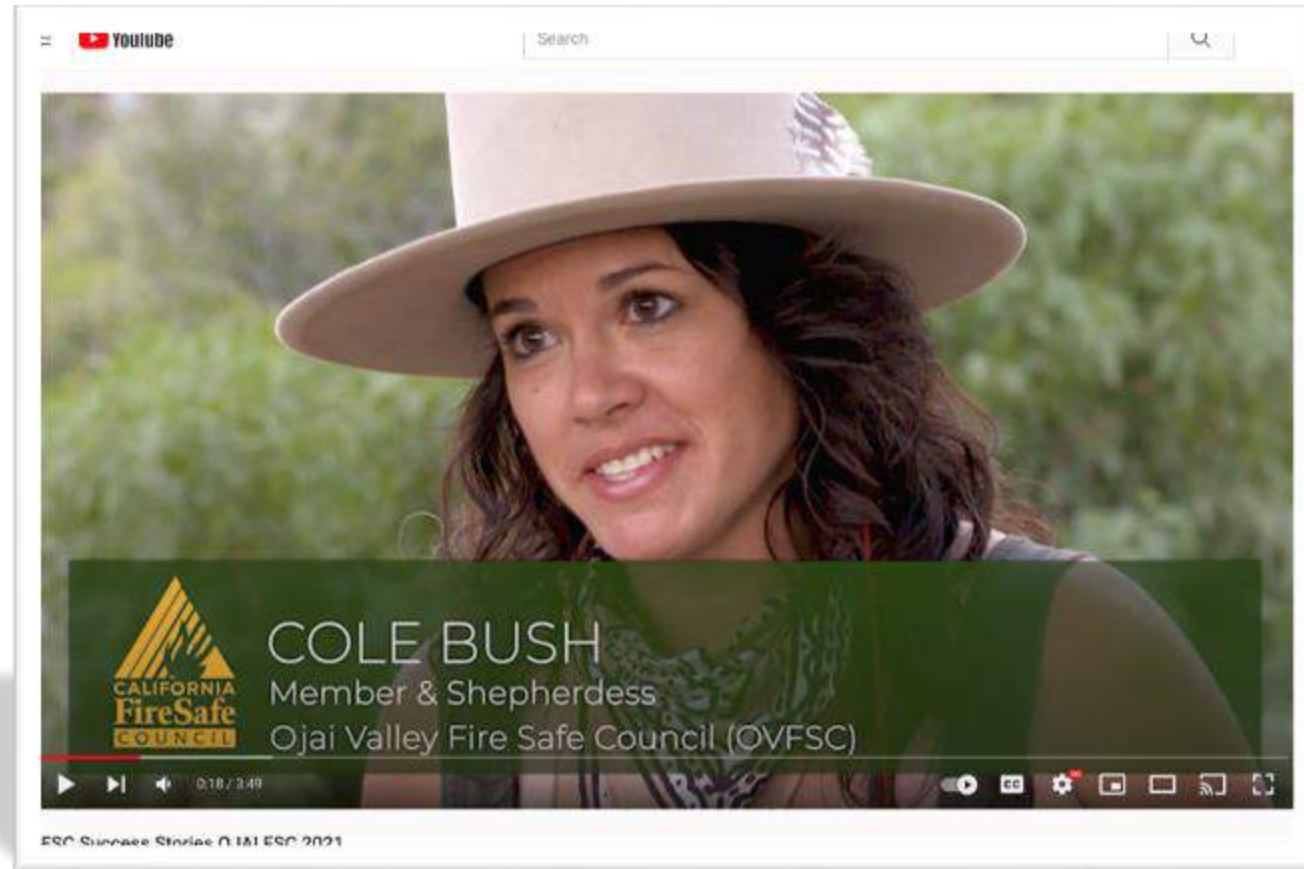
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Ojai video



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All Communications is Storytelling

Your story is your power.

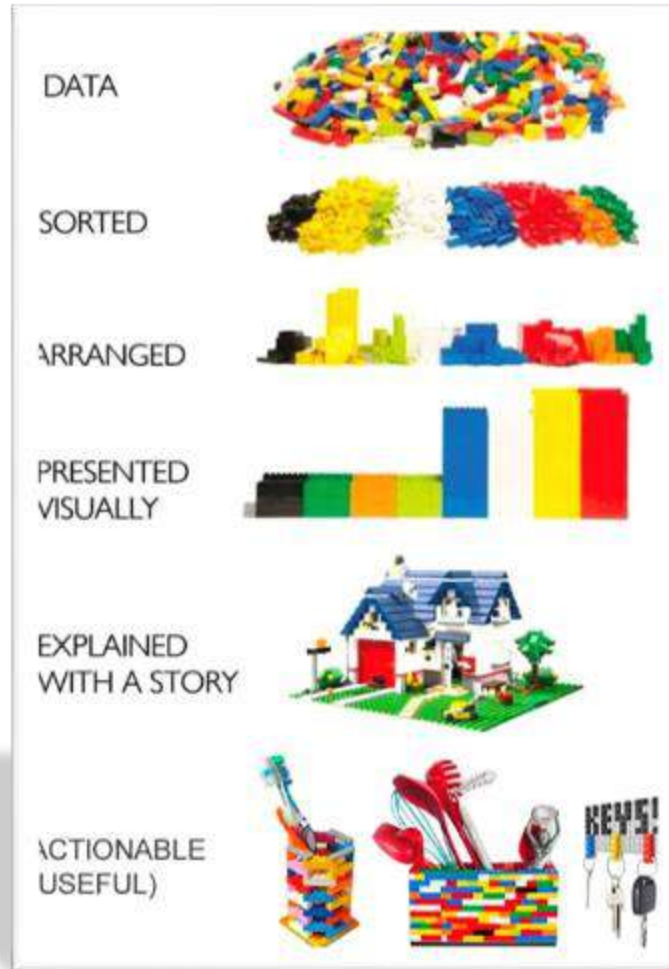
- **Inform**
 - Understanding the impact funding has in a community
 - Provides an archive of stories to share now and later
- **Empower**
 - Share highlights and growth
 - Build strong relationships
- **Mobilize**
 - Shared experiences creates community
 - Sets a strong example



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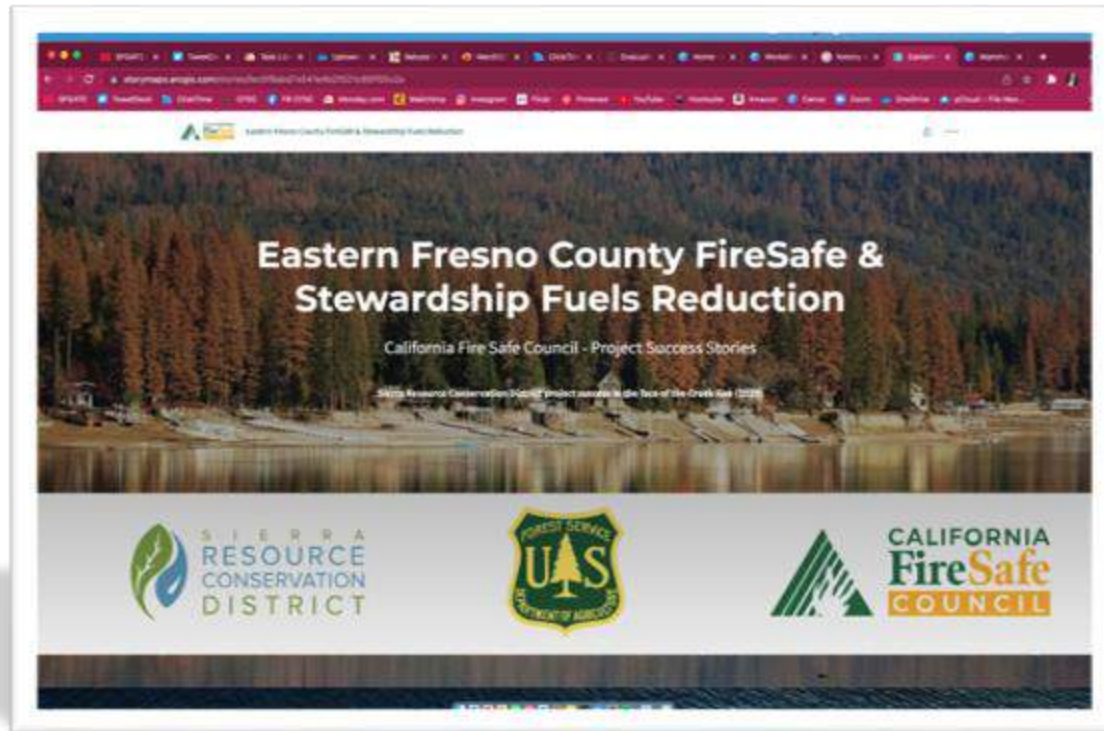
Storytelling with Data



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ArcGIS Storymaps



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ArcGIS Storymaps



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Grant Deliverables



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

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Posting to a Visual Platform



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Posting to a Visual Platform



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Posting to a Visual Platform

BEFORE



AFTER



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Photography

WHY BEFORE & AFTER ARE IMPORTANT



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Photography

WHY BEFORE & AFTER ARE IMPORTANT



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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**



All Communications is Storytelling



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Video Storytelling PSAs

STUDIO PORTFOLIO SERVICES CONTACT

Fire Safety For Chinese Communities
Available in English, Cantonese and Mandarin

Preparing An Escape Plan
Available in English, Spanish and Vietnamese

Fireworks Safety
Legal and illegal messaging available in English and Spanish

Fire Extinguisher Safety
Available in English and Spanish

Disaster Planning
Available in English and Spanish

Smoke Alarm Safety
Available in English and Spanish

STUDIO PORTFOLIO SERVICES CONTACT

Pool Safety Tips
Available in English and Spanish

Distracted Driving
Available English and Spanish

Driving In The Rain
Available English and Spanish

Halloween Safety Tips
Available in English and Spanish

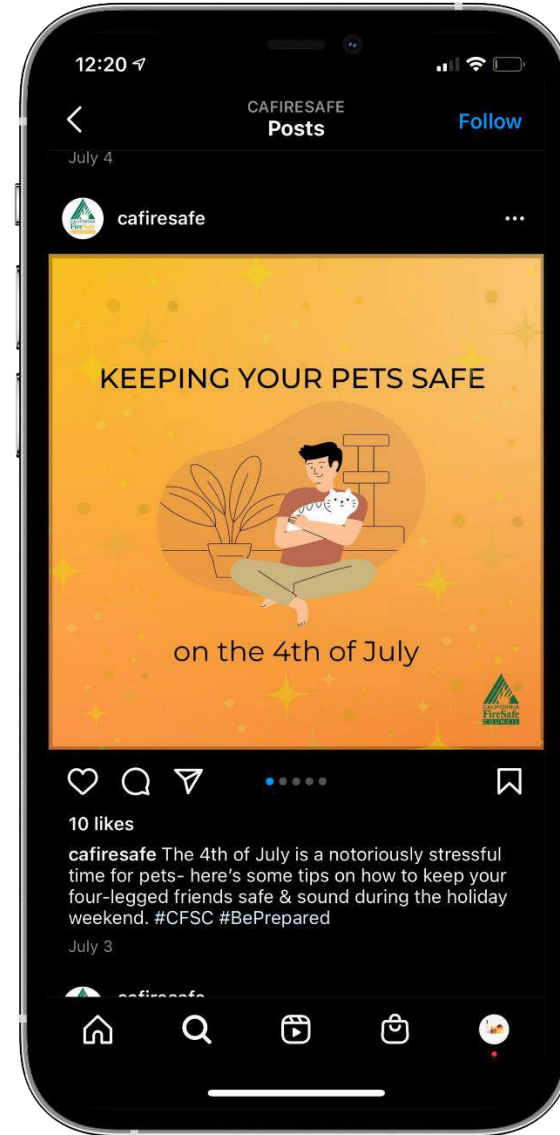
Holiday Safety Tips
Available in English, Spanish and Vietnamese

Back To School Safety
Available in English

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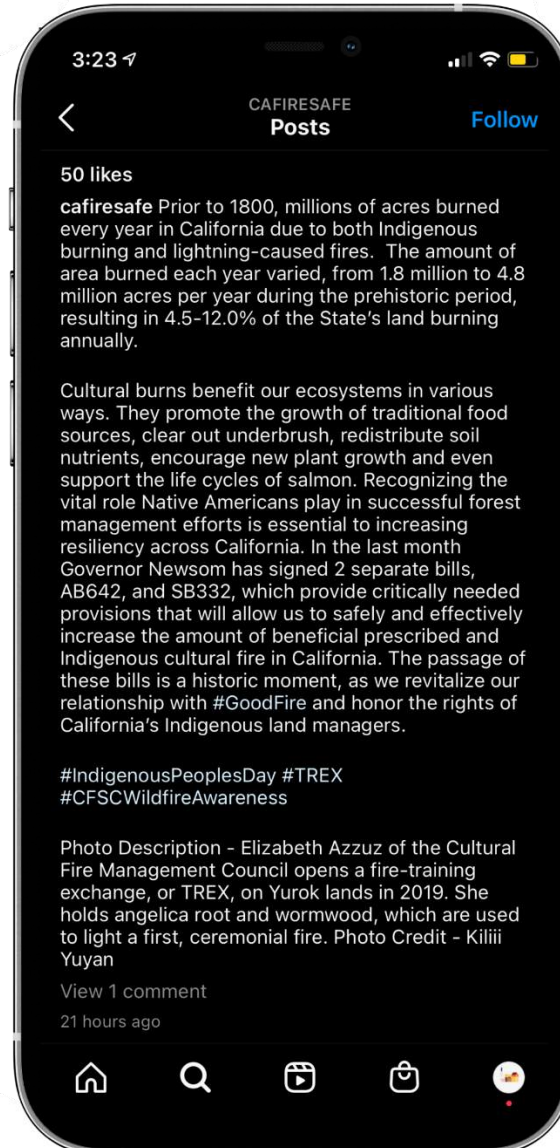


- Informative
- Proactive
- Build partnerships
- Value in re-sharing



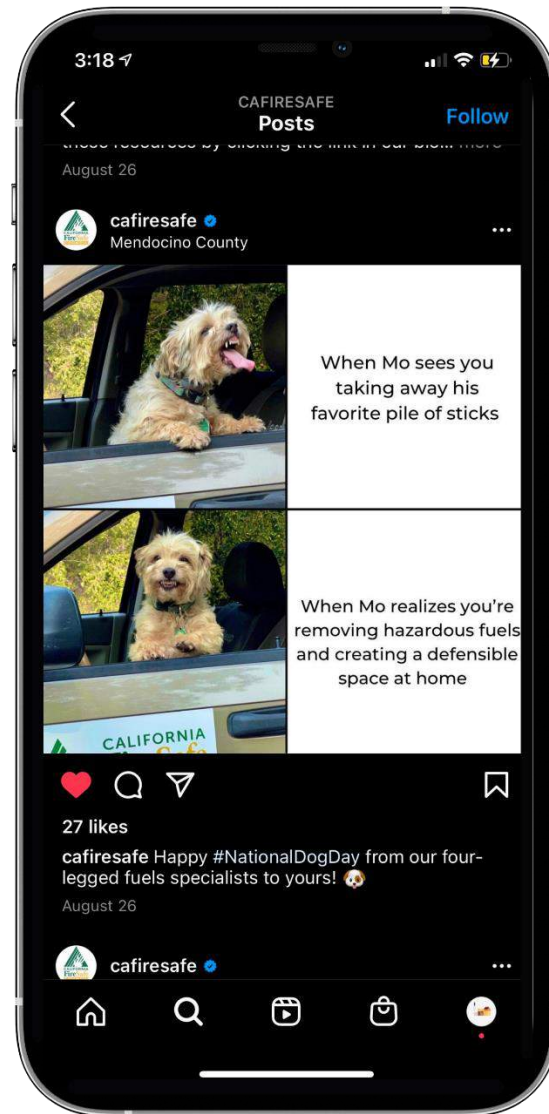
- Data driven – insightful
- Relevant to large audience
- Evergreen
- Holiday related
- Value in re-sharing

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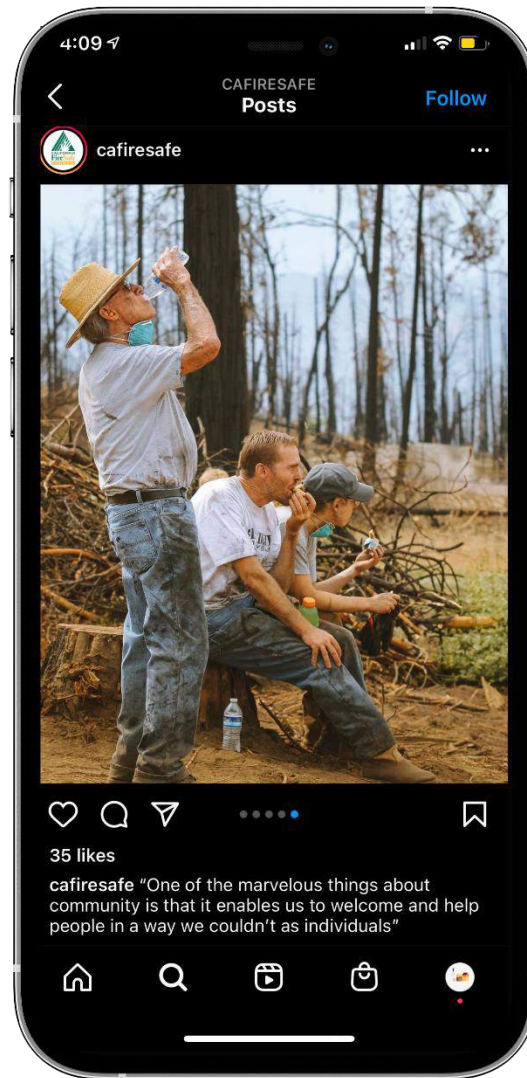
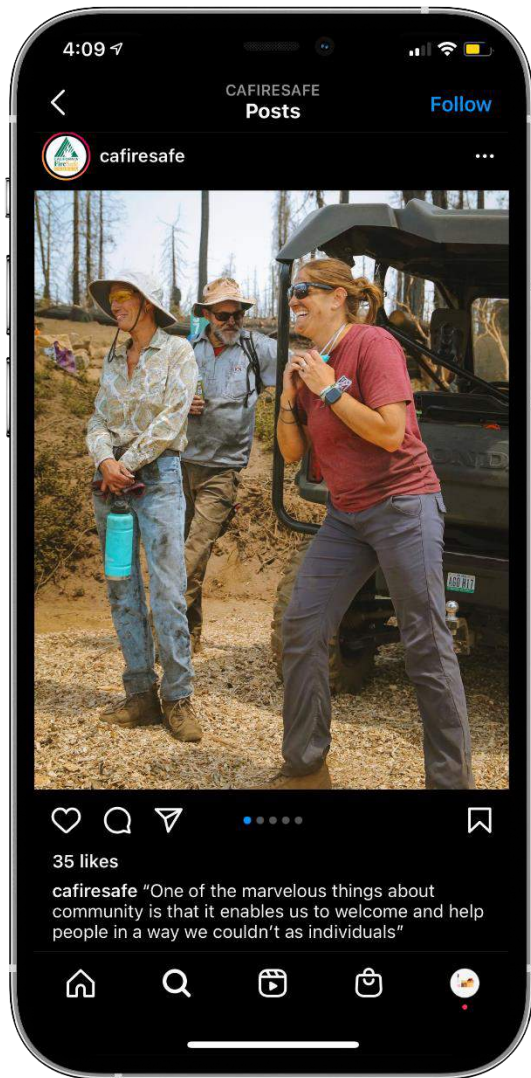
- Educational
- Scientific
- Historical
- Support Tribal RX

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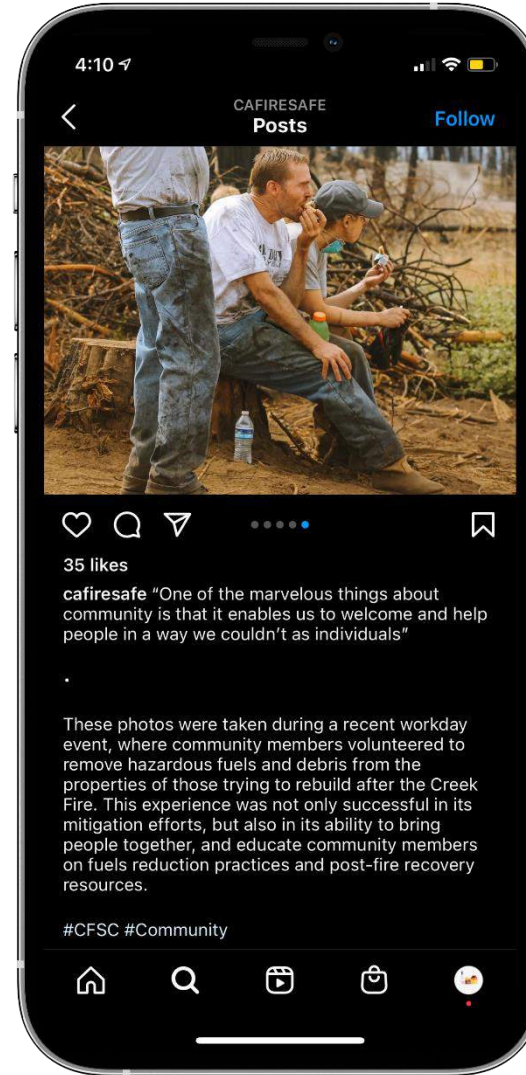
- National ____ Day
- Humorous
- Lighthearted
- Educational
- Community Focused

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- Community centered
- Event recap
- Encourage participation

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

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7,052 People Reached 475 Engagements [Boost Post](#)

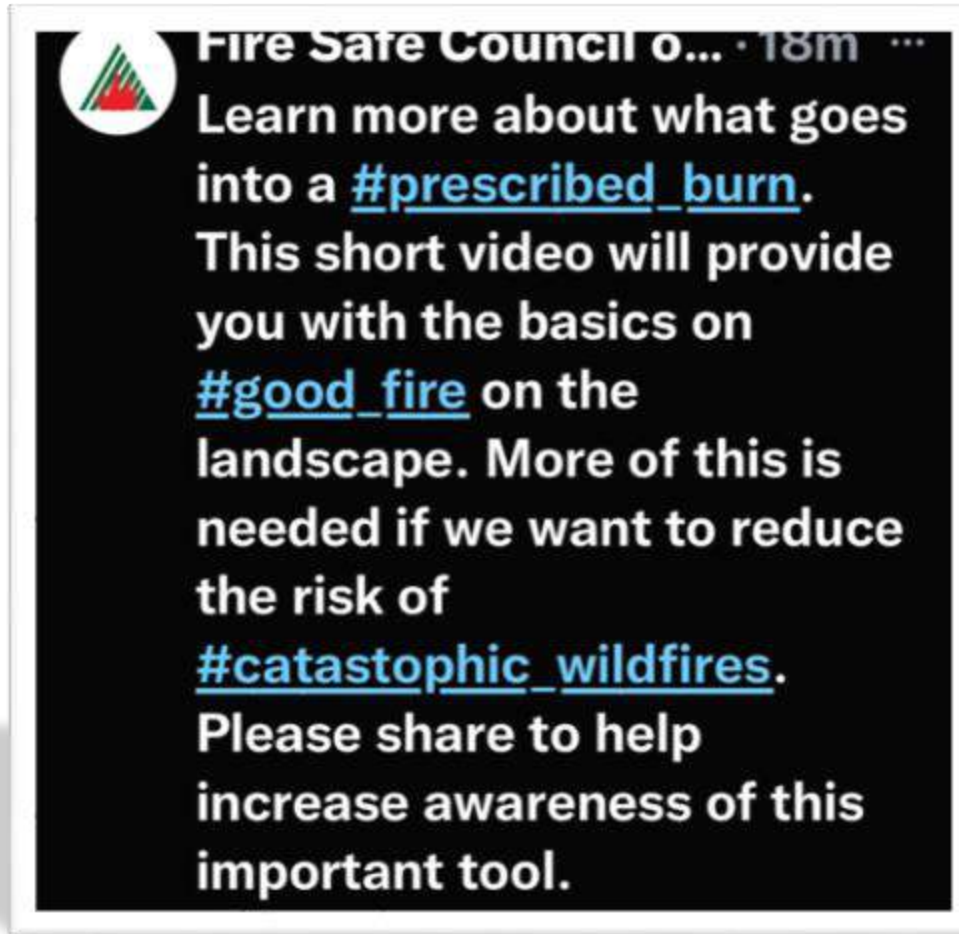
- Educational
- Informative
- Downloadable
- Printable
- Evergreen
- Branded

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Tips & Tricks

Don't do this.





Tips & Tricks

Don't do this.



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Tabling Community Events & Fairs



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How to Table an Event

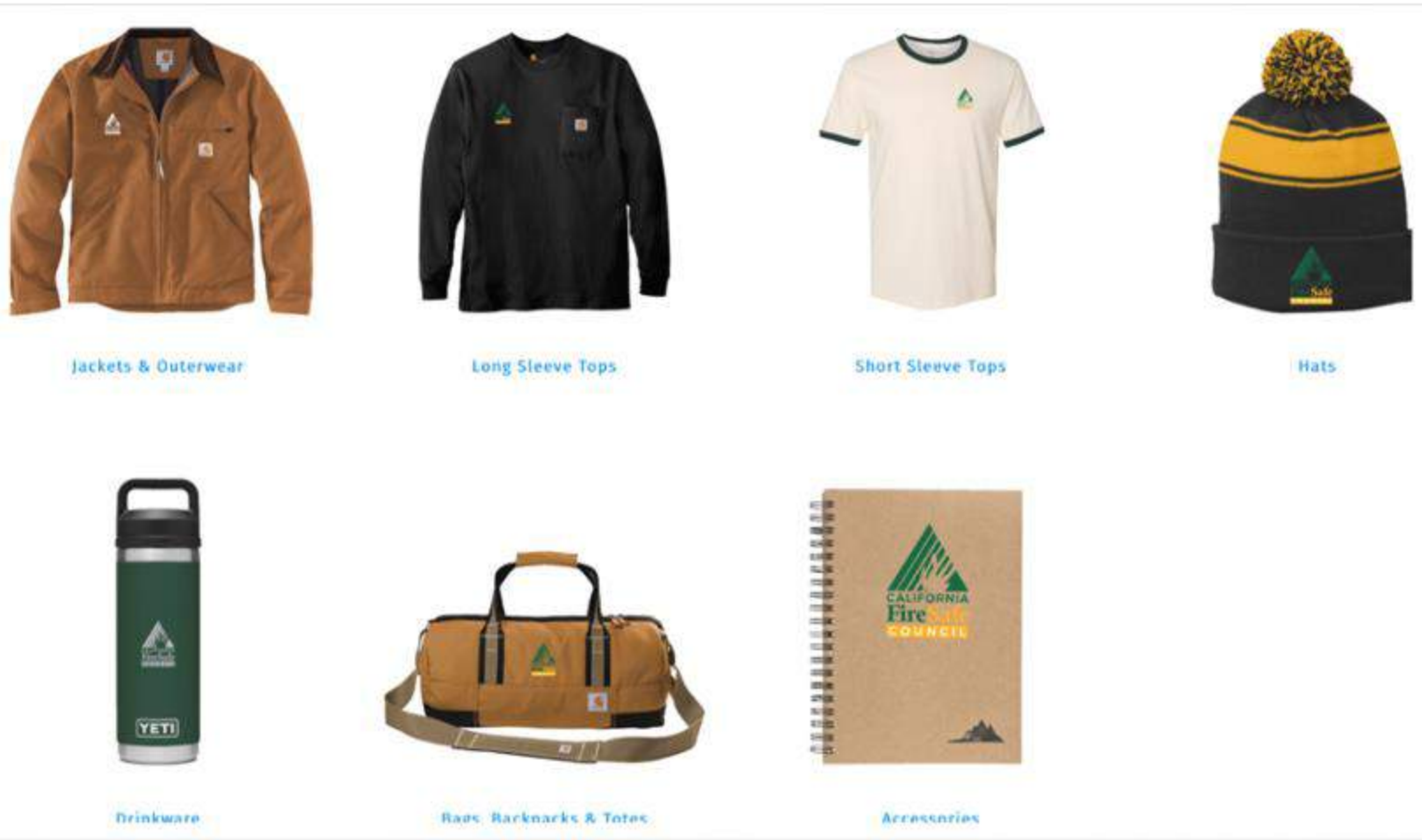
- Folding table
- Chair – Directors works great
- Table Cover
- Brochures
- Business Cards
- Banners
- Pop-ups
- Weights
- SWAG
- Smiles



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SWAG & Giveaways



Jackets & Outerwear

Long Sleeve Tops

Short Sleeve Tops

Hats

Drinkware

Bags, Backpacks & Totes

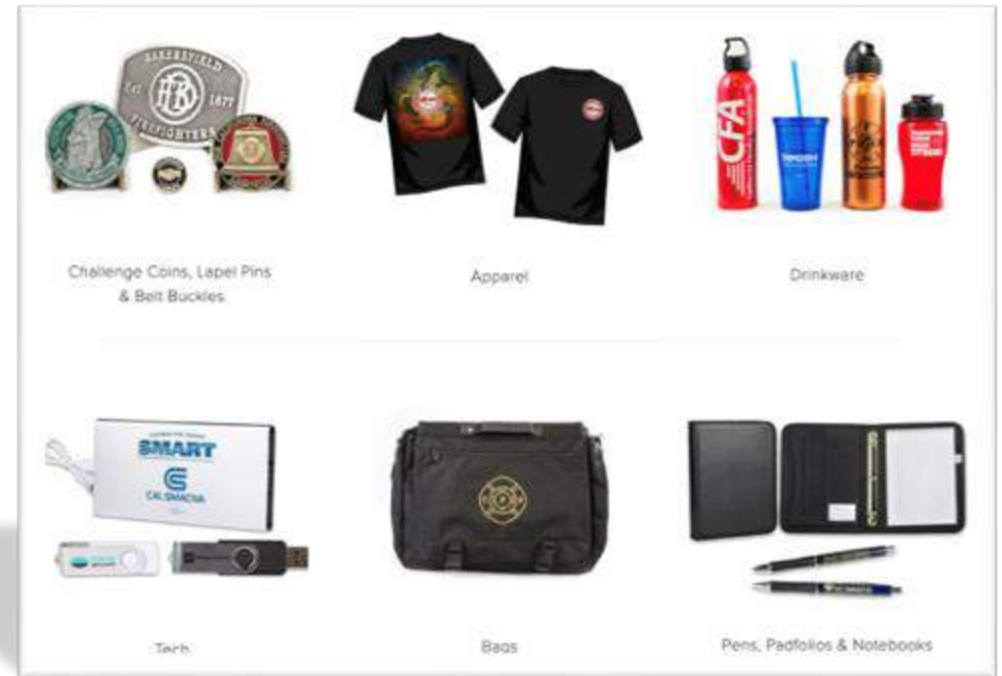
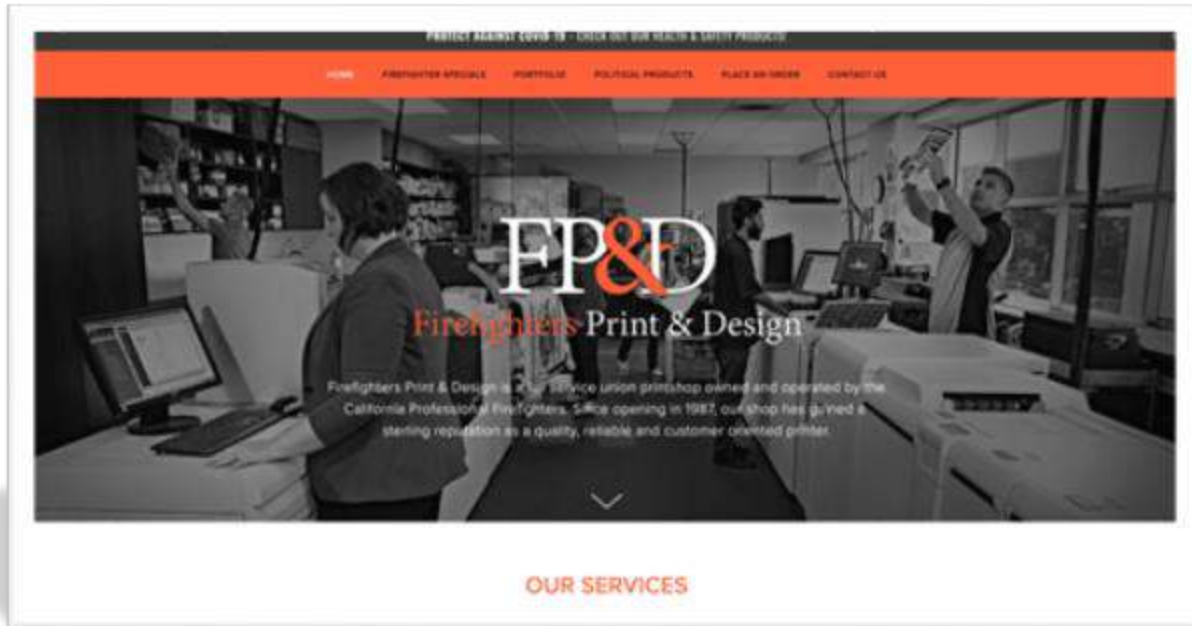
Accessories

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SWAG & Giveaways

- Local Community Businesses and Printers
- Firefighters Print & Design



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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.

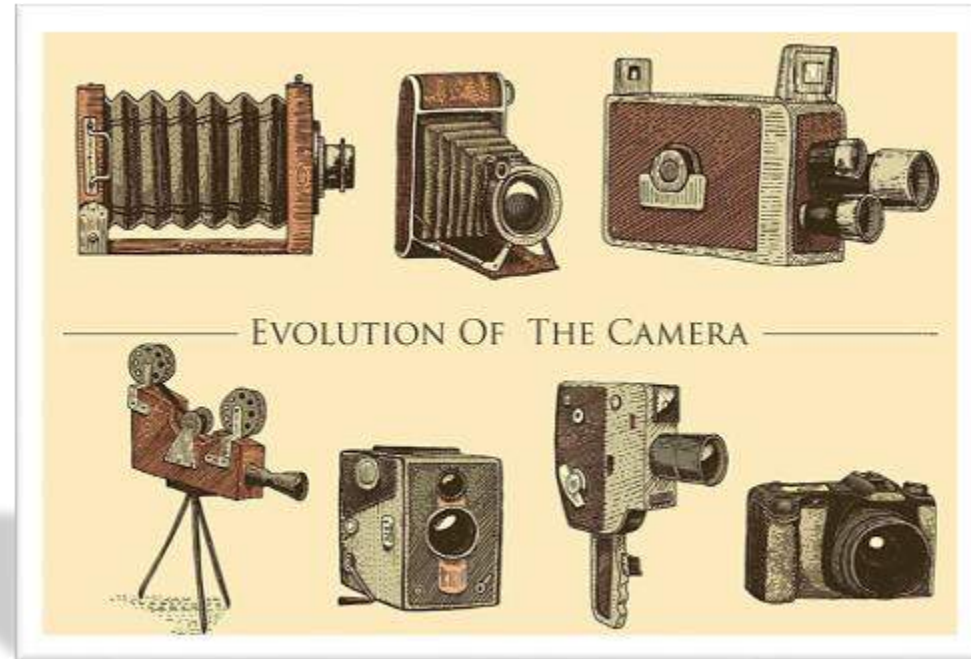




Photo and Video Production



#1 Rule – The Other Other One

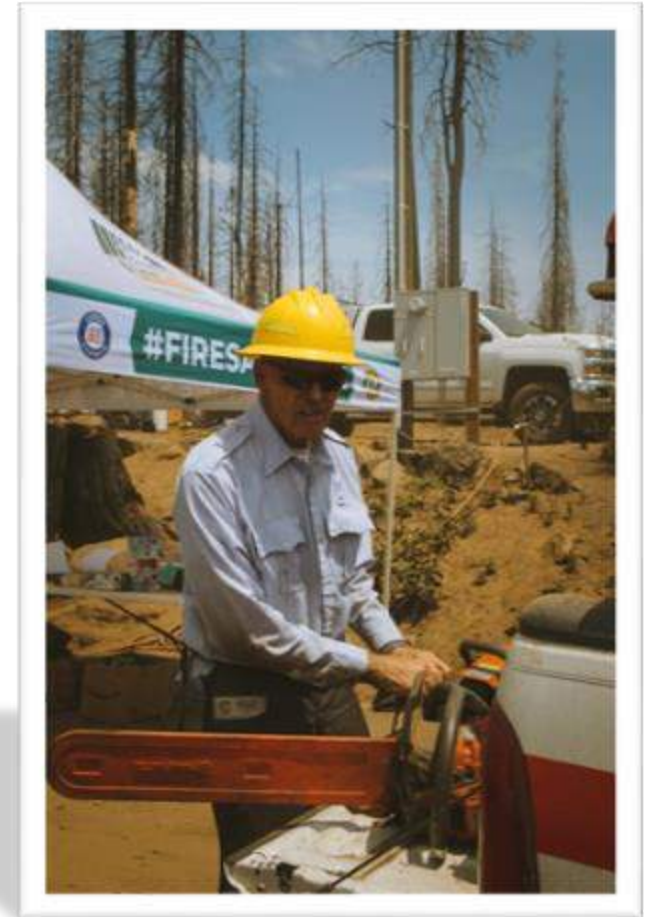
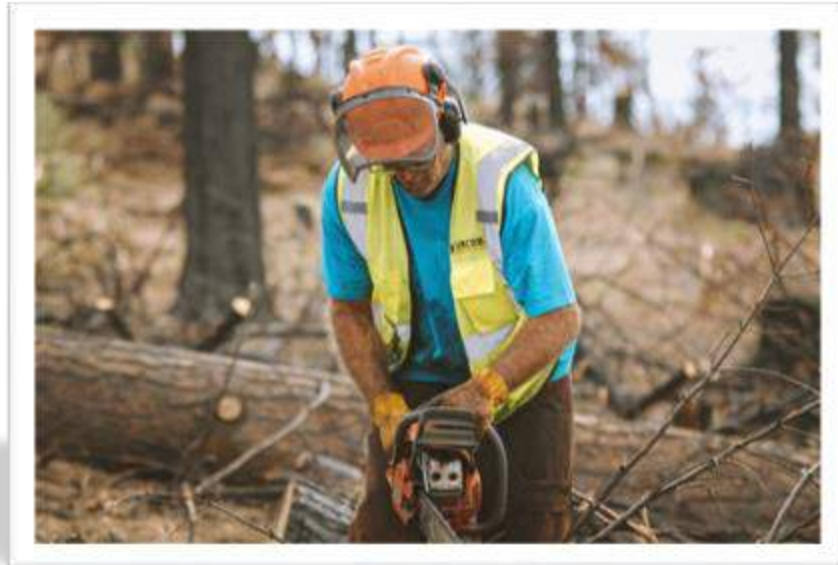
Safety First; Eyes & Ears

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Photo and Video Production

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



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CROWD PHOTO RELEASE

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.



"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."

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Extra Large 40" x 20" Rustic Magnetic A-Frame Chalkboard Sign

With magnetic sign
Use for other purposes

Ask folks first
Remind at event

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Photo and Video Gear

Audio is the most important

- [Headset](#)
- [Rhode phone mic](#)



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Photo and Video Gear

Lighting

- Ambient
- Practicals
- Ring light



subject



Camera



interviewer



Light source



Twitter Accounts to Follow

[@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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Lara N. Popyack
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Megan Katich
mkatich@cafiresafecouncil.org

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remarQ

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remarq

ABOUT

BUZZWORDS TREND. AUTHENTICITY LASTS.

Imagine forging real connections between your customers and your brands. Through unforgettable 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 ourselves in your company culture so deeply, it's as if we're a vested employee.

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Get The Word Out

Community Partnerships

Blog Subjects

Social Media

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





Get The Word Out

Preparing Media Assets for your Events & Programs

- The Press Release
- The Media Alert

Share Your News with Local Media

- Media Training: Highlights
- Media Training: Do's and Don'ts

