



Strategic Thinking...
Strategic Speaking...

PIO Pre-season Webinar

April 25, 2012

Roberta D'Amico



Moderator

Communication Director,
NPS Fire and Aviation, NIFC





Webinar Topics

- Themes and Messages
- Social Media, Lessons Learned from the 2011 Fire Season
- Predictive Services, Making It Work
- Teachable Moments
- Quick Hitters
- Question and Answers

GoToWebinar Control Panel - AUDIO

The screenshot shows the GoToWebinar Audio Control Panel. It features a menu bar with 'File', 'View', and 'Help'. Below the menu bar is a sidebar with icons for audio, video, chat, and help. The main area is divided into two sections: 'Audio' and 'Questions'.

Audio Section:

- Audio Mode: Use Telephone, Use Mic & Speakers
- Microphone level: 0000000000
- Speaker level: 0000000000
- [Audio Setup](#)
- Talking: Tina Boehle

Questions Section:

- Q: When will the powerpoint be available on your website?
- A: It will be available by March 1, 2011.
- Send button

Footer:

- Today's Test
- Webinar ID: 357-069-025
- GoToWebinar™

Dan Smith



NWCG Vice Chair;
Fire Director,
National Association
of State Foresters

NWCG Executive Board



Left to Right: John Segar, Lyle Carlile, John Gould, Dan Smith, Bill Kaage, Jim Erickson, Karyn Wood, Bonnie Bradshaw, Aitor Bidaburu

Jennifer Jones



Jennifer Jones
Public Affairs Specialist
U.S. Forest Service, Washington Office
Fire and Aviation Management
National Interagency Fire Center

National Fire Season Themes for 2012

Using Them To Think and
Speak Strategically





- Available online at:
www.nifc.gov/PIO_bb/pio_main.html



1. Keeping the public and firefighters safe is always our first concern.

- Our commitment to safety is reflected in every fire management activity.
- No structure, or natural or cultural resource, is worth the loss of a human life.



2. Fire is an essential ecological process and a natural change agent.

- Many landscapes are out of ecological balance. Fire is one way of helping to restore that balance and help landscapes to become more resilient to threats.
- Our focus is on minimizing damage and maximizing the benefits of wildland fire.



3. Teamwork and cooperation are essential in managing wildfire.

- Wildfires know no boundaries. The response to wildfire will be coordinated among all affected agencies and landowners.
- Pooling our resources helps keep costs down and effectiveness up.

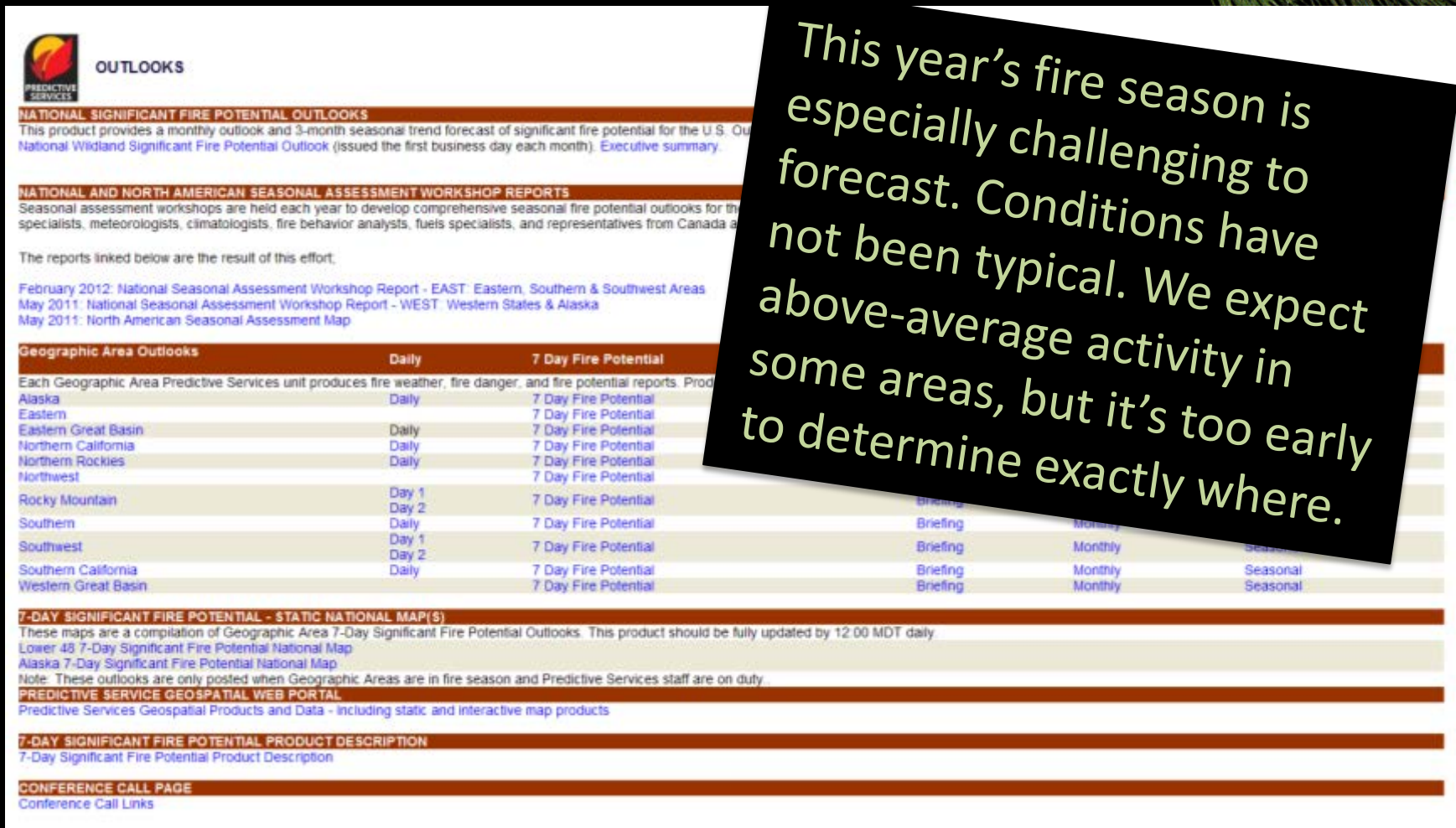


4. Fires are managed in different ways. The same fire may have several objectives, which can change as the fire spreads.

- **Our response to wildfire is based on its potential ecological, social and legal consequences.**
- **Fires that threaten life, property and important natural and cultural resources will be put out as safely and quickly as possible.**



5. Fire seasons are influenced by several factors including weather, the amount and condition of fuels and sources of ignition.



PREDICTIVE SERVICES **OUTLOOKS**

NATIONAL SIGNIFICANT FIRE POTENTIAL OUTLOOKS
This product provides a monthly outlook and 3-month seasonal trend forecast of significant fire potential for the U.S. Outlook (issued the first business day each month). [Executive summary.](#)

NATIONAL AND NORTH AMERICAN SEASONAL ASSESSMENT WORKSHOP REPORTS
Seasonal assessment workshops are held each year to develop comprehensive seasonal fire potential outlooks for the U.S. and Canada. Specialists, meteorologists, climatologists, fire behavior analysts, fuels specialists, and representatives from Canada and Mexico participate in these workshops.

The reports linked below are the result of this effort:

- February 2012: National Seasonal Assessment Workshop Report - EAST Eastern, Southern & Southwest Areas
- May 2011: National Seasonal Assessment Workshop Report - WEST Western States & Alaska
- May 2011: North American Seasonal Assessment Map

Geographic Area Outlooks	Daily	7 Day Fire Potential			
Each Geographic Area Predictive Services unit produces fire weather, fire danger, and fire potential reports. Product					
Alaska	Daily	7 Day Fire Potential			
Eastern		7 Day Fire Potential			
Eastern Great Basin	Daily	7 Day Fire Potential			
Northern California	Daily	7 Day Fire Potential			
Northern Rockies	Daily	7 Day Fire Potential			
Northwest		7 Day Fire Potential			
Rocky Mountain	Day 1	7 Day Fire Potential	Briefing	Monthly	Seasonal
	Day 2	7 Day Fire Potential	Briefing	Monthly	Seasonal
Southern	Daily	7 Day Fire Potential	Briefing	Monthly	Seasonal
Southwest	Day 1	7 Day Fire Potential	Briefing	Monthly	Seasonal
	Day 2	7 Day Fire Potential	Briefing	Monthly	Seasonal
Southern California	Daily	7 Day Fire Potential	Briefing	Monthly	Seasonal
Western Great Basin		7 Day Fire Potential	Briefing	Monthly	Seasonal

7-DAY SIGNIFICANT FIRE POTENTIAL - STATIC NATIONAL MAP(S)
These maps are a compilation of Geographic Area 7-Day Significant Fire Potential Outlooks. This product should be fully updated by 12:00 MDT daily.

- [Lower 48 7-Day Significant Fire Potential National Map](#)
- [Alaska 7-Day Significant Fire Potential National Map](#)

Note: These outlooks are only posted when Geographic Areas are in fire season and Predictive Services staff are on duty.

PREDICTIVE SERVICE GEOSPATIAL WEB PORTAL
Predictive Services Geospatial Products and Data - including static and interactive map products

7-DAY SIGNIFICANT FIRE POTENTIAL PRODUCT DESCRIPTION
[7-Day Significant Fire Potential Product Description](#)

CONFERENCE CALL PAGE
[Conference Call Links](#)

This year's fire season is especially challenging to forecast. Conditions have not been typical. We expect above-average activity in some areas, but it's too early to determine exactly where.

6. Firefighters count on the public to help reduce risk.

- When residents of a fire-prone community clear brush, trees and other flammable materials away from their home, it helps keep residents and firefighters safe. A community that has adapted to fire is a better-protected community.
- Firefighters appreciate the help given to them by people who are willing to do their part to reduce risk prior to a fire incident.





How you can use the themes to think and speak strategically:

- Develop tiered messages for your unit and/or incident.
- Deliver tiered messages when you are speaking to key external audiences.

Thank You

Thank you for all the great work that you do in wildfire communications!

We are here to help!

jejones@fs.fed.us

(208) 387-5437



Michelle Fidler

NPS Fire Communication
and Education Specialist



A SIMPLE Approach to Social Media

S trategize
I mplement
M onitor
P lan
L everage
E valuate



Strategize

Social media tools are tactics as part of the overall information strategy

- Reasons to use social media
 - To reach online / mobile audiences
 - Evacuees and their friends and family
 - Absentee homeowners
 - Residents that are out of town
 - Tourists & Recreationists
 - Elected officials
 - Incident personnel
 - Ability to meet audience needs
 - High resolution maps and images for media use
 - Backup sources of info when one system crashes
 - Ability to update from the field

COMMUNICATION STRATEGY

SITUATION / SOCIO-POLITICAL CONCERNS

AUDIENCE

- Local communities / businesses
- Visitors / recreationists
- Media
- Elected officials
- Agency Personnel
- Incident Personnel
- Partner Agencies
- Nearby Incidents

OBJECTIVES

- Keep internal and external audiences informed with accurate, timely information.
- Be the first and best source of information about the fire; Update information frequently.
- Address rumors to prevent confusion.
- Accommodate media requests quickly and safely.
- Communicate consistent messages about the benefits and risks associated with wildland fire.
- Collaborate with interagency and community partners for maximum efficiency and effect.

STAFFING

Current Target

KEY MESSAGES

- Safety always comes first in fire management.
- Fire management decisions are based on many factors.
- In general, fire seasons are becoming longer and many fires are more difficult to suppress.
- In fire, we all work together.
- Firefighters count on you.

TACTICS

- | | |
|---|---|
| <input type="checkbox"/> Info Center | <input type="checkbox"/> Employee Meetings |
| <input type="checkbox"/> Daily Briefings | <input type="checkbox"/> Media Escorts |
| <input type="checkbox"/> Daily Update | <input type="checkbox"/> Press Conference |
| <input type="checkbox"/> News Releases | <input type="checkbox"/> Camp Boards for Fire Personnel |
| <input type="checkbox"/> Notification Phone Calls | <input type="checkbox"/> Info Updates for Spike Camp |
| <input type="checkbox"/> E-mail | <input type="checkbox"/> Community Events |
| <input type="checkbox"/> Website | <input type="checkbox"/> PSAs |
| <input type="checkbox"/> Inciweb | <input type="checkbox"/> Tours of Camp / Fire |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> VIP Briefing Packets |
| <input type="checkbox"/> Handouts | <input type="checkbox"/> Incident Newsletter |
| <input type="checkbox"/> Fire Info Boards | <input type="checkbox"/> Other |
| <input type="checkbox"/> Trailblines | |
| <input type="checkbox"/> Roving Contacts | |
| <input type="checkbox"/> Community Meetings | |

EVALUATION

Accurate media coverage? Web chatter? Community feedback? Host unit feedback?

Possible monitoring tools include:

- | | |
|---|---|
| - http://news.google.com | - http://technorati.com/ |
| - http://www.google.com/reader | - http://addictomatic.com/ |
| - http://www.google.com/alerts | - http://www.monitter.com/ |
| - http://www.icrocket.com/ | - http://trendsmap.com/ |

Case Study

The E-Trapline Unit on the 2011 Wallow Fire

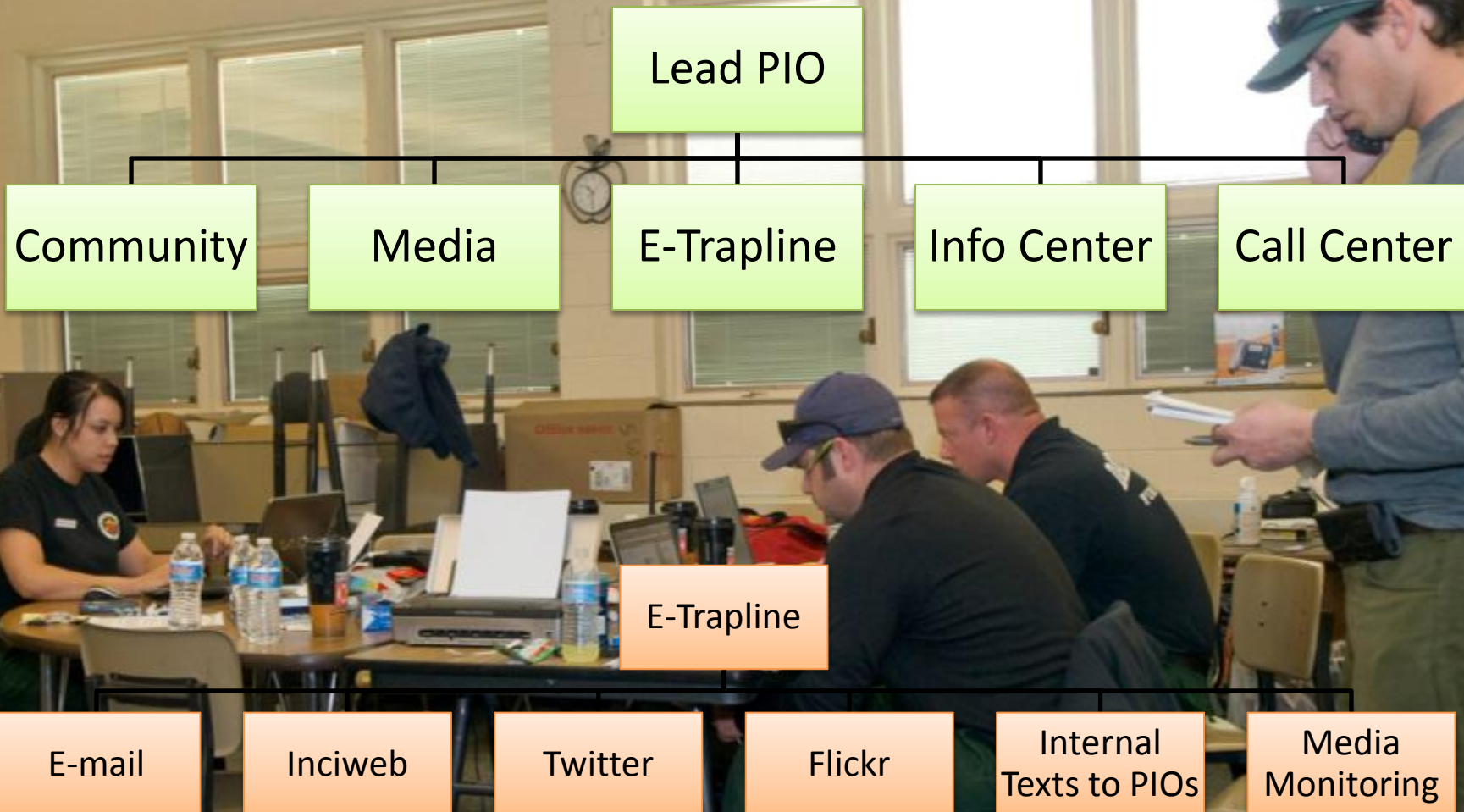


Photo by Kari Greer

Implement

Social media tactics after host unit and IC have approved their use

- Use existing resources
 - Host unit accounts
 - IMT accounts
 - Interagency accounts
- Built-in Inciweb Tools
 - Twitter
 - Video (Coming Soon!)
 - Built in sharing tools

InciWeb
Incident Information System

Lower Fire

Unit Home 209 Data Contacts Summary Articles Images Links Cooperators Boundaries **Tweets**

Tweets for "Lower Fire"

What's new with your incident? Remaining characters: 127

#Lower_AZGCP

Tip: Do not remove the incident hash #Lower_AZGCP from this Tweet. The hash will automatically be re-inserted if it is count.

update

Incident Specific Tweets: http://search.twitter.com/search?q=from%3Ainciweb%23Lower_AZGCP

SHARE THIS

- Twitter
- Facebook
- Digg
- Del.icio.us
- StumbleUpon

Monitor

Social media to identify rumors, track trends, and document public sentiment

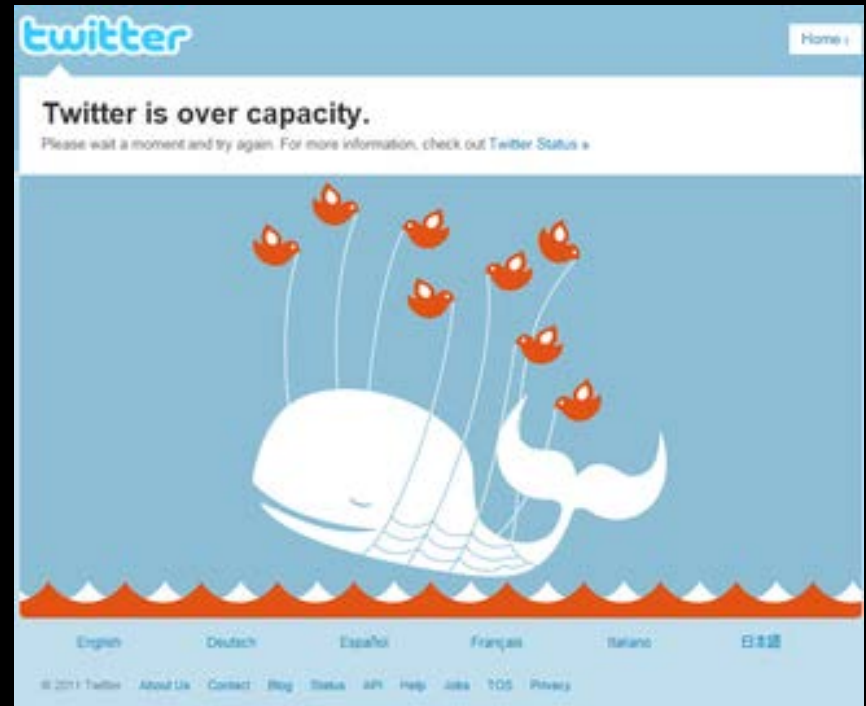
- Monitor key sites
 - Partner agencies
 - Local media
 - Elected officials
 - Community leaders
 - Wildland fire sites
- General monitoring
 - Google.com/Alerts
 - SocialMention.com
 - Icerocket.com
 - Addictomatic.com



Plan

Ahead and Be Flexible

- Got a Contingency Plan?
 - Ask partner agencies for help getting the word out
 - Send a PIO off-site where power/internet is available
- What about Transition?
 - Coordinate with other teams / area command
 - Document how-to protocols, passwords, etc.
 - Provide a link to new source for info / home unit



Leverage

Existing Resources

- State/local interagency
- County Emergency Mgmt
- Sheriff's Dept
- Local Fire Dept
- Volunteers



The screenshot shows a Nixle alert page for the Tubac Fire District. The header includes the Nixle logo and the tagline "Trusted By The People You Trust". Below the header is a green banner with the text "Receive alerts from your local agencies" and a "Sign Up" button. The main content area is titled "Profile Information" and features the Tubac Fire District logo, which includes the text "TUBAC FIRE DISTRICT SINCE 1974". To the right of the logo is the district's name "Tubac Fire District" and social media sharing options for Facebook, Twitter, and Google+. Below the profile information is a list of four alerts, each with a red "Alert" button, the date it was entered, and a brief description of the incident.

nixle Trusted By The People You Trust

Receive alerts from your local agencies [Sign Up](#) ...or text alerts [not sure how?](#)

[Back](#) | **Profile Information**

 **Tubac Fire District**

[Share](#) [Tweet](#) [Forward](#) [G+](#)

Address/Location
2227 E. Frontage Rd
Tubac, AZ 85648

Contact:
Emergency: 9-1-1

Alert Entered: 9 months, 4 weeks ago
Burn operations have started on the Northern end [More >](#)

Alert Entered: 9 months, 4 weeks ago
Major burn out operations from Rock Canyon Ranch Road to peck Canyon [More >](#)

Alert Entered: 9 months, 4 weeks ago
Burn out operations up to Rock Canyon Ranch Rd tonight [More >](#)

Alert Entered: 10 months ago
Pena Blanca lake being closed for Helicopter operations to support the Murphy Fire [More >](#)

Case Study

The Deployment of Trusted Digital Volunteers in the 2011 Shadow Lake Fire

- Hand-picked group of trusted remote volunteers with social media skills
- Volunteers only posted content approved by lead PIO
- Volunteers monitored rumors and maintained documentation



Shadow Lake Fire Information
Sisters, OR

Information Line (541) 595 - 6359

<http://www.inciweb.org/incident/2550>

Get fire info on Twitter at ORFireInfo

Orfireinfo.net

Email: shadowf1111@gmail.com



InciWeb



Black Butte Ranch Webcam



Twitter ORFireInfo



Northwest Coordination Center

Evaluate

Site stats from Twitter, Flickr, etc.

- @AS_NF reached **24,632** people with 50 most recent tweets (as of 6/15)
- **675** new @AS_NF Twitter followers in <8 days
- AS-NF photos viewed **672,673** times in 10 days
- In a single day (June 9th), Flickr photos were viewed over **144,477** times
- Flickr images that were tweeted were viewed nearly 2x as many times



wf 50

The DC-10 Very Large Air Tanker (VLAT) drops fire retardant to reinforce the line above...

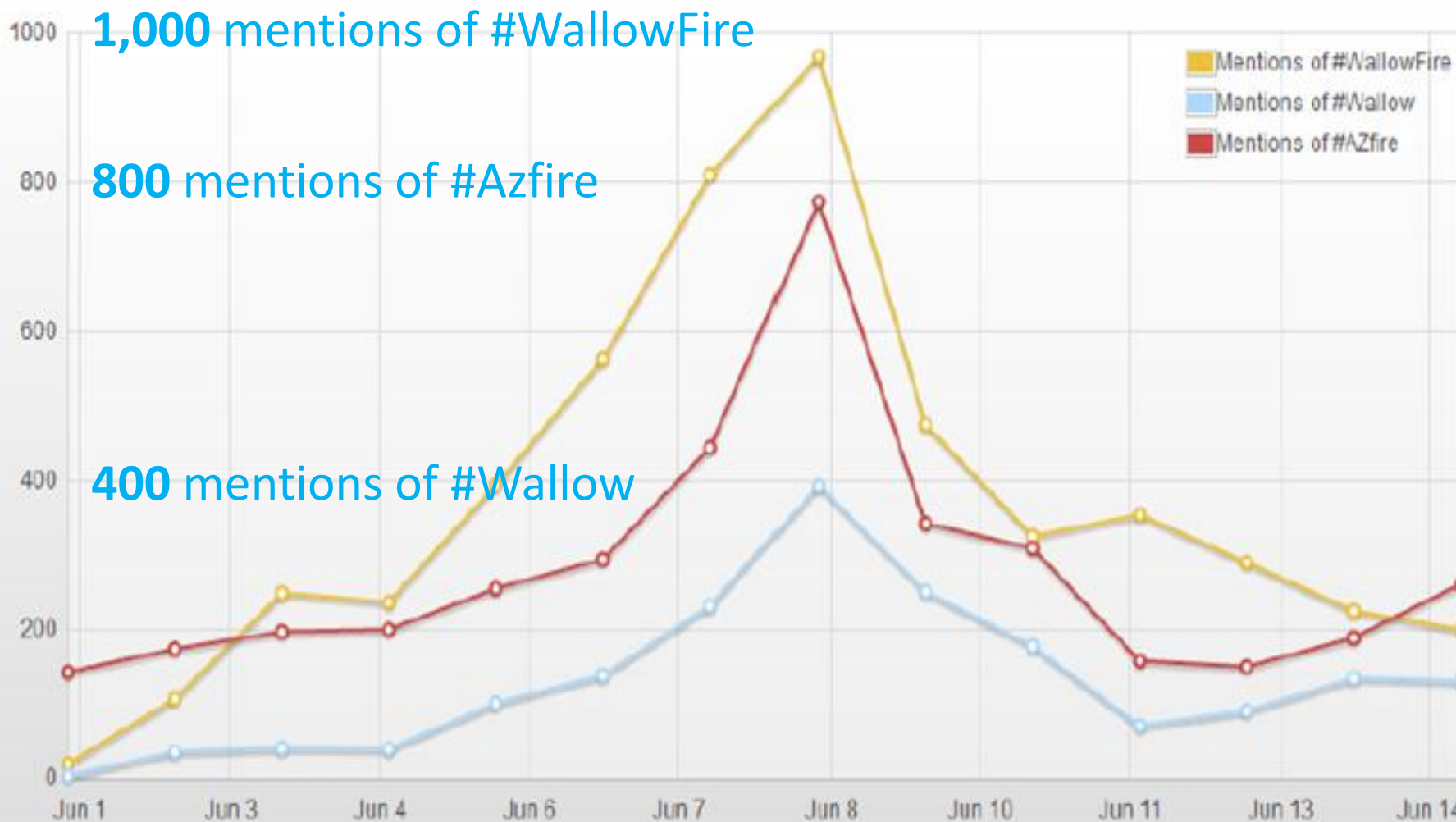
© Anyone can see this photo ([edit](#))

Uploaded on Jun 12, 2011 | [Delete](#)

783 views / 1 comment

Evaluate

Trends with analytic tools like Socialmention.com



2011 Fire Season Lessons Learned

- Social media tools are essential tactics on large incidents
- You can't control social media; Learn how to harness it to work for you
- If you don't engage, others will fill the void

Arizona stays connected, informed on Wallow Fire through social media

Wallow Fire: Social media essential to coverage

Social media sites become valuable link to wildfire updates, resources

Facebook Group Created for Those Affected by Wallow Fire

Case Study

2011 Las Conchas Fire Twitter List

- @NMFireInfo/LasConchasFire
 - @[SantafeNF](#)
 - @[LosAlamosNatLab](#)
 - @[NMStateForestry](#)
 - @[VallesCaldera](#)
 - @[BandelierNPS](#)
 - @[NMDHSEM](#)
 - @[ACT1FireInfo](#)
 - @[T1SWIMT](#)
 - @[SWIMT1](#)
 - @[pnw2](#)
 - @[RedCrossNM](#)
 - @[BLMNIFC](#)

The screenshot shows a Twitter list page for 'LasConchasFire'. The list includes the following accounts:

- pnw2** (Public) - 1977 Followers: A national incident management team, responding to fire as well as all risk incidents.
- SWIMT1** (Public) - 100 Followers
- ACT1FireInfo** (Public) - 100 Followers: An Area Command Team 1. An Area Command Team is an organization established to coordinate the management of multiple incidents that are not being handled by an incident management team.
- NMDHSEM** (Public) - 100 Followers: Official Twitter account of the New Mexico Dept. of Homeland Security and Emergency Management. All hazard emergency preparedness and disaster info for NM.
- RedCrossNM** (Public) - 100 Followers: New Mexico Red Cross
- BLMNIFC** (Public) - 100 Followers: The National Interagency Fire Center is the nation's representative for wildfire fire. BLM is proud to represent their companies RPT.
- VallesCaldera** (Public) - 100 Followers
- NMStateForestry** (Public) - 100 Followers: NMState_Fire is operated by Don Wynn, NM State Fire Job Officer. The site here can be considered official right in NM State Forestry Jurisdiction fire.
- T1SWIMT** (Public) - 100 Followers: Type 1 Incident Area Incident Management Team (aka Rubens, Incident Commander)
- LosAlamosNatLab** (Public) - 100 Followers
- BandelierNPS** (Public) - 100 Followers: On their precious lands of the Ancestral Pueblo people and against some of the greatest wilderness.
- SantaFeNF** (Public) - 100 Followers: The Santa Fe NF is a of National Forest in NM.

On the right side of the screenshot, there is a 'Stay in touch with NMFire Info' section with a 'Join Twitter right now!' link and a 'Sign up' button. Below that is a 'Recently Following' section listing the accounts followed by the user, including pnw2, SWIMT1, ACT1FireInfo, NMDHSEM, and BLMNIFC. At the bottom right, there is a 'More lists by @NMFireInfo' section showing 'LasConchasFire' with 1077 members.

NEW! Official Fire Information Logo

- Logo available on NIFC PIO Bulletin Board
 - http://www.nifc.gov/PIO_bb/social_media.html
- Use it to “brand” official information sites in a non-agency logo, interagency way



Social Media Resources

NATIONAL INTERAGENCY **FIRE CENTER**

[Aviation](#) [Communications](#) [Fire Information](#) [Fire Shelters](#) [NICC](#) [Policies](#) [Prevention/Education](#) [Programs](#) [Safety](#)

PIO Bulletin Board

WHAT'S NEW

[Agency-specific Information](#)

[Background Material](#)

[Contacts](#)

[Policy](#)

[Season Messages](#)

[Sites of Interest](#)

[Webinars](#)

Social Media

[Interagency Social Media Lessons Learned](#)

[Official Fire Information Logo](#)

[Official Fire Information Logo .jpg](#)

[DHS First Responder Communities of Practice Virtual Social Media Working Group Social Media Strategy](#)

[Trial By Fire: The Deployment of Trusted Digital Volunteers in the 2011 Shadow Lake Fire](#)

In the Spotlight

[Fire outlook for current month
2011 National Mobilization Call
2012 "Red Book" and 2011](#)

[Sit Report](#)

[PIO Bulletin Board](#)

[Fire Season Podcasts](#)

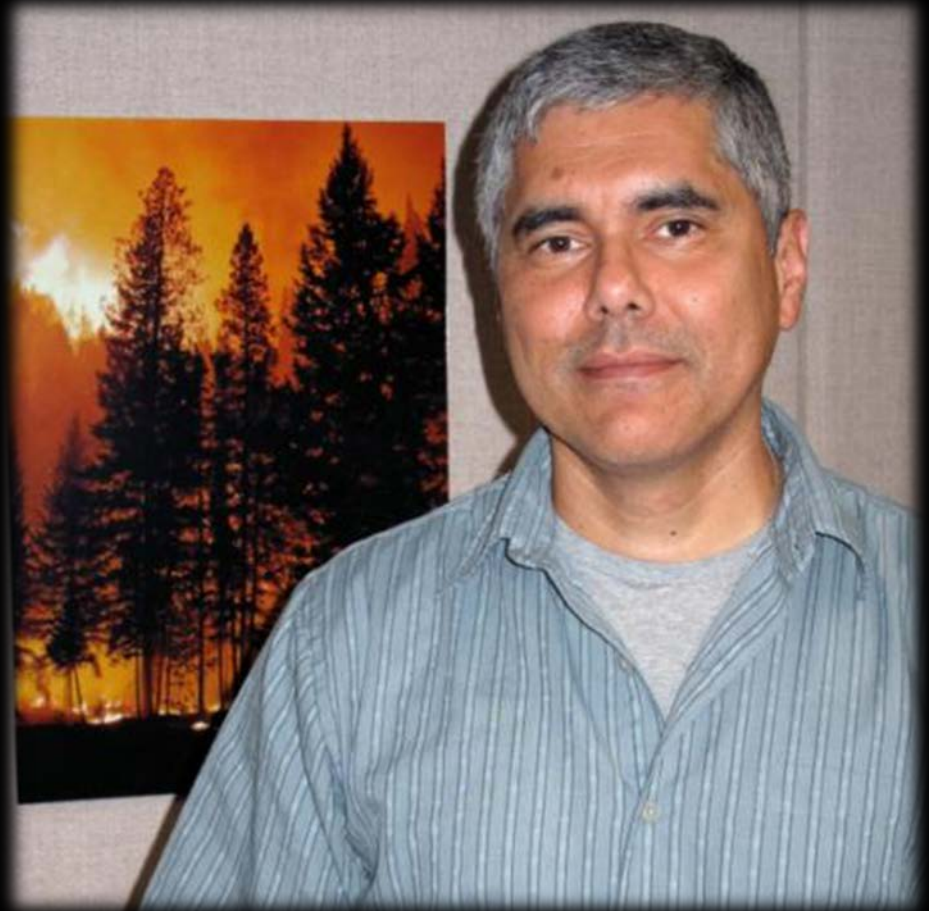
[Join us on Twitter, Facebook,
YouTube, and Picasa:](#)



http://www.nifc.gov/PIO_bb/social_media.html

Ed Delgado

Predictive Services,
Program Manager



Predictive Services

Who and where we are...

- Interagency decision support unit.
- Meteorologists, Intelligence Coordinators, Fire Analysts
- National program manager at NICC
- Units at each Geographic Area Coordination Center





Predictive Services

What we do...

- Support for operational management of and strategic planning for wildland firefighting resources.
- Three primary functions:
 - Fire weather and climate.
 - Fuels and fire danger.
 - Fire activity and resources intelligence.



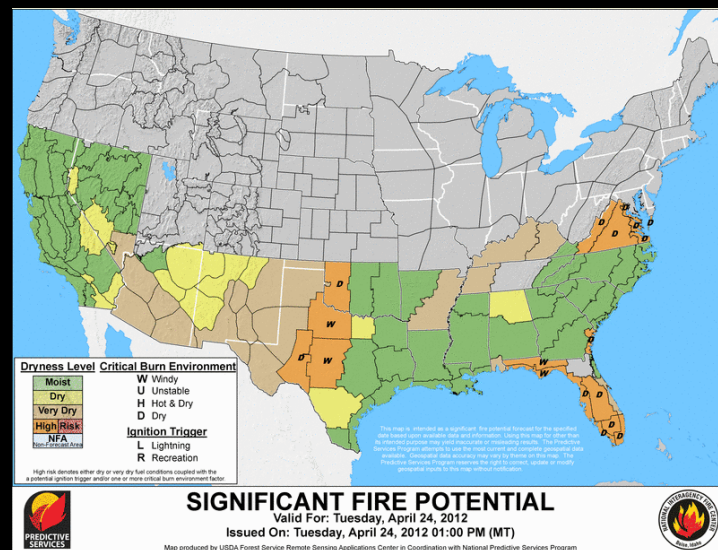
Predictive Services

What we do...

- Products and services:
 - Weekly, monthly and seasonal outlooks.
 - Daily assessments of critical fire conditions.
 - Briefings for multi-level decision support.
 - Fuels and fire behavior advisories.
 - Research and development.

Predictive Services Products...

- 7-day (Weekly) Outlook
 - Assesses potential for significant fire based on fuels condition and weather.
 - Identifies high risk events such as lightning, strong winds, low relative humidity, etc.
- National and regional outlooks produced daily.



Predictive Services Products...

- Monthly Outlook
 - Assesses potential for significant fire based on medium to long term climate and fuels trends.
- National and regional outlooks released first business day of month.

National Wildland Significant Fire Potential Outlook

National Interagency Fire Center
Predictive Services

Issued: April 1, 2012
Next Issue: May 1, 2012

Wildland Fire Outlook – April through July 2012

The April through July 2012 significant fire potential outlooks are shown below. The primary factors influencing these outlooks are:

- **La Niña/El Niño:** Conditions in the equatorial Pacific continue to trend toward a neutral state with some hint of weak El Niño conditions developing in the summer months.
- **Drought:** Severe to extreme drought conditions continue for much of eastern New Mexico, western Texas, parts of the upper Midwest and much of the Southeast coast. Worsening drought was occurring over much of the Southwest including California and the Great Basin.
- **Fuel Dryness:** Heavy loadings of fine fuels across the central U.S. coupled with pre greenup conditions are causing control problems and leading to some increased fire behavior when coupled with wind events. Elsewhere, moisture and temperatures across the northern tier have helped reduce fuels concerns. In the southwestern quarter of the country a combination of prevalent fine fuels and the possibility of a drier than normal season could lead to significant fire concerns as the season progresses. In the southeast drought continues to create abnormal fuel dryness.

Note: Significant fire potential is defined as the likelihood that a wildland fire event will require mobilization of additional resources from outside the area in which the fire situation originates.



Predictive Services

How these can help you...

- Briefing/talking points.
 - Executive summary for monthly.
- Local and regional emphasis.
- Consistent message throughout fire organization.
- Routinely updated.

Predictive Services

Where you can find...

<http://www.nifc.gov/nicc/>

<http://www.nifc.gov/nicc/>

File Edit View Favorites Tools Help

Geographic Area Coordination Center (GACC) Website ...

An Interagency Incident Support Website

NICC
National Interagency Coordination Center

Mobilizing Incident Resources
Throughout the United States

National | [NICC Home](#) | [About Us](#) | [Site Disclaimer](#) | [Site Map](#) | [Contact Us](#)

INCIDENT INFORMATION

- Incident Management
- Situation Report
- National Fire News
- All Hazard Incidents

PREDICTIVE SERVICES

- Intelligence
- Weather
- Fuels/Fire Danger
- Outlooks**
- National Predictive Services Subcommittee
- Links

LOGISTIC/DISPATCH

- Aviation
- Crews
- Equipment/Supplies
- Overhead

Welcome to the National Interagency Coordination Center

Click on the map above to visit the Geographic Area Coordination Center web sites.



Predictive Services

To contact...

To contact national or regional Predictive Services units:

NIFC Fire Information Hotline

208-387-5050

Kris Eriksen



- National Incident Management Organization Portland Team
- Public Information Officer



Virtual Operations Support Team

SMEM Landscape

Social Media in emergencies

- IMT's and other emergency managers have started to realize the critical role social media can play in communicating with their community and the rest of the world in an emergency or disaster.
- Communities have higher expectations around official emergency information being available and provided in a timely manner.
- The public expects official use of social media streams, and they expect emergency managers to monitor and respond to requests for information over these streams as well.
- However, few emergency management organizations including IMT's are equipped to do this kind of social media monitoring and communication at scale.



What is a VOST?

- Trusted agents, with significant and proven social media skills, that are organized and under the direction of incident personnel.
- VOST can help expand an IMT's ability to engage with the public during emergencies, and as part of the recovery phase.



Engaged
Community
Resources



Using additional trained resources is NOT a new idea!



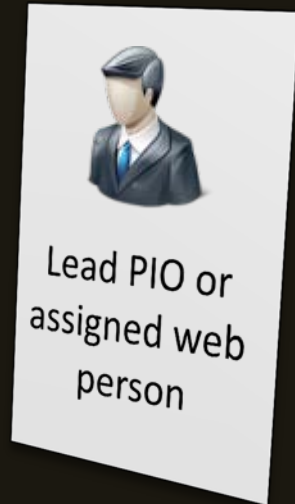
Amateur Radio volunteers continue to support communication for the emergency operations center (EOC) in the US.



In conjunction with the Digital Operations Center, the Red Cross also announced the creation of a Digital Volunteer Program.

How can a VOST assist your IMT?

Your Incident Management Team



- Listen
- Filter
- Aggregate



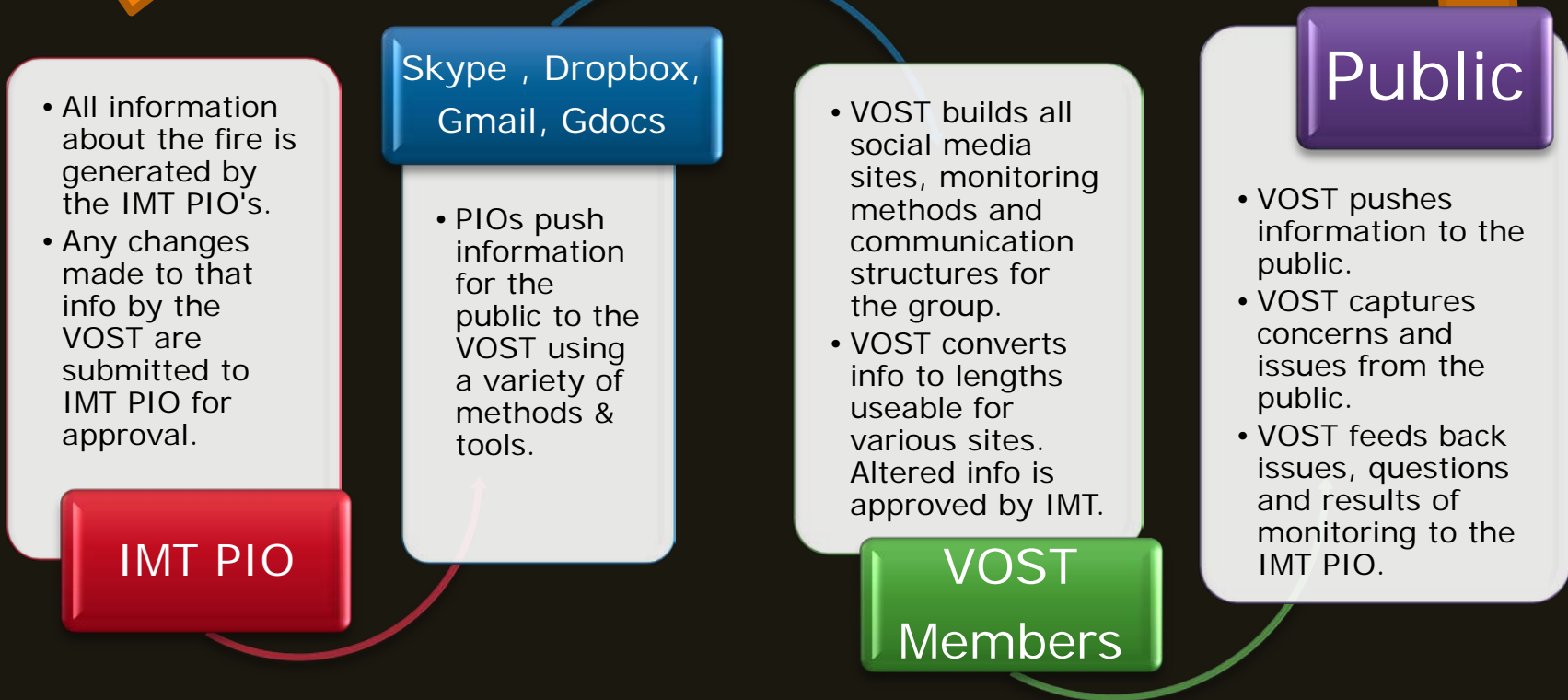
Tasked

- Information finding
- Spot Trends
- Information dissemination

Autonomous

- Monitoring public voice
- Amplifying official message
- Gathering

How it works



Shadow Lake Fire



Organized group of Volunteers who:


- Set up
- Posted
- Updated
- Monitored
- Documented

Tools used: Blog, Facebook, Twitter, Flickr

ORfireinfo

Virtually supporting Oregon Wild Fire Teams

HOME ABOUT PHOTOS



@ORFIREINFO

- TVW :) MT @jcorsearcher: @La276nit, @paleo I just completed Shadow Lake Fire #VOST case study <http://t.co/BOA5LTA> Thx 2 participants! Follow us for the latest! [month ago](#)
- RT @_jphillips: Academic Paper from @epicstors on our Shadow Lake ORfire #VOST instance <http://t.co/XrTL2wHt> #MEM #crisisdata Follow us for the latest! [month ago](#)
- RT @emetal @RamblingChief: Please support & learn about the Wildland Firefighter Foundation <http://t.co/wbdCZFY> #WFF

Shadow Lake Fire Update, 09/18/2011 #ORfire

Posted on September 18, 2011 (Leave a comment)

Date: September 18, 2011 McKenzie River Ranger District (541) 822-3381

Shadow Lake Fire Idles as Rehabilitation Continues

Sisters, Oregon – On Sunday, the Shadow Lake Fire is expected to continue to smolder and produce minimal smoke. Cool weather is predicted with a chance of drizzle. Fire behavior potential may increase this week as it gets warmer and fuels dry after this cooler, damp period ends.

Sunday's objectives in the operational plan call for continuation of hazard tree removal, chipping of fire debris and spot fire patrol along the north, west and east perimeter of the fire. Additionally, firefighters are continuing rehabilitation work on areas altered as a result of suppression activities. The objective of rehabilitation is to return altered areas to pre-fire conditions as much as

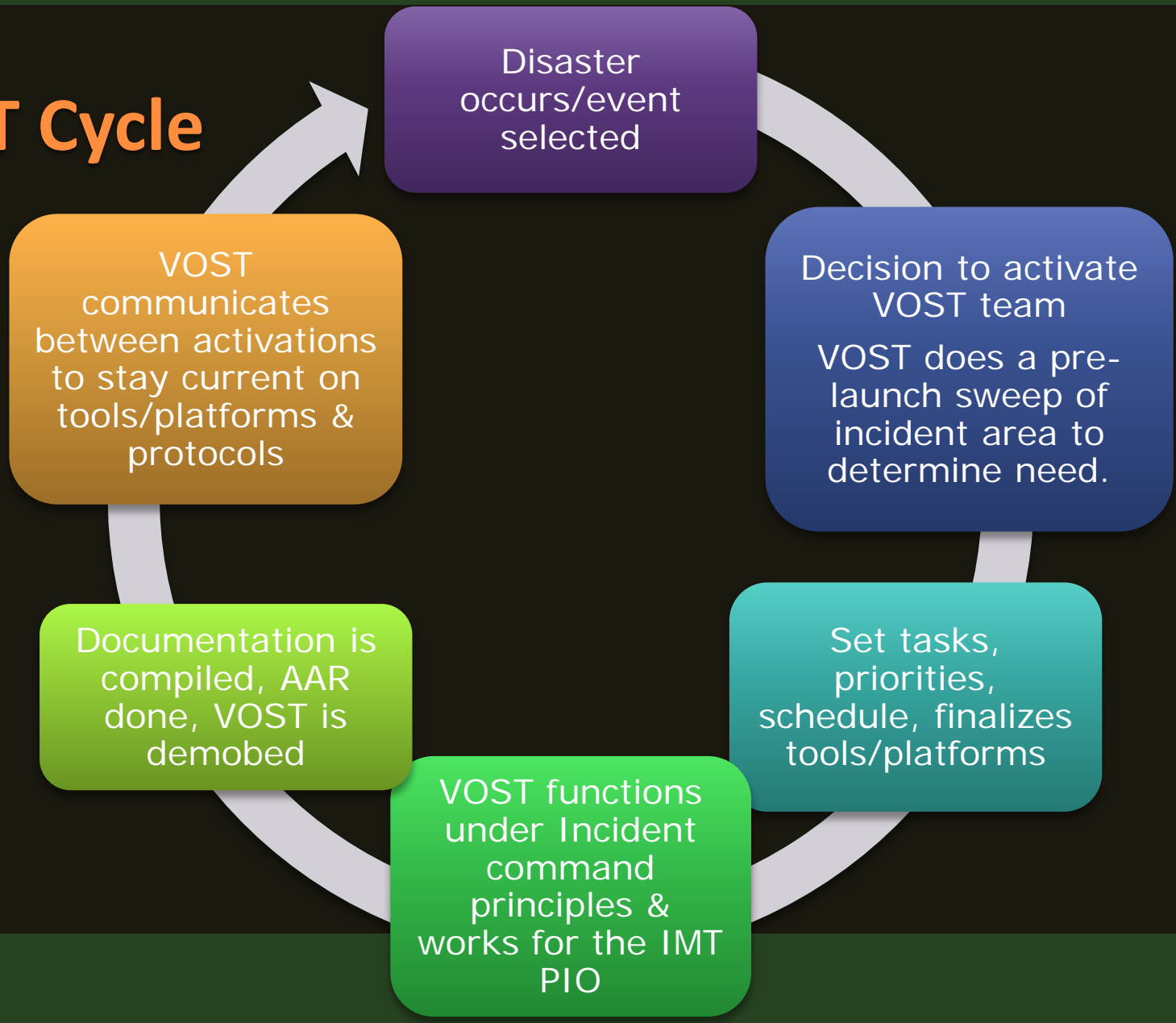
SHADOW LAKE FIRE RELATED EVENTS, MEETINGS

SHADOW LAKE FIRE PUBLIC MEETING Tuesday, 7PM at McKenzie High School Gym at 51107 Blue River Dr, Finn Rock, OR 97488

NEWS FROM THE INCIDENT MANAGEMENT TEAM

- An error has occurred; the feed is probably down. Try again later.

VOST Cycle



Things to keep in mind

- A VOST should be organized pre-season to build relationships, determine structure and tools, and agree to protocols.
- No, there is no guarantee everyone will stay inside the protocols. Same as in your PIO shop.
- If you are the lead and you are Forest Service, you might have your VOST team fill out Volunteer Agreements, just to be safe.

Things to keep in mind

- The Eriksen VOST, this year has added Pinterest and crowdsourcing as tools we will be trying, along with Facebook, Twitter, Flickr and a Wordpress blog.
- Details about the Shadow Lake VOST are available on the PIO BB at www.nifc.gov, under Background Material, under Social Media.

Things to keep in mind

If you are interested in having a VOST to assist your team this summer, we can help you build one. Contact Kris Eriksen at:

keriksen@fs.fed.us

208-869-7685



Randy Eardley

Randy Eardley
Deputy Chief, External Affairs
Bureau of Land Management,
NIFC





Quick Hitters

*Miscellaneous PIO Issues
and Information*

ICS Form 209

- ICS Form 209 is changing to the NIMS Form 209.
- Existing 209 outdated, doesn't comply with NIMS standards, and doesn't meet IT security needs.
- Existing 209 does not facilitate info sharing and coordination between agencies and responders.





Changes to 209

- Slightly larger and more comprehensive
- Will report all-hazard incident status information
- Will provide more info on incident threats to public
- Will allow more depth in reporting of resources assigned



Changes to 209

Key Points

- 209 is going to look different
- 209 going to contain more information, especially in regard to non-fire incidents
- 209 will still remain the source of official information about an incident



Incident Management Situation Report

- The IMSR, or familiarly, the “Sit Report” is being improved.
- Confusion in understanding true scope of large fire activity in the “multiple objectives” era.
- Metrics like “% contained” are meaningless when a team is not trying to contain a fire.
- For past few years, *number* of large fires managed for multiple objectives was the only info on IMSR.



Changes to IMSR

- New table this year – “Other Fires”
- Summarize info about large fires managed for multiple objectives.
- Aggregated by geographic area, not individual fire.
- Acres burned, crews/engines/helicopters, total personnel assigned.
- Other Fires table is updated every Friday in IMSR.

Changes to IMSR

- Launch date depends on changes to 209, but should start seeing changes in IMSR in May.
- Key Points
 - Accurate info about large fires managed for multiple objectives has been lacking due to reporting system.
 - New data table will help alleviate that and allow users to better grasp national picture of large fires.

National Interagency Coordination Center
Incident Management Situation Report
Friday, April 20, 2012 – 0800 MT
National Preparedness Level 1

<u>National Fire Activity</u>	
Initial attack activity:	
New large fires:	Light (73 new fires)
Large fires contained:	0 (*)
Uncontained large fires: **	0
Area Command Teams committed:	1
NIMOs committed:	0
Type 1 IMTs committed:	0
Type 2 IMTs committed:	0
	1

Nationally there are no large fires being managed to achieve multiple objectives.
** Uncontained large fires include only fires being managed under a full suppression strategy.
[Link](#) to Geographic Area daily reports.



Election Year

- Large fires may attract more attention in 2012
- Discuss treatment of VIP visitors with host agency during in-briefing.
- Be willing to equally inform candidates and incumbents about wildland fire.



PIO Qualifications

- Several NIMS “I” and “IS” courses now required for PIO qualifications at all levels
- Depending on your agency, some course are required now and some by October this year.
- Those already qualified do not need to go back and take courses; only to advance
- Need to stay on top of this; check with unit training Officer or IQCS lead.

Plain Language

- A lot of external audiences don't understand jargon.
- Speak and write clearly.
- Help IC and staff members do the same.
- www.plainlanguage.gov has a lot of resources.

The screenshot displays the homepage of Plain Language.gov. At the top left, the logo features the text 'Plain Language.gov' with the tagline 'Improving Communication from the Federal Government to the Public'. To the right of the logo is a 'Popular Topics' section listing 'Regulations', 'Health Literacy', 'Financial', and 'Before-and-After'. Below the logo is a grid of navigation links including 'Federal Plain Language Guidelines', 'Plain Language - It's the Law', 'Plain-Language Training', 'Training Resources', 'Examples Database (beta)', and 'Examples'. A 'Site Highlights' section is located below the grid, featuring 'Designated Senior Officials and Agency Webpages' and 'U.S. Citizenship and Immigration Services videos'. On the right side of the page, there is a search bar with a 'Search' button, a 'Powered by Google' note, and sections for 'Meetings', 'News', and 'Events'. The footer contains links for 'About Us', 'Contact Us', 'Privacy and Other Policies', 'USA.gov', '800Ta.gov', and 'Usability.gov'.



PIO Bulletin Board

- http://www.nifc.gov/PIO_bb/pio_main.html
- Lots of info there especially for you.
 - Statistics
 - Job aids
 - Briefing materials
 - Tool kits
- Well worth spending ten minutes exploring the site.
- Let your agency contact know if there are things you'd like to see on the PIO Bulletin Board!

GoToWebinar Control Panel QUESTIONS

- If you have already queued up a question, great!
- Or you can type in your question now.
- Please let us know what organization / agency you are with and if you would like a specific presenter to answer your question.

The screenshot shows the GoToWebinar control panel interface. It features a menu bar with 'File', 'View', and 'Help'. Below the menu bar, there are several sections:

- Audio:** Includes radio buttons for 'Telephone' and 'Mic & Speakers' (selected). A 'Settings' link is next to 'Mic & Speakers'. Below this is a 'MUTED' indicator with a microphone icon and a volume level indicator showing 100%.
- Talking:** Displays 'Talking: Robyn Broyles'.
- Questions:** A text area containing the message: 'Welcome to the Strategic Thinking... Strategic Speaking 2012 PIO Webinar. We will begin shortly.' Below the text area is a prompt: '[Enter a question for staff]'. A 'Send' button is located at the bottom right of the questions section.

At the bottom of the interface, there is a banner for 'Final Simulation Dress Rehearsal - Webinar ID: 949-035-522' and the 'GoToWebinar' logo.



Thank you!

Visit us at:

www.nifc.gov/PIO_bb.html