

CDF MASS MEDIA FIRE PREVENTION PROGRAM **(1987)**

9132

Due to the massive task of imparting fire safety awareness to the people of California, CDF has implemented a policy of contracting with a private sector public relations firm for development of an effective radio, TV, and newspaper fire prevention campaign to reach the large number of people in California that live in or frequently use the wildland areas. The goal of the contract is to educate, inform, and enlist the aid of the public regarding the safe use of fire and to broaden their awareness of the many facets of fire prevention techniques and technology. This will be accomplished through the following methods:

- Pre- and post-campaign public surveys, focus groups or other research and evaluation techniques.
- A multi-faceted campaign tailoring specific prevention messages to specific audiences.
- Production of television, radio, and printed public service messages.
- Production of brochures, billboards, and transit posters.
- Development of prepared scripts and audio-visual programs for use in civic group presentations.
- Proposals for involvement of public and private sector interests.
- Performance for involvement of public and private sector interests.
- Proposals for use of volunteers.
- Provision of editorial and graphic design services.
- Distribution and marketing of media products.
- Proposals for training and/or orientation of CDF personnel in the substance and techniques of the program.
- Recommendations for the integration of the program into the ongoing departmental operations.

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