



2003 - North Carolina Media Campaign

The North Carolina Division of Forest Resources (DFR) developed a media campaign to educate residents about the state's extreme wildfire problem. The campaign includes four radio messages on how people can reduce the number of wildfires and use simple landscaping techniques to protect their property from wildfires. The radio campaign was funded by the National Fire Plan and includes:

- information on the wildfire problem, the Firewise program, and tips on burning debris safely
- a network of 78 radio stations to reach a wide audience
- radio spots with professional voicing and dubbing
- website links to help people find more information
- messages in both English and Spanish

This radio campaign is an excellent way for residents to learn about the growing problem of wildfires in North Carolina. The campaign reiterates through multiple radio messages in each area of North Carolina an important fact: as the state's population grows, so, too, does residents' risk from wildfires.

For the campaign, the DFR contracted with the North Carolina News Network, an agency that specializes in creating and distributing radio messages to its network of radio stations in the state. Two 30-second messages focus on debris burning – the state's top cause of wildfires – and the growing number of homes in the urban interface. Two 60-second messages use testimonial-type voicing to introduce listeners to Firewise. All four messages conclude by crediting the sponsors – the National Fire Plan and the DFR – and noting the www.ncfirewise.org website where people can find more information about prevention. The campaign runs March 21 - April 21, the peak of spring fire season, and August 29 - September 9, before fall fire season.

The DFR uses the media campaign to:

1. expand education efforts on the wildland/urban interface and wildfire prevention
2. educate people through repeated messages on the same radio stations in rural and urban areas most affected by wildfire
3. introduce more people to Firewise and our accompanying website: www.ncfirewise.org

Early on, the campaign reached an audience of approximately 1.2 million listeners aged 18 and over – and should reach about 1 million people in the late summer. The ads run weekdays during morning and evening drive times – when radio draws its largest audiences. They run seven times each on 78 radio stations. With frequent air time on each station, the DFR hopes to reach about 12 percent of North Carolina's population and offer people vital prevention and suppression messages.

For more information contact:

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