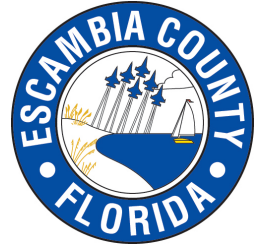


October 2019 - September
2020




COMMUNICATING during a COVIDCANE



Crisis Communications

Community and Media Relations managed crisis communications for District Chief Dwain Bradshaw’s Funeral, the NAS Pensacola shooting and the COVID-19 pandemic – approximately 300 COVID-19 updates will have been provided by September 30 and Hurricane Sally.

County, City, Ascension Sacred Heart and Community Health Northwest Florida Partner to Open Drive-Through COVID-19 Testing Site



Wednesday March 18, 2020

Escambia County, the City of Pensacola and Community Health Northwest Florida have partnered to open a drive-through clinic at Brownsville Community Center, located at 3200 W. De Soto St.

[Read More](#)

MyEscambia Home / Escambia County News

View All County News

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Print

Escambia County Mourns the Loss of Firefighter Killed on Duty

Killed on Duty
Published Nov 05, 2019

Escambia County District Chief of ...
Assistant Distric...

HURRICANE PREPAREDNESS

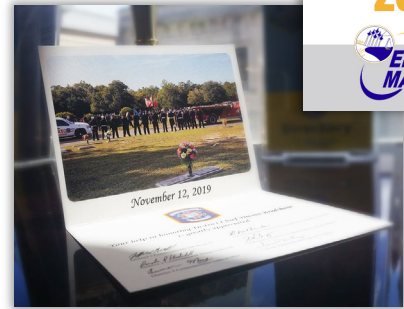
1 Know Your ZONE

2 Know Your HOME

3 Know Your PLAN

EMERGENCY MANAGEMENT
ESCAMBIA COUNTY

Learn more at BeReadyEscambia.com



Weather Update from Escambia County Emergency Management

Sunday August 23, 2020

Escambia County Emergency Management continues to monitor the weather and has been on calls with the State of Florida Emergency Operations Center and the National Weather Service. If Hurricane Marco and Tropical Storm Laura stay on their current paths toward Louisiana, Escambia County expects minor coastal flooding with a high risk of rip currents and high surf. There could be some beach erosion throughout the week. Wind speeds are not expected to warrant bridge closures.

[Read More](#)



Williams said Bradshaw had been volunteering with Escambia County since the late 1990s, but his experience expands beyond fire service to law enforcement and in the military, most recently in the Air National Guard. Bradshaw also served as a Department of Defense Air Station Pensacola.


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Public Health Campaign Report



**MASK UP,
Escambia!**

As recommended by the CDC,
wear a mask to protect others.





Mask Up, Escambia! Campaign

Objective

The purpose of this public health campaign was to educate younger adults in Escambia County about the importance of wearing masks to help prevent the spread of COVID-19.

Campaign Dates

July 3 – 31, 2020

Target Audience

Adults 25 – 34 in the Escambia County area

Estimated Campaign Reach: 82%



MASK UP, Escambia!

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Mask Up, Escambia! Campaign

Tactics

Print Advertising - Print advertising in several local newspapers.

Radio - Broadcast radio schedules across several location stations, plus streaming radio via Spotify and Real Women Radio.

Television - Broadcast TV schedules on WEAR, WFGX, WBQP and Cox Cable, and OTT/ Streaming TV buys.

Social Media Advertising - Video ads on Facebook and Instagram.

Digital Display Advertising - A cross-platform campaign deployed across all devices: desktop, tablet and smartphones.

Email Marketing - Email targeted to 138,841 Escambia County residents.

Outdoor Advertising - Digital billboards in 22 locations across Escambia County



MASK UP, Escambia!

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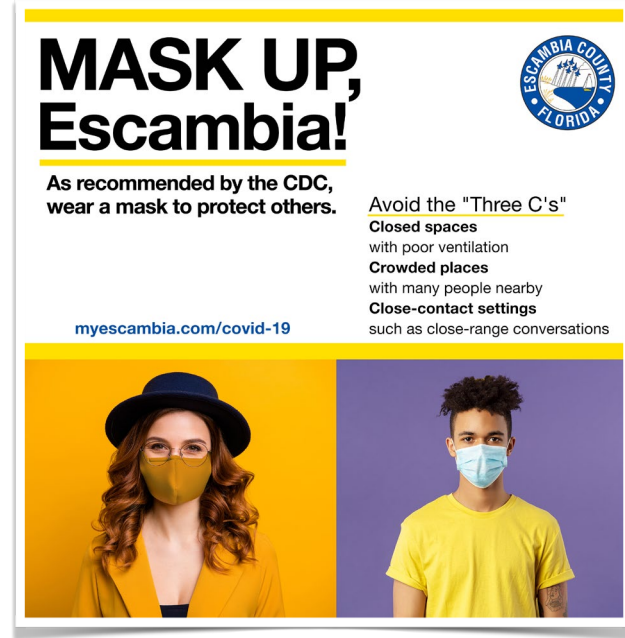
Mask Up, Escambia! Campaign

Print Advertising

- *Costa Latina*
- *InWeekly*
- *Island Times*
- *Pensacola News Journal*

Total Number of Ads: 20

Reaching a combined circulation of 203,050 readers



**MASK UP,
Escambia!**

As recommended by the CDC,
wear a mask to protect others.

Avoid the "Three C's"
Closed spaces
with poor ventilation
Crowded places
with many people nearby
Close-contact settings
such as close-range conversations

myescambia.com/covid-19

The advertisement features two portraits of people wearing face masks. On the left, a woman with long brown hair, wearing a blue hat and a blue blazer, is wearing a light blue surgical mask against a yellow background. On the right, a young man with short dark hair is wearing a light blue surgical mask against a purple background.



MASK UP, Escambia!

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Mask Up, Escambia! Campaign

Radio Advertising

- iHeart Radio - Streaming Radio
- Real Women Radio - Streaming Radio
- Spotify - Streaming Radio
- WJTQ - Jet 100.7 FM
- WMEZ - Soft Rock 94.1 FM
- WMXC - Mix 99.9 FM
- WRGV - The Beat 107.3
- WRKH - The Rocket 96.1 FM
- WRNE - 106.9 FM
- WRRX - Magic 106.1 FM
- WYCT - Cat Country 98.7
- WTKX - TK101 FM
- WXBM - 102.7FM
- *WRNE – 980AM
- WNRP - News Radio 1620AM/92.3FM

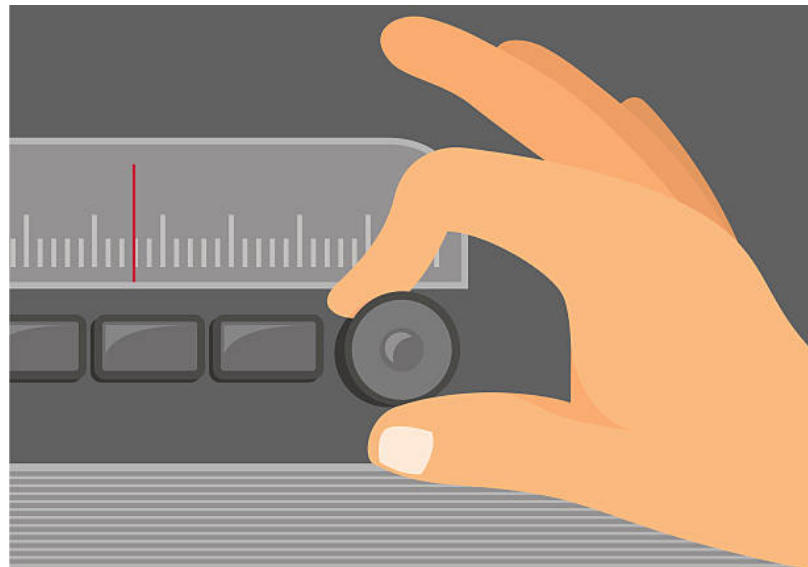
Total Broadcast Radio Spots: 1,338+

Streaming Radio

Impressions: 249,218 Broadcast Radio Reach - 84.36%

Streaming Radio Reach: 11,932 Broadcast Radio Frequency -

5.78 Streaming Radio Clicks: .11%, 268 clicks



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Mask Up, Escambia! Campaign

Television Advertising

OTT Television - Streaming Television

- WEAR - TV 3
- WBQP - TV 12
- WFGX - TV 35
- Cox Cable

Total Broadcast & Cable TV Spots: 1,196

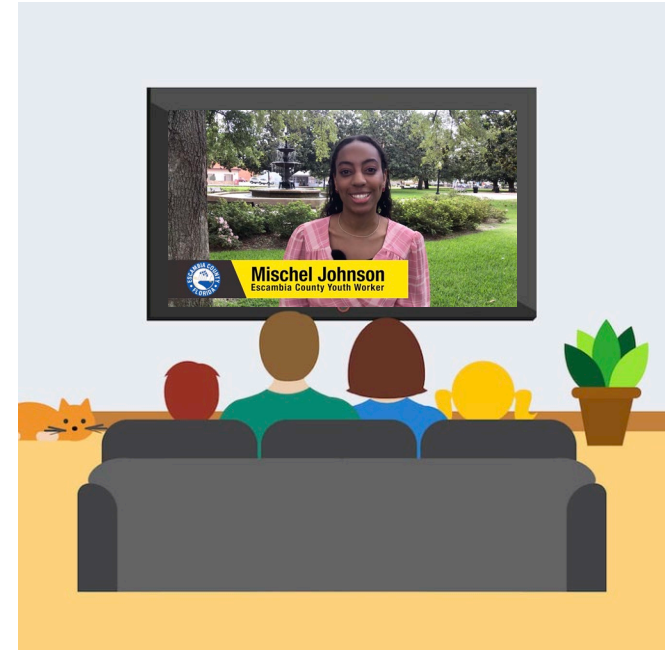
Broadcast TV Reach: 77.19%

Broadcast TV Frequency: 3.07

Cable TV Reach: 85%

Cable TV Frequency: 12.47

OTT Streaming TV Impressions: 292,085



MASK UP, Escambia!

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Mask Up, Escambia! Campaign

Social Media Marketing



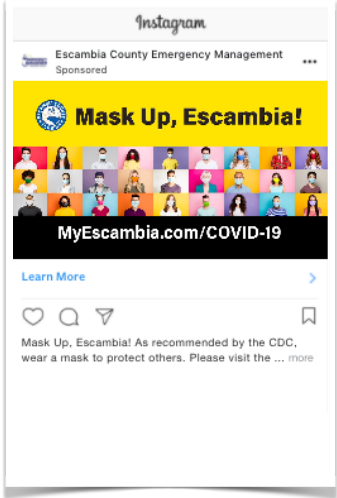
Impressions: 527,277

Reach: 62,304 unique viewers

Frequency: 8.46

Click-Thru Rate: .65%

Clicks: 3,419



MASK UP, Escambia!

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Mask Up, Escambia! Campaign

Digital Display Advertising

Digital Display Advertising

Native Advertising

Email Marketing

Digital Display Impressions - 1.4 Million +

Native Advertising Impressions - 616,591

Clicks to myescambia.com – 6,888+

Email Marketing Views - 25,007

Clicks to myescambia.com – 3,613

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Closed spaces
with poor ventilation
Crowded places
with many people nearby
Close-contact settings
such as close-range conversations

myescambia.com/covid19

Testing Sites
Covid-19 Dashboard

MASK UP, Escambia!

As recommended by the CDC, wear a mask to protect others. You can make a difference!

For the health & safety of our community, the CDC recommends wearing a mask to protect others. This simple measure can help prevent the spread of COVID-19 and protect more vulnerable populations.

In Addition To Wearing A Mask, Avoid "The Three C's"

- Closed spaces
- Crowded places
- Close-contact settings

Escambia County
COVID-19 Information

Testing Sites Escambia County COVID-19 Data Prevention Tips

f t i g

Escambia County - Emergency Management

MASK UP, Escambia!

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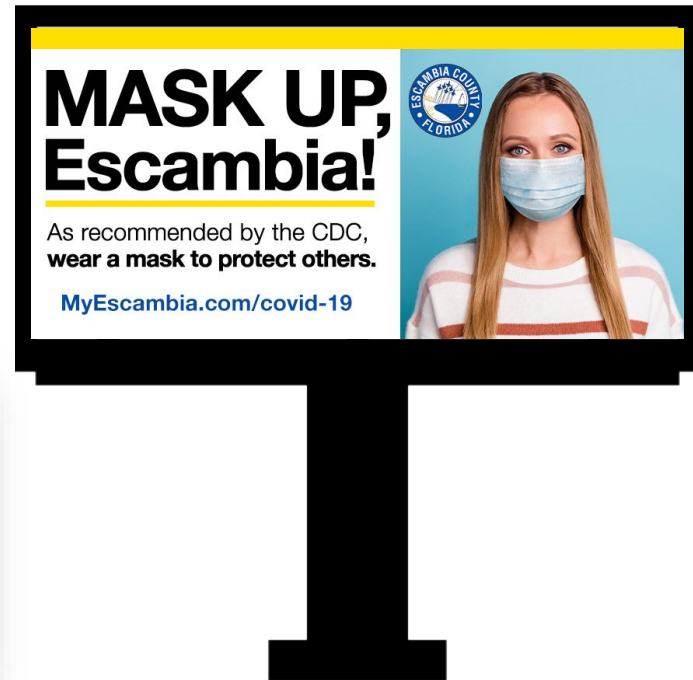
Mask Up, Escambia! Campaign

Outdoor Advertising

22 Digital Billboard Locations Across Escambia County

Outdoor Reach: 98.12% of adults 18+

Outdoor Frequency: 19.2



MASK UP, Escambia!

As recommended by the CDC,
wear a mask to protect others.



Mask Up, Escambia! Campaign

Tactics	Budget
Newspaper	\$13,098
Radio	\$52,000
Television	\$56,000
Social Media	\$7,000
Digital Advertising	\$23,752
Outdoor	\$26,400
Media Buying Fee	\$8,750
Mailings	\$33,577
Hand Sanitizer	\$15,221
Total	\$235,798



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Don't Delay Health Care Campaign



An emergency is still an emergency

Don't delay the important care you need

Broken bones, signs of a heart attack or stroke, difficulty breathing or other life-threatening symptoms — don't delay when you or a loved one needs emergency care. Ascension Sacred Heart ER care teams are here with you, and we're making sure our hospitals and sites of care are safe and ready for you when you need us.

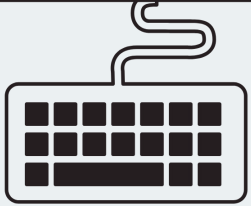
Find your nearest Ascension Sacred Heart ER at [GetSacredHeartCare.com](https://www.getsacredheartcare.com)



NOW OFFERING VIRTUAL VISITS VIA

Telehealth

Call us today. You may be able to have a face-to-face provider visit without leaving home.




A safe place to receive care that can't wait



pnj **Pensacola News Journal**
April 23 at 11:00 AM · 🌐 Like Page

People experiencing trauma, chest pain, abdominal pain or stroke-like symptoms still need to seek emergency care.



PNJ.COM

Have an emergency? Don't avoid the ER during the pandemic, Pensacola hospitals stress




WEARTV.COM

West Florida Hospital doctor says don't avoid hospital visits due to pandemic



Don't Delay Health Care Campaign

Radio with WRNE 980AM

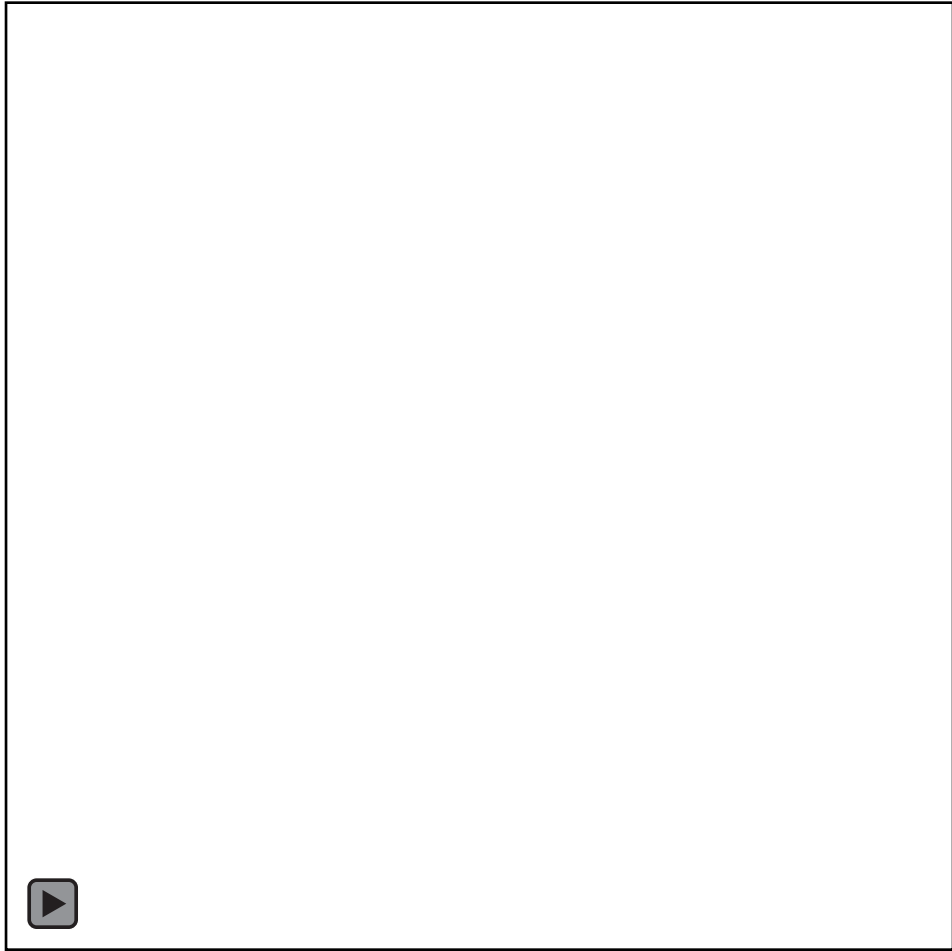
Ads plus four 10-15 minute live radio interviews during the month of August.

Thursday, Aug 6 at 7:30 a.m.
(Testing and Virtual Visits w/ CHNWF)

Wednesday, Aug 12 at 7:45 a.m.
(Hurricane Preparedness/COVID-19 w/ Eric Gilmore)

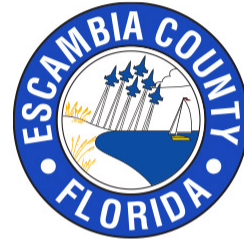
Thursday, Aug 20 at 7:30 a.m.
(Testing and Virtual Visits w/ CHNWF & ECSD)

Wednesday, Aug 26 at 7:40 a.m.
(Overall Preparedness and Awareness)





Public Health Campaign Report



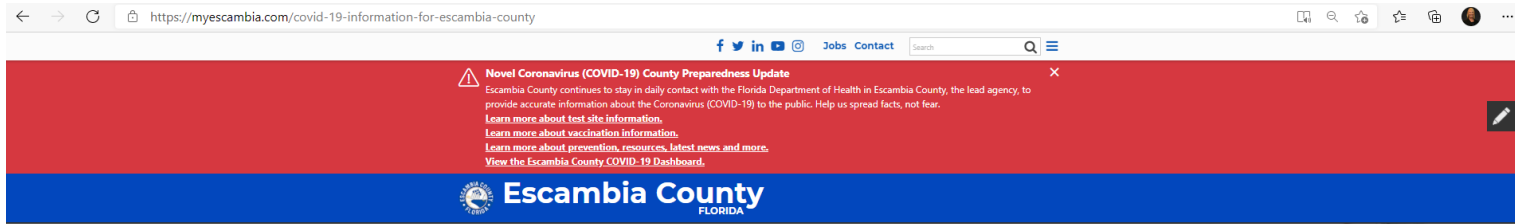
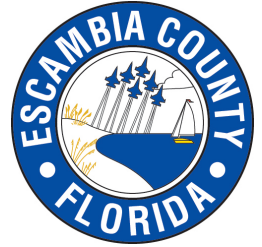
MASK UP, Escambia!



As recommended by the CDC,
wear a mask to protect others.



Current COVID Webpage



Be calm. Be clean. Be healthy.

COVID-19 Information For Escambia County Citizens



The CDC has updated their guidelines for fully vaccinated individuals: It says if you are fully vaccinated against COVID-19, you can resume activities without wearing a mask or staying 6 feet apart, except where required by federal, state, local, tribal or territorial laws, incl. local business and workplace guidance.

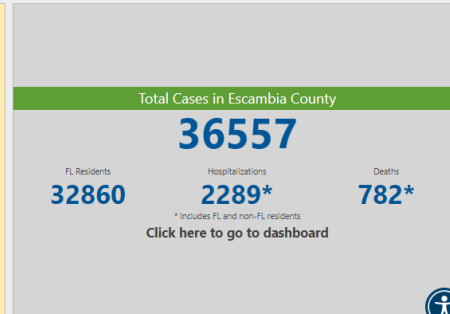
- The Transportation Security Administration's **mask mandate** is in place through Sept. 13, 2021 on commercial flights, trains, buses, boats and in terminals.

Escambia County would like to remind the public that **face masks are available at the following locations** as part of the **Mask Up, Escambia! public health campaign**. The City of Pensacola Ordinance 15-20 **requiring face coverings to be worn inside businesses within City of Pensacola limits expired on April 22, 2021, and is no longer in effect.**

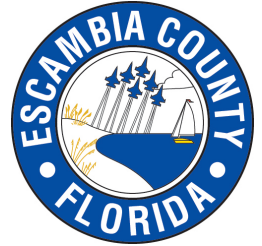
[Click here for the latest Florida Department of Health Public Health Advisory.](#)

The Florida Department of Health Coronavirus Call Center is available 24 hours a day, 7 days a week at 1-866-779-6121 or you can email your questions to COVID-19@flhealth.gov. Visit floridahealth.gov for the most up-to-date resource for information and guidance regarding COVID-19 in Florida.

For Escambia County specific COVID-19 questions please email covid19@myescambia.com.



CARES Act Website



https://myescambia.com/cares



[Assistance Programs](#) [FAQ](#) [Contact](#)

Welcome to the Escambia County Cares Act Portal

The national COVID-19 pandemic has significantly impacted many residents of Escambia County and our business community. The Escambia County Board of County Commissioners is pleased to provide financial grant opportunities to eligible residents and small businesses. Grants are provided to:

- Residents and families who have been financially impacted;
- Small businesses that have been forced to temporarily close and/or lost significant business revenue

[Learn More](#)

Escambia CARES Emergency Financial Assistance Grant Program Update

The Escambia CARES Emergency Financial Assistance Program has concluded. All Escambia Cares Emergency Financial Assistance Grant Program payments have been processed. You can check the status on the application portal or the online check register. Thank you!

As the program has reached its conclusion, Escambia County staff are no longer answering phone calls or returning emails about the grant program if you are checking your status.

The Escambia County Board of County Commissioners advised staff on Jan. 14, 2021 to reach out again to approximately 2,500 Family CARES Grant applicants who do not have complete information on their application. These are the applications that are in the status "Applications Under Review" in the portal.

The county would like to stress that staff will contact individuals who still need to submit additional paperwork. Please do not email or call the county to check on your status because staff needs to concentrate on processing, rather than call taking. Applicants will have two weeks after they are contacted by staff to submit the necessary paperwork.

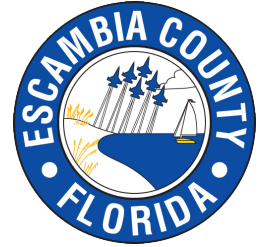
Grant Programs

Escambia CARES Rent & Mortgage Assistance Grant Program

[View Check Register](#)



Public Information



- 18 Press Conferences
 - 50 Written News Releases
 - 643 Social Media Posts
- (As of Sept. 30, 2020)


 **BeReadyEscambia** @bereadyescambia
Sep 16


12am Hurricane #Sally Update - Sally unfortunately continues to strengthen and winds are now at 100mph.

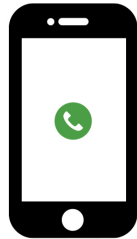


 **BeReadyEscambia** @bereadyescambia
mbia

Sep 16

 In the aftermath of #Sally Escambia County Fire Rescue crews helped more than 35 residents in the Lake Charlene area get to dry land today with the help of @NationalGuard rescue vehicles.

Sending love to all of those along the Gulf Coast affected by Sally  Stay safe...



Have a question about where to get a tarp or a meal?

Call the Escambia County Citizen Information Line at

850-471-6600



Hurricane Sally

BeReadyEscambia @bereadyescambia

Sep 16

Escambia County officials are working to assess flooding and damage from Hurricane Sally. Everyone is encouraged to continue to shelter in place for as long as it remains safe to do so. Roadways are likely not safe for travel



BeReadyEscambia @bereadyescambia

Sep 16

Hurricane #Sally officially made landfall around 445am as a Category 2 Hurricane.

Escambia County Emergency Management
Published by Grayson Sheets 171 · September 18

!!! Please be aware that the Escambia County Animal Shelter is NOT taking donations. THIS IS A SCAM. There have been several reports of fake animal rescue organizations claiming to have been called to Pensacola and are collecting donations to support their efforts. We encourage people NOT to donate to these organizations! We have requested and received all of the assistance we need from the Humane Society of the United States. If you hear of a scam or someone approaches you, call the authorities! #WeAreEscambia



NWS Mobile @NWSMobile
5am - Hurricane #Sally officially made landfall around 445am as a Category 2 Hurricane. Sally continues to pummel the coast this morning. PLEASE...
[Read more](#)

Vegetative Debris Drop-Off Sites

1. Oak Grove Landfill
2. Escambia County Equestrian Center
3. John R. Jones Athletic Complex
4. Brent Athletic Park
5. Lexington Terrace
6. Baars Field
7. Park East

25,262
Cumulative Loads Hauled

1,156,996
Cubic Yard of Debris Collected
(Equal to 181 football fields at three feet high)

Keep Debris Separated

Keep storm drains and utilities clear of debris.

Construction and demolition debris should go to
Perdido Landfill
OR
Oak Grove Landfill

Help your neighbor #WeareEscambia #EscambiaServes

Escambia County Emergency Management
Published by Grayson Sheets 171 · September 17

!!! Many roadways into neighborhoods are still blocked from trees, power poles and other debris. Citizens are encouraged to be patient as crews work to remove debris. Citizens who are using chainsaws are encouraged to use personal protective equipment (PPE) and practice safety. Always have someone working with you and never operate chainsaws alone. ** 75% of injuries are to the arms, hands and legs due to not properly operating a chainsaw.

Escambia County Emergency Management
Published by Hoodstate 191 · 3d

The Citizen Information Line is available 8 a.m. to 5 p.m. for residents to call with questions or concerns at: (850) 471-6600. #HurricaneSally #CARES

2,855 People Reached 73 Engagements [Boost Post](#)