



City of Lawrence

**Communications Plan for
4th of July/Fireworks
July/July 2014**

Communications Objective

To effectively communicate to the citizens of Lawrence about the City of Lawrence's fireworks ordinance (8802 and 7594).

Audience

Residents of Lawrence
Neighborhood groups
City staff
Local businesses
Local media
Elected officials in Lawrence

Messages

- With the Fourth of July holiday drawing near, the Lawrence Douglas County Fire Medical Department reminds the public that only novelty items are permitted in the City of Lawrence.
- Items not permitted within the city can be confiscated by local law enforcement.
- Several acceptable items are available for family celebrations. The list of novelty items includes:
 - o Party poppers - small items not more than .25 grains of explosive with a string protruding from the device that is usually pulled to ignite.
 - o Snapper - small paper wrapped item with no more than .02 grains of explosive that, when dropped, the device explodes.
 - o Snakes, glow worms - produces a snake-like ash upon burning.
 - o Sparklers - Wire or stick coated with pyrotechnic material that ignites to produce a shower of sparks (sparklers are only permitted in Lawrence from June 27- July 5 as part of the State permitted items).

- Toy caps - toy plastic or paper caps for toys in sheets, strips, rolls or individual.
- Toy smoke devices - produce smoke only and with a limited amount of pyrotechnic material.
- Residents and guests can enjoy fireworks in other ways and at professional fireworks displays instead.
- Best vantage points for watching displays and how to get there/park.

Communication Tools

- City newsletter (The Flame)
- City news releases
- Lawrence In Focus video piece
- City website promotion
 - home page
 - lawrenceks.org/fireworks
 - division pages (Fire Medical, Police)
- LAN email distribution list
- Neighborhood newsletters and email lists
- Social Media
- Media pitch to local media outlets (Fire Marshal James King to be on-camera representative)
- City employee emails/intranet
- Partner organization communications (non-profits, organizations, etc.)
- City Manager report on Agenda

Timeline

Tools	Proposed Date	Completed?
Flame Newsletter article	June 2014	X
Lawrence In Focus segment	June 2014	X
Daily city Social Media posts	June 23-July 4	
City news release	June 27	
Website promotion	June 27-July 4	
LAN notice	June 27	
Media Pitch/News Stories	June 30-July 3	
Intranet/city employee communication	July 1	
CM Agenda/CMO report	July 1	