

TABLE OF CONTENTS

1. Background
2. Purpose of Plan
 - Goals
 - Objectives
 - Key Messages
 - Target Audience
3. Methods
4. Implementation Action Plan

Appendix

1. Media Kit Content*
 - (11) News Release
 - Radio PSA's
 - Television PSA Story Board
 - Fire Danger & Fire safety 8x11Slicks
2. Media Contact Distribution List

*available in electronic and hard copy

Background

The Angeles National Forest is the backdrop for the greater Los Angeles Metropolitan area, and the home to over 20 million residences. With approximately 10 million visits annually, it is the most heavily visited forest in the national forest system. Visitor travel and recreation corridors are highly concentrated. The assessed valuation of private property located in the wildland/urban interface on the southern boundary of the forest is in excess of 20 billion dollars.

The forest is now in its fifth year of drought. Fire danger ranges from high to extreme for much of the year. The lower intermediate elevations, like most of southern California, have a Mediterranean-type climate, characterized by relatively mild winters with limited precipitation and long hot and dry summers.

Purpose of Plan

The purpose of this marketing communication plan is to assist the Forest with internal and external outreach regarding the changes of the fire danger levels and forest use restrictions that are now more standardized among the southern province.

This will be accomplished through a outreach campaign designed to educate forest users in the greater Los Angeles Metropolitan area of fire danger and forest restrictions that may be in place before visiting Angeles National Forest; hence the slogan, "Know Before You Go ...".

The elements of the campaign such as the slogan, logo's, news releases and PSA's, allow for future expansion of the campaign in educating the public on any forest matter.

The intended use and implementation of this campaign should meet the following objectives.

5A-01-P410-HO

2 of 9

Objective

- Broaden public aware of fire dangers and restrictions on Angeles National Forest.
- Provide a consistent message with other forests in the southern province.
- Decrease the number of human caused fires on the forest.
- Protect the lives of the neighboring and visiting public and firefighters.
- Protect Natural and man-made resources on the forest

Internal Audience Responsibilities/Key Messages

Public Affairs Staff for Angeles NF

- Implement the *Know Before You Go* campaign by distributing media kits to local media and to field personnel and employing other components suggested in the marketing communications plan.
- Use the *Know Before You Go* slogan in future news releases and publications.

Region 5 Public Affairs Staff

- Use this campaign across the region to provide a consistent message. Consistency of a message will make it more successful.

Angeles NF Leadership Team

- Support and encourage use of the *Know Before You Go* campaign to disseminate pertinent information regarding the forest.

Angeles NF Field Personnel

- Distribute the materials provided through this campaign to educate forest visitors on the forest fire danger and current restrictions.

Angeles NF Volunteer Staff

- Distribute the materials provided through this campaign to educate forest visitors on the forest fire danger and current restrictions.

External Audience Key Messages

TV/Radio/Print Weather Person

– Dry conditions have caused escalating fire danger on the Angeles National Forest. Daily Fire Danger updates with weather reports will help prevent fire activity from occurring.

Media Personnel

– Dry conditions have caused escalating fire danger on the Angeles National Forest. Daily Fire Danger updates and safety tips provided to the public will help in eliminating human caused fires.

Adventure Pass Vendors

– Dry conditions have caused escalating fire danger on the Angeles National Forest. Distributing Fire Danger Cards with each Adventure pass, as well as posting *Know before You Go* posters, will increase awareness regarding the dangers on the forest.

Greater Los Angeles Metropolitan Area

– Check the fire danger level and restrictions for the Angeles National Forest before visiting the forest. *Know Before You Go!*

– Fire danger on the Angeles National Forest has escalated. Be sure to take precautions, *Know Before You Go!*

– California campfire permits are required for all campfires outside of developed sites on the Angeles National Forest. Check for local restrictions before venturing to the forest, *Know Before You Go!*

– Campfires and camp stoves may cause fires. Check for local restrictions before venturing to the forest, *Know Before You Go!*

– Catalytic converters, chainsaws and other mechanized equipment without proper spark arrestors may cause a fire. Check for local restrictions before venturing to the forest, *Know Before You Go!*

Campaign Components/Methods

Know Before You Go! Media Kit

- Participation request letter
- 11 News releases
- :15 & :30 Radio PSA’s
- :15 & :30 Television PSA Storyboard
- Fire Danger & Fire Safety 8x11 Slicks
- CD-ROM with camera ready logos and electronic version of media kit content

Angeles NF Web site

- Front page Fire Info. Link on left bar/ Fire Danger, Current Fires, Fire Prevention links on second page/ Three different pages: one with Know Before You Go information such as, updated fire danger info (daily) for the three districts; current fire situation; and Fire prevention page with safety information and publication links.

Angeles NF Information Line

- Develop a phone line (preferably) a toll-free line where visitors can call in to get a recorded *Know Before You Go!* message with fire danger and restrictions and closures.

Know Before You Go! Publications

- Fire Danger Rack Card;
- Fire Danger Tri-fold;
- Media Safety Card.

Know Before You Go! Interpretive Signs

- Develop and post Fire Danger Rating signs in kiosks;
- Post 11x17 *Know Before You Go!* poster designed for the campaign.

Visitors Centers

- Post 11x17 *Know Before You Go!* poster designed for the campaign;
- Develop Interpretative programming and exhibits on fire danger and restrictions.
- Distribute Fire Danger Rack Card with each Adventure Pass sold.

Adventure Pass Vendors

- Post 11x17 *Know Before You Go!* poster designed for the campaign;
- Distribute Fire Danger Rack Card with each Adventure Pass sold.

Campaign Implementation

The *Know Before You Go!* campaign is not a time limited campaign and is designed so it can be used for future forest matters on the Angeles National Forest. The campaign is also designed to be adopted and used through the southern province at other National Forests.

The implementation responsibilities are outlined under the *Internal Audience Responsibilities/Key Messages* section of this plan. It is imperative that each party do their part to properly implement the campaign to ensure it is a success.

Appendix 1. Media Kit Content

The following pages are components of the media kit that was designed for the ***Know Before You Go!*** campaign. All hard copies found in this appendix, can also be found in electronic format on an accompanying CD-ROM to the kit.

Appendix 2. Media Contact List

5A-01-P410-HO
9 of 9