

Program Description

The **Media Services department** provides a variety of media tools that help train TVF&R employees, educate the public, and promote District programs and initiatives. These tools are delivered throughout the District via District TV (DTV), the web, and in the classroom. Topics include, but are not limited to **fire suppression, emergency medical services, safety, training, prevention, public education, and District communications**. In addition, the department provides **programming and public service announcements** for broadcast and cablecast television stations in the local community. These media programs equate to hundreds of hours of training, education and information for career and volunteer firefighters, as well as administrative and support staff, and at times, the community at large.

Programming highlights include:

- Safety Matters
- Operations and Safety Update
- Hittin' the Streets (EMS and Fire information)
- ALS and BLS classes
- Prevention Update
- Hazardous Materials
- Emergency Preparedness
- Human Resources
- Financial Planning
- Training Update
- Wildland Firefighting Update
- Public Education

Media Services uses a variety of media tools including: **live call-in shows, taped playback programs, computer downloads, and web-based distribution**. In addition to operating DTV, Media Services provides media support, graphics, and also maintains a District video library, Media Services web page, and limited audio-visual equipment available for check out.

Media Services, continued

Budget Summary

Expenditures	2004-05 Actual	2005-06 Actual	2006-07 Budget	2007-08 Adopted Budget
Personnel Services	\$163,738	\$171,347	\$177,511	\$172,624
Materials and Services	33,757	34,246	49,500	49,150
Total Expenditures	\$197,495	\$205,593	\$227,011	\$221,774

Personnel Summary

Position	2004-05 Actual	2005-06 Actual	2006-07 Budget	2007-08 Budget
Media Manager	0.50	0.50	0.50	0.50
Media Producer	1.00	1.00	1.00	1.00
Total FTE	1.50	1.50	1.50	1.50

Note: The Video Production Manager is split between Media Services and the Public Education cost center.

2007-08 Significant Changes

Personnel Services budget was increased to cover actual and projected step and merit raises. Within Materials and Services, the cost of cable access for video is budgeted in account 5437.

Status of 2006-07 Performance Measures

Produce an introduction to TVF&R for the Community Academy. Measured by: completion of the project. Due: Spring 2006. *Completed.*

Produce a "high-impact" vehicle extrication informational video for the public. Measured by completion of the project. Due: Summer 2006. *Completed.*

Produce a Safety Matters cable show. Topics include District funding, EMS and fire response, and escape planning. Measured by completion of the project. Due: Fall 2006. *Completed.*

Produce an Apparatus Operator training video. Measured by completion of the project. Due: Fall 2006. *Postponed to 2007.*

Produce a “response aids” training video. Measured by completion of the project.

Due: Spring 2006. *Completed.*

Produce the annual Communicable Disease Update training video. Measured by completion of the project. Due: Fall 2006. *Completed and on-going.*

Produce a new Wellness program with the coordinator to promote wellness throughout the District. Measured by completion of the project. Due: Summer 2006. *Completed and on-going.*

Produce programs that support and inform staff. Measured by completion of 12 Chief’s Corners, ten OPS updates, and eight “We Make It Happen/Prevention” programs. Due: 2006-2007. *Completed and on-going.*

Produce programs in all areas of prevention for staff and the public. Measured by completion of internal and external programming. Due: 2006-2007. *Completed and on-going.*

Additional 2006-07 Accomplishments

Training tools produced:

- New Wildland Fire Shelter
- Hose Loads
- Forcible Entry
- 1660 Slideshow and Retirees
- ROC project
- Seattle Stair Climb
- Emergency Preparedness Kit
- Water Rescue Training
- Stand Down for Safety
- Scene Preservation
- MDA - Fill the Boot
- Firefighter Self Rescue
- HemCon
- Vertical Ventilation
- Elder Abuse
- Fire Safer Cigarette
- HR Updates: Insurance, Benefits, PERS, Stress Management

Media Services, continued

Service Measures

	2003-04 Actual	2004-05 Actual	2005-06 Actual	2006-07 Actual
Live/Taped Studio Playback Hours				
General Fire Suppression Training	435	300	225	230
Emergency Medical Services Training	320	245	222	250
Internal Communication	320	350	334	300
Safety Programming	130	100	90	56
Total Hours	1,205	995	871*	836*

* Programs are now also available on the Media Services Web page, 24/7, as well as DTV.

2007-08 Service Level Objectives

- **Objective: Produce an Apparatus Operator training video.**
Goal: VI
Service Type: Core
Measured By: Completion of the project

- **Objective: Produce general programs that inform staff. (Chief's Corner, OPS and Safety Update, Prevention Update, Public Education, etc.)**
Goal: I, II, II, IV, V, VI, VII, VIII
Service Type: Essential
Measured By: Completion of the programs

- **Objective: Produce a Communicable Disease Update training video.**
Goal: IV
Service Type: Core
Measured By: Completion of the program

- **Objective: Produce a HazMat training video.**
Goal: IV
Service Type: Core
Measured By: Completion of the project

- **Objective: Produce a Large Area Search Bag Deployment Program**
Goal: VI
Service Type: Essential
Measured By: Completion of the program

2007-08 Key Objectives for Change Strategies

▶ **Improve web-based media content delivery system**

Primary Goal: I, VI

Anticipated Budget Impact: Resource Neutral

Key Tasks

- Research new and existing product
- Match with institutional need
- Make recommendation to Technology Assessment Group
- Provide demonstration products for assessment
- Implement products

	Actual Prior FY 2005	Actual Prior FY 2006	Budget Prior FY 2007	Budget Proposed FY 2008	Budget Approved FY 2008	Budget Adopted FY 2008
10451 General Fund						
5002 Salaries & Wages Nonunion	84,013	91,192	97,161	100,189	100,189	100,189
5004 Vacation Taken Nonunion	8,279	8,343	9,609	9,909	9,909	9,909
5006 Sick Taken Nonunion	4,552	2,313				
5008 Personal Leave Taken Nonunion	752	426				
5015 Vacation Sold	683		2,053	2,117	2,117	2,117
5021 Deferred Comp Match Nonunion	1,334	1,398	1,602	1,651	1,651	1,651
5201 PERS Taxes	21,426	24,152	26,246	22,135	22,135	22,135
5203 FICA/MEDI	7,513	7,824	8,888	8,931	8,931	8,931
5206 Worker's Comp	2,726	1,977	2,498	2,510	2,510	2,510
5207 TriMet/Wilsonville Tax	614	651	755	759	759	759
5208 OR Worker's Benefit Fund Tax	44	43	55	55	55	55
5211 Medical Ins Nonunion	21,138	22,059	22,484	16,432	16,432	16,432
5221 Post Retire Ins Nonunion	618	848	1,200	900	900	900
5230 Dental Ins Nonunion	3,194	3,450	3,596	2,778	2,778	2,778
5240 Life/Disability Insurance	1,036	1,184	964	978	978	978
5270 Uniform Allowance	56	67	400	400	400	400
5295 Vehicle/Technology Allowance	5,760	5,420		2,880	2,880	2,880
Total Personnel Services	163,738	171,347	177,511	172,624	172,624	172,624
5300 Office Supplies	121	291	300	100	100	100
5301 Special Department Supplies	608	1,570	3,000	5,500	5,500	5,500
5330 Noncapital Furniture & Equip	713	4,565	1,300	1,000	1,000	1,000
5340 Software Expense/Upgrades	1,053					
5350 Apparatus Fuel/Lubricants	174	159	500	300	300	300
5367 M&R Office Equip	700	154	2,000	1,000	1,000	1,000
5368 M&R Computer Equip & Software	174	29	500	500	500	500
5414 Other Professional Services	3,758	550	11,700	12,000	12,000	12,000
5415 Printing	12					
5417 Temporary Services		1,416				
5430 Telephone	975					
5437 Cable Access	24,290	23,573	27,000	25,000	25,000	25,000
5461 External Training	234		1,000	1,500	1,500	1,500
5462 Travel and Per Diem	367	1,400	1,200	1,500	1,500	1,500
5500 Dues & Subscrip	508	533	600	600	600	600
5570 Misc Business Exp	70	6	400	150	150	150
Total Materials and Services	33,757	34,246	49,500	49,150	49,150	49,150
Total General Fund	197,495	205,593	227,011	221,774	221,774	221,774
22451 Capital Improvement Fund						
5630 Office Equip & Furn	2,334					
Total Capital Outlay	2,334					
Total Capital Improvement Fund	2,334					
Total Media Services	199,829	205,593	227,011	221,774	221,774	221,774

Program Description

The District's **Public Education** program was implemented in 2002, to provide consistency and continuity throughout the District on all educational materials delivered to the public. Public Education tools are developed for community distribution and training is provided to staff on how to deliver the educational messages and what products to use to reinforce the teachable moment.

The District's Public Education Program is:

- A priority for TVF&R and its employees
- Coordinated District-wide
- Targeted on issues according to District-wide incident data and foundational fire service messages
- All-hazard
- Incorporated into community specific messages for events and programs
- Designed to be proactive in addressing issues and trends
- Fostering excellence

The Public Education Program provides staff with a variety of educational tools, including the following:

- Case studies
- Brochures and handouts
- Educational DVDs
- A Safety House
- Give-aways
- Incident driven data
- Internal marketing and communication plan
- Pub Ed resource web page (Intranet)
- Public Education/safety campaign calendar
- Public Service Announcements (PSAs)
- Research
- Redi-Kits
- Station Tour Guides

The topics for educational instruction are accompanied by support materials, including brochures, handouts, DVDs, and other tools. Topics include:

- Burn Prevention
- Emergency Preparedness
- General Home Fire Safety and Prevention
- Heating Equipment Safety
- Home Fire Extinguisher use
- Home Smoke Alarms and Fire Escape Planning
- Juvenile Firesetting
- Kitchen Fire Prevention
- Pediatric Fall and Injury Prevention
- Residential Fire Sprinklers
- Senior Fall and Injury Prevention
- Youth Fire Safety

Public Education, continued

Budget Summary

Expenditures	2004-05 Actual	2005-06 Actual	2006-07 Budget	2007-08 Adopted Budget
Personnel Services	\$78,985	\$78,619	\$95,502	\$100,420
Materials and Services	29,978	23,155	44,450	49,700
Total Expenditures	\$108,963	\$101,774	\$139,952	\$150,120

Personnel Summary

Position	2004-05 Actual	2005-06 Actual	2006-07 Budget	2007-08 Budget
Media Manager	0.00	0.50	0.50	0.50
Total FTE	0.00	0.50	0.50	0.50

2007-08 Significant Changes

Personnel services includes overtime for staffing weekend and evening public education events by union line personnel and other full-time staff.

Community Education Materials, account 5481, reflects funding for public education give-aways and public education materials of \$38,000. Account 5415, Printing (\$5,000) and account 5484, Postage (\$3,000) are for printing of all brochures, direct mail pieces, posters, etc., and direct mail to apartment complexes within the District.

Status of 2006-07 Performance Measures

Market the Safety House to third grade classrooms in the community. Develop letter and reservation form. Measured by: School participation. Due: Rollout spring of 2006. *Ongoing.*

Train District staff on the four additional lesson plans for the Safety House. Measured by: Implementation. Due: One each quarter (spring, summer, fall, winter of 2006). *Changed to four key messages. Ongoing.*

Implement the four lesson plans into the Safety House. Measured by: Staff using the new lesson plans in the house. Due: One each quarter. *Completed. Four key messages implemented.*

Develop a feedback and/or survey tool to use in the Safety House for the schools and children to use who attend the safety sessions. Measured by: Schools and children who use the forms. Due: Rollout spring of 2006. *Completed.*

Create and develop educational messages for the Safety House. Measured by: Development of product. Due: Summer 2006. *Completed.*

Develop a uniform standard for the Safety House. Measured by: Design and purchase of uniform shirts. Due: Rollout spring of 2006. *Completed.*

Continue to support the Community Academy with Public Education information. Measured by: Academy participation. Due: *Completed and on-going.*

Continue working with corporate sponsorships on educational campaigns using television, radio, and print. Measured by: Campaign implementation. *On-going.*

Additional 2006-07 Accomplishments

- Driving/towing training for the Safety House.
- Conducted pre- and post-surveys with apartment landlords on their fire and life safety attitudes.
- Created, developed, and designed a Smoke Alarm awareness billboard campaign.
- Developed eight educational posters on the dangers of smoke, smoke alarms, and escape planning for use in schools and the Safety House.
- Presented at the Oregon Life Safety Team (OLST) on the Apartment/Landlord Fire and Life Safety education training program, and at four landlord training sessions.
- Continued Grant Management - This included financial reports, grant reports, close-out reports, research, developing surveys and key messages, program implementation, delivery, and marketing.
- Implemented the Wildland fire portion of the Assistance to Firefighters grant.

Public Education, continued

- Targeted Safety Messages/Safety Events - Focused on Kitchen Fire Safety and Wildland Fire information for adults and Escape Planning and Smoke Alarm information for children. Venues included events in schools, malls, fairs, etc., in the cities of Tigard, West Linn, Sherwood, Tualatin, Beaverton, and Wilsonville.
- Created educational PSAs, including Kitchen Fire safety, Smoke Alarms, and Emergency Preparedness.
- Produced six educational video stories on various safety topics for the new cable show, *Parenting Today*.
- Created, developed, and designed a Sprinkler awareness billboard campaign.
- Implemented Redi-Kit Updates and reviewed and updated all District brochures.
- Participated with the Clackamas County Co-Op in county-wide Wildfire campaign and burn ban information.
- Participated in the Clackamas County Fair, Safe Kids Day at the Zoo and the Rose Festival, and with the Metro Injury Prevention group including the Holiday Safety Fair.

Service Measures

	2003 Actual	2004 Actual	2005 Actual	2006 Actual	2007 Projected
Fire Safety House Events					
Total Number of Events	21	38	48	47	50
Total Attendance	2,225	2,513	3,042	3,516	3,600
Public Education Events					
Burn Prevention, CPR/First Aid, Career Info/Ride Along, Emergency Preparedness, Fire Extinguisher Use, General TVF&R Information, General Home Fire Safety, Heating Equipment Safety, Home Fire Escape Planning, Home Smoke Alarms, Kitchen Fire Prevention, Pediatric Fall/Injury Prevention, Residential Sprinklers, Seasonal Safety, Senior Safety/Fall Prevention, Youth Fire Safety	717	580	635	625	630
Total Attendance	23,228	23,418	24,378	20,801	22,000

2007-08 Service Level Objectives

- **Objective: Add fourth graders to our educational campaign to reach children in our local schools. This outreach will continue to include third graders.**

Goal: III, I

Service Type: Essential

Measured By: Number of third and fourth graders able to demonstrate proper actions to take during a fire.

- **Objective: Create and develop educational messages for TV, radio, print, the Safety House, and internal and external use.**

Goal: III, I

Service Type: Essential

Measured By: Development of products

- **Objective: Continue working with corporate sponsorships on educational campaigns.**

Goal: III, I

Service Type: Essential

Measured By: Campaign implementation

- **Objective: Offer a Safety House employee training to employees who are interested in working with children.**

Goal: III, I

Service Type: Essential

Measured By: Increased number of employees certified to work in the Safety House

- **Objective: Offer a Safety House driving/towing training to employees who are interested in working and driving the Safety House to events.**

Goal: III, I

Service Type: Essential

Measured By: Increased number of employees certified to tow the Safety House

2007-08 Key Objectives for Change Strategies

- **Expand fire safety education for school-aged children**

Primary Goal: III, I

Anticipated Budget Impact: Resource Neutral

Key Tasks

- Develop a database on the name/number of schools, apartment complexes and children who have visited the Safety House.
- Announce Safety House offering.
- Schedule events.
- Produce poster give-aways for student visitors.
- Implement survey to track before and after knowledge and attitudes on fire safety issues.
- Enter survey information into database.
- Survey teachers on the Safety House use and effectiveness.
- Analyze the data to determine future lesson plans and key messages.

- **Target kitchen fire safety education to youth**

Primary Goal: III, I

Anticipated Budget Impact: Resource Neutral

Key Tasks

- Contact key partners.
- Develop a database.
- Research and develop curriculum.
- Test the curriculum.
- Implement curriculum and train District staff.
- Announce class offerings.
- Schedule class offerings.

	Actual Prior FY 2005	Actual Prior FY 2006	Budget Prior FY 2007	Budget Proposed FY 2008	Budget Approved FY 2008	Budget Adopted FY 2008
10460 General Fund						
5002 Salaries & Wages Nonunion	32,902	33,132	35,203	36,691	36,691	36,691
5004 Vacation Taken Nonunion	4,445	3,061	3,482	3,629	3,629	3,629
5006 Sick Taken Nonunion	1,986	1,023				
5008 Personal Leave Taken Nonunion	410	426				
5015 Vacation Sold	683		744	775	775	775
5021 Deferred Comp Match Nonunion			580	605	605	605
5120 Overtime Union	15,463	20,278	26,000	24,000	24,000	24,000
5121 Overtime Nonunion	1,443	259	5,000	3,000	3,000	3,000
5201 PERS Taxes	11,896	13,322	16,041	13,571	13,571	13,571
5203 FICA/MEDI	4,381	4,431	5,432	5,476	5,476	5,476
5206 Worker's Comp	4,604	1,202	1,527	1,539	1,539	1,539
5207 TriMet/Wilsonville Tax	360	372	462	465	465	465
5208 OR Worker's Benefit Fund Tax	23	21	24	23	23	23
5211 Medical Ins Nonunion				5,477	5,477	5,477
5221 Post Retire Ins Nonunion				300	300	300
5230 Dental Ins Nonunion				926	926	926
5240 Life/Disability Insurance	363	244	257	263	263	263
5270 Uniform Allowance	26	818	750	800	800	800
5295 Vehicle/Technology Allowance		30		2,880	2,880	2,880
Total Personnel Services	78,985	78,619	95,502	100,420	100,420	100,420
5300 Office Supplies	247	47	200	700	700	700
5301 Special Department Supplies	68	56	100	200	200	200
5400 Insurance Premium	19					
5415 Printing		252		5,000	5,000	5,000
5461 External Training	75	375	1,000	1,000	1,000	1,000
5462 Travel and Per Diem	187	53	1,000	1,500	1,500	1,500
5471 Citizen Awards			200			
5481 Community Education Materials	29,066	22,099	41,000	38,000	38,000	38,000
5484 Postage, UPS & Shipping				3,000	3,000	3,000
5500 Dues & Subscrip		35	200	100	100	100
5570 Misc Business Exp	316	238	750	200	200	200
Total Materials and Services	29,978	23,155	44,450	49,700	49,700	49,700
Total General Fund	108,963	101,774	139,952	150,120	150,120	150,120
22460 Capital Improvement Fund						
5615 Vehicles & Apparatus	10,000					
5620 Firefighting Equip			7,000			
Total Capital Outlay	10,000		7,000			
Total Capital Improvement Fund	10,000		7,000			
25460 Grants Fund						
5120 Overtime Union			8,400			
Total Personnel Services			8,400			
5414 Other Professional Services		29,215	25,000			



	Actual Prior FY 2005	Actual Prior FY 2006	Budget Prior FY 2007	Budget Proposed FY 2008	Budget Approved FY 2008	Budget Adopted FY 2008
5415 Printing		25,289	13,476			
5481 Community Education Materials			25,029			
5484 Postage, UPS & Shipping			19,690			
5570 Misc Business Exp			7,340			
5572 Advertis/Public Notice		23,389				
Total Materials and Services		77,893	90,535			
5615 Vehicles & Apparatus		56,370				
Total Capital Outlay		56,370				
Total Grants Fund		134,263	98,935			
Total Public Education	118,963	236,037	245,887	150,120	150,120	150,120