

The Public Relations Committee was officially reactivated at the 2015 CSFA Conference Board Meeting and consisted of Chair Person Joe Stewart, Monty Gerhart, Gary Giacomo and Anne Mullinax. Northern Division Director Jeff Gilbert has served as the Board liaison for the Committee. After several months of weekly conference call meetings, the purpose and goals of the Public Relations Committee were presented to the Board of Directors at their January 2016 meeting. The purpose and goals were approved by the Board.

The purpose of the Public Relations committee is to promote the California State Firefighters' Association, distribute the message of CSFA to the public about the needs of the California Fire Service and educate the fire service about the benefits the California State Firefighters' Association provides.

The public relations committee worked closely with the Retirement Issues Committee to launch webpages dedicated to retirees and their needs. The Committee launched a Facebook page for the Retirees. The Committee worked with the Retirement Issues Committee to develop marketing strategies to grow their reach. The Committee worked with the Retiree's Committee to promote Social Media for Emergency Management along with Social Media 101 throughout the state. "In all my years of dealing with CSFA I have never seen or heard of what is being or can be done by our marketing team. I would match our team to anyone out there" – Ken Wuchner, Retirement Issues Committee Chairperson

The Public Relations Committee secured advertising money from the various SAFER Grants to promote both Live Fire training and Recruitment and Retention training. Leveraging SAFER Grant funds to boost social media posts created larger reach for what had previously been posts that did not gain much traction. The use of SAFER marketing money was able to help grow our Connection Email data base along with increased exposure to the annual CSFA Conference. The Committee also was able to use money from California Causality. They were able to get additional exposure for a marketing campaign and we were able to get increased reach on our Facebook. More importantly we were able to use their money to grow our Instagram followers during the beginning of our Instagram growth campaign

The Public Relations Committee strives to work to closely with all the committees and the Association as a whole to promote "our message". The Committee has increased cross platform promotion from traditional marketing material in the Magazine to Social Media and vice versa. The committee has been posting older photos on social media under the "Throwback Thursday" saying. We have increased postings about member benefits and job posting within the fire service.

The Public Relations Committee was asked by Adapt to investigate developing a smart phone application using SAFER money. The committee was able to work closely with California Causality and Adapt to develop the smart phone application. We hope to launch the smart phone application in the 1st quarter of 2017.

Social Media growth	2015	2016	Increase
Facebook:	32,404	41,921	29%
Instagram:	511	7435	1,354%
Twitter:	230	306	33%
Email Growth			
Active Member	9,082	9,482	4%
Connection	14,418	16,603	15%

Respectfully Submitted
Joe Stewart – Public Relations Committee