



## **Weather Channel Web-Crawl Public Notification Fort Frederica National Monument, Georgia National Fire Plan – Community Assistance**

In March 2005, Fort Frederica National Monument found an innovative approach to inform the public about a planned prescribed fire. Since there is no local news affiliate in the Brunswick, Georgia area, park staff decided that the local cable company, Adelphia might be a way to get the word out.

Originally the plan was to use the “blue pages” or public service announcement channel, but the park was informed that this was a new service and was not yet fully operational. While speaking with the local sales manager it was suggested that the announcement could be aired on a space available basis at the bottom of select local weather forecasts on The Weather Channel, Adelphia Channel 31. The message would reach 22,000 subscribing households in Glynn County, Georgia and 2,000 subscribing households in Yulee, Florida. The message read as follows:

*--Good Day! Here's a Public Service Message from Adelphia Media Services...The National Park Service will be conducting a prescribed fire at Fort Frederica National Monument on Wednesday, March 23<sup>rd</sup>. Call 638-3639 for more information.*

The message aired from March 11, 2005 through March 23, 2005. Despite the fact that due to wet weather, Fort Frederica's prescribed fire did not occur as planned, this served as an excellent outreach method to inform local residents as well as visitors to the area about the planned burn.

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