

RACE & Fort McMurray

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RACE FORMULA

RESEARCH

Primary and secondary research allows you to understand your audience and helps you identify what they need to know.

ANALYSIS

This stage involves analyzing the data collected in the research phase and using it to help you create a strategic communications plan. This is important in order to get your message out in the best way possible.

COMMUNICATION

It is important to build a two-way communication between the receiver and deliverer of the message. If the information was just put out there, anyone would be able to interpret it, which could cause future problems.

EVALUATE

This is the most important stage since it allows you to see whether or not your campaign was a success.

*DO YOU THINK THAT THE
RACE FORMULA IS
OUTDATED?*

FORT MCMURRAY FIRE CRISIS

WHAT HAPPENED

- On May 3 over 90,000 people were evacuated from their homes due to a wildfire
- Within the first few days of the wildfire, over 1,800 homes and buildings were destroyed
- Although no official cause has been determined, the fire is suspected to be man-made
- There were only 2 deaths, due to exhaustion during the evacuation
- With only 2 highways out of the city, citizens were very limited during the evacuation, those north of the Athabasca river went north and others south
- CBC and local radio stations were essential during the evacuation phase until they too were evacuated
- Twitter was the go to source for media during the crisis
- The Regional Emergency Operations Center (REOC) team were the only people allowed on the ground and often worked 30-40 hours straight
- Due to short staff, communication efforts were limited and focus had to be on one platform (Twitter)

Fort McMurray Crisis



TIMELINE

FORT MCMURRAY FIRE CRISIS



MAY 1

Wildfire began southwest of Fort McMurray



MAY 3

Mandatory city-wide evacuation
4PM



JUNE 1-15

Residents began re-entry



JULY 4

Wildfire declared under control



AUGUST 2

Wildfire declared as extinguished



(Handwritten notes on a whiteboard, including items like "Contractor Safety Plan - John", "Show plan/script - David", "Local media briefing - John", "Welcome plan/demos - David", "Safety info briefing - John", "Re-entry plan - Erica", "On A Script - David", "Volunteer sign - John", "Entry package - Nicole/Ben", "Float for Parades - TRB", "Location of Plan - Services", "Re-entry plan - POC", "Safe, Pleasant, Together signs - Rob", "Cross safety message", "Traffic", "No RTs", "No personal vehicles")

Daily Communication Efforts

- News conferences
- Telephone briefings
- Briefing docs
- Posters
- Q&A scripts
- Texts
- Twitter/Facebook updates
- Daily Videos - based on what people were asking in the messages that day

*DO YOU AGREE WITH THEIR
CHOICE TO FOCUS ON JUST
TWITTER?*

Communication Challenges

Keeping up with communication initiatives during the evacuation

Government cooperation leading to delays due to the approval process

Providing incorrect information to the public



RE-ENTRY CAMPAIGN

T-Shirts

Street Banners

Red Ribbons

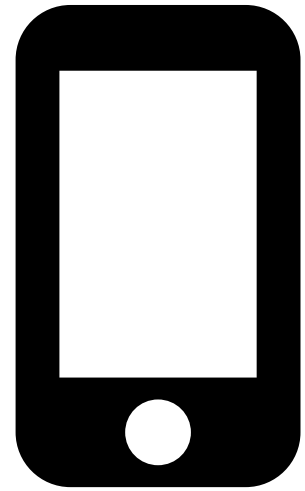
"We are here, we are strong" -Darby Allen



RE-ENTRY RULES

Wildfire no longer poses as a threat.
Local government and essential services re-established.

EVALUATION



6,619
Text Subscribers



3,569
Tweets
13,824%
Views Increase



6-7
Months Worth of
Traffic in 2



453%
Views Increase

77

News Releases

10

Media Briefings/News
Conferences

Countless

Media Requests

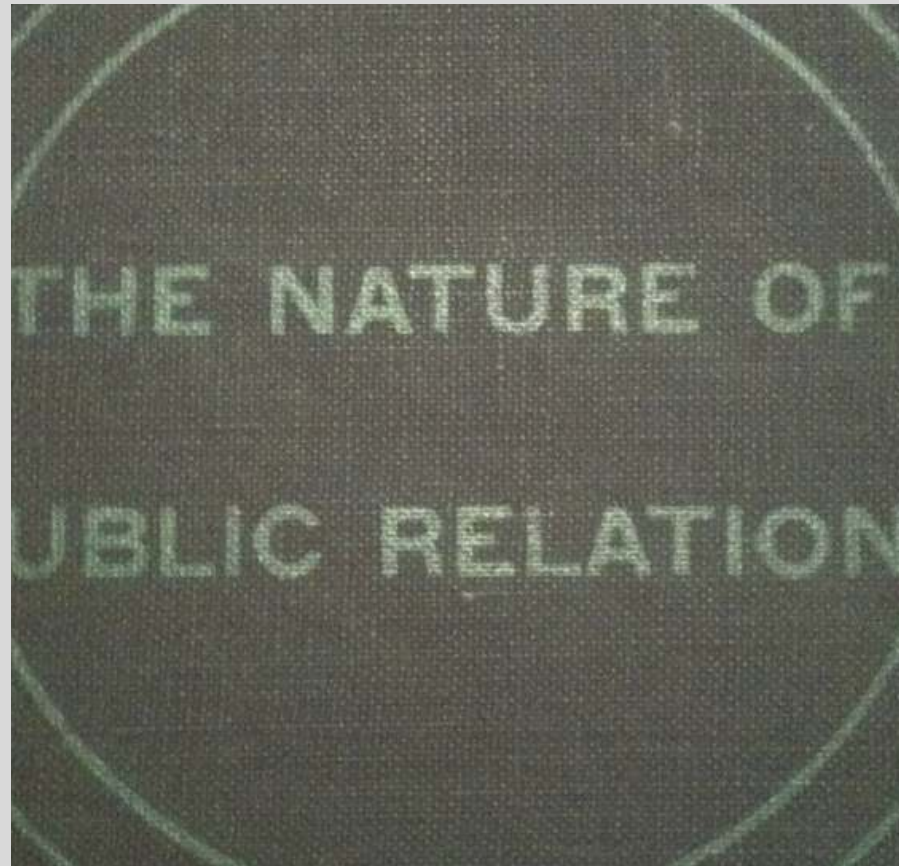
1+ billion

More Impressions

A dark, sepia-toned photograph of a road scene. In the foreground, a white van is driving away from the viewer on the right side of the road. To the left, a signpost is visible with a sign that reads "RIGHT LANE MUST EXIT 1/2 MILE". The background shows a road with a guardrail and a line of trees. A large, semi-transparent white circle is overlaid on the center of the image, containing the text "Is the RACE formula outdate?".

*Is the RACE formula
outdate?*

How The RACE Formula Evolved



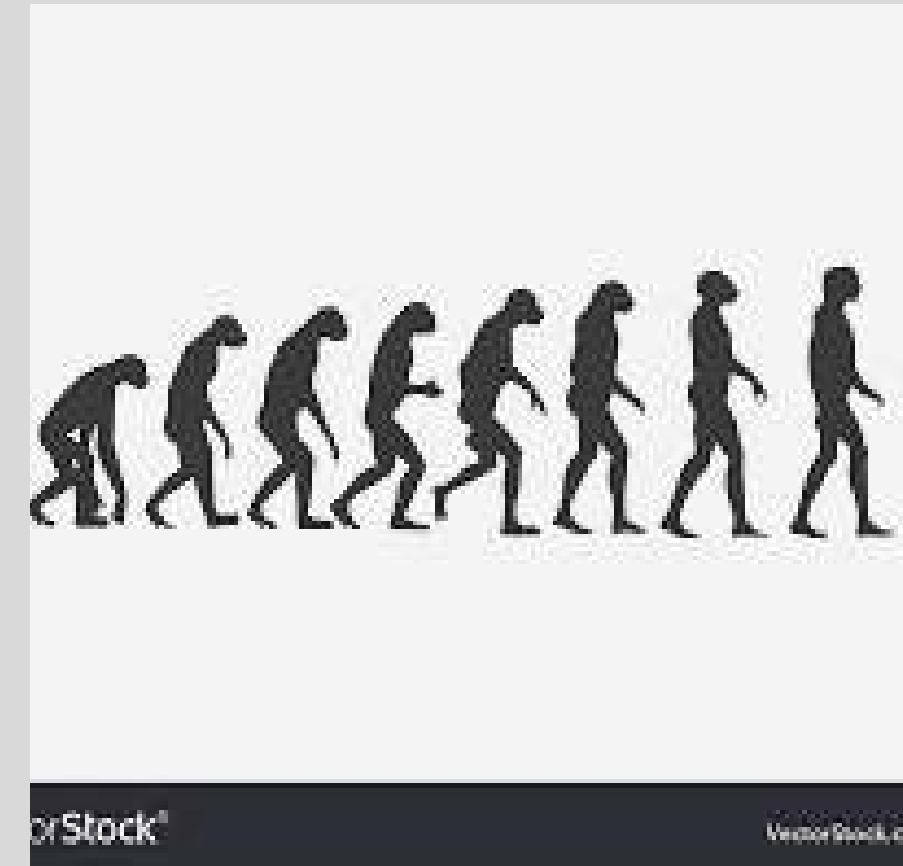
R-A-C-E

Instead of using the RACE formula step by step, most practitioners are finding it more useful to use all the steps at the same time.



FEEDBACK

There is now the opportunity to get constant feedback in order to learn how to best communicate with the public during the campaign, not just at the end.



CONSTANT EVOLUTION

Due to the nature of crises, you cannot use previous plans since everything is always changing. There is no exact structure that guarantees success while using the RACE formula.

Thank You