

Thurston County Fire Protection District 8

DISTRICT PROCEDURE MANUAL



PROCEDURE TITLE:	District Strategic Communications
PROCEDURE NUMBER:	1-90-PR-01
REVISION:	0
DATE ISSUED/REVISED:	DRAFT
FIRE CHIEF APPROVAL:	

Purpose: To ensure clear, consistent, and transparent communication that builds public trust and aligns messaging for the District’s stakeholders and members in concert with the provisions of *District Policies 1-20 “Access to District Records”, 1-22 “Information Technology & Media”, 1-23 “Social Media & imagery”* and *1-91 “Public Information”*.

1. Key Messages: All District communications will reinforce the following core themes:

- *Who we are* – the District is staffed by a combination of career and volunteer members.
- *Accountability & transparency* – the District is accountable and transparent to its taxpayers.
- *Funding overview* – the community will drive service levels which determine District’s resource requirements.
- *Service trends & community needs* – the District wants its community involved in funding decisions about the service it delivers.
- *Commitment to public safety* – the District is committed to provide reliable response, prevention efforts, and strong service standards.

These key messages will guide all internal and public communications.

2. Communications Outreach Team (“COT”): Under management by the District Secretary, the COT is responsible for planning, coordinating, and implementing the strategic communications plan and program. The Fire Chief shall appoint members of the COT, which may include administrative, operational, and volunteer representatives. The COT will submit regular reports to the Board and Fire Chief detailing its activities and the progress of the District’s strategic communications plan and program.

The COT shall:

- Lead and oversee all District communication activities;
- Ensure accuracy, consistency, and compliance with public agency requirements;
- Meet regularly to plan and schedule communications and evaluate community feedback;
- Coordinate content across publications, media, internal messaging, public outreach, and digital platforms; and
- Maintain communication tools, templates, and records consistent with public records obligations.

3. Communication Methods:

- *Publications:* The District may produce newsletters, fact sheets, and FAQs to inform the public about operations, finances, safety programs, and organizational initiatives.
- *Media Relations:* The District will maintain media contact lists and issue media releases for notable events, service updates, and public education.

- *Digital & Owned Media:* The District website and social media platforms will be used to share accurate, timely information about District services, safety education, financial transparency, and community engagement. All online materials will be archived.
- *Internal Communications:* The Fire Chief or designee will provide regular updates to personnel to ensure accuracy and alignment in District messaging. The COT will support internal education and message consistency.
- *Public Outreach:* The District will participate in community meetings, events, open houses, and presentations to educate residents about services, programs, prevention, and operational needs. Outreach efforts should reflect transparency, accessibility, and engagement with the community.
- *Review & Accountability:* The COT will review the District's strategic communications plan annually and recommend updates to the Fire Chief. All communications must remain factual, non-advocacy and compliant with applicable laws and regulations regarding public meetings and records.

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