

# Thurston County Fire Protection District 8

## DISTRICT POLICY MANUAL



POLICY TITLE:	District Strategic Communications
POLICY NUMBER:	1-70-PO-00
REVISION:	0
DATE ISSUED/REVISED:	<b>DRAFT</b>
BOARD APPROVAL SIGNATURE:	

**Background:** in 2021 District staff worked with a consultant to assist in developing a means for delivering key messages and establishing a strategic communications plan with/for stakeholders. The key messages included:

- “The South Bay Fire Department is staffed by a combination of career and volunteer members”;
- “The South Bay Fire Department is accountable and transparent to its taxpayers”;
- “The community will drive service levels which determine South Bay Fire Department resource requirements” and
- “The South Bay Fire Department wants its community involved in funding decisions about the services it delivers”.

The strategic plan was established that included reference to membership communications, paid communications (e.g. newsletters, direct mail pieces, monthly fire chief reports, volunteer recruitment advertisement), earned media (utilizing media resources, format templates, ballot measure communications, letters to the editor and other editorial messaging), owned media (e.g. website, signage), social media (messaging format and technology), and public outreach (including the Communications Outreach Team--“COT”).

In October 2022, the Board approved the process for engaging in the sharing of key messaging and implementing the processes outlined in the strategic plan.

**Policy:** The District shall maintain a durable strategic communications plan and program under the management and supervision of the District Secretary. The District Secretary will coordinate the administration and operations of the District strategic communications program with the Fire Chief, Assistant Fire Chief and any other staff that may be assigned to the program by the Fire Chief. The Board shall provide an annual budget for the strategic communications program.

The District Secretary shall provide regular reporting to the Board on the administration and operations of the COT and other strategic communications program functions.