



SOUTH WHIDBEY FIRE/EMS
Communications Planning Call
Tuesday, September 19, 2023
10:00 a.m.

AGENDA

WELCOME & INTRODUCTIONS

DISCUSSION: DEVELOPING KEY MESSAGES/COMMUNICATIONS PLAN

- Facts/Figures:
 - Fire levy rate history
 - 0.95/\$1000 approved in 2020
 - 0.84 is current
 - 2024 projection
 - Projected rate/proposed lift
 - Goals/Needs/Costs
 - Call volumes (10 years)
 - Population/growth

- Communication Assets
 - Newsletter
 - Direct mail
 - Releases/Media list
 - E-news
 - Website
 - Social Media
 - Station Signs
 - Newspaper ads
 - Video

- Liabilities

REVIEW LOGISTICS

- Confirm process and approval
- Media release disbursement
- Social media posts
- Website updates
- Printing/Production
- Logos and current photos
- Communications group

ITEMS FOR FOLLOW-UP

DISCUSS: Next call on Tuesday, October 10, 2023 at 10 a.m.?