



# Fire Information Pacific Southwest Region

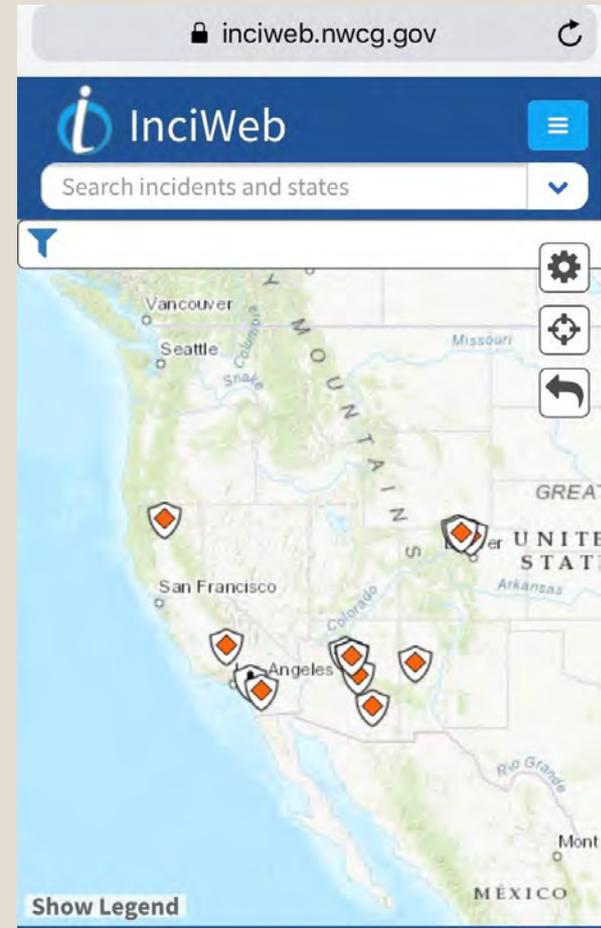


Stanton  
Florea

2019  
California  
IMT  
Meetings

# Forest Expectations

- Work with FMO to identify a PIO
- What defines success for FMO? Line Officer?
- Have a practical Info Plan- who will be available?
- Delegation of Authority



# California Media Access Law

- Statute 409.5
- Allows full access to emergency incidents by credentialed members of the news media
- U.S. Forest Service honors this in California



# Denying Media Access

Three exceptions to CA Statute 409.5:

1. Inhibiting Firefighters or Law Enforcement from doing their jobs
  2. Preventing Ingress or Egress of Evacuees
  3. Protection of Crime Scene
- On fires in 2018?



# Forest Communities = Crucial.



# Resource Messages



# Seizing Opportunities

- Anticipating opportunities to work in strategic messages “teachable moments”
- InciWeb sidebar stories, features, photos, etc.



# Resources/links

- PIO Bulletin Board at: [www.nifc.gov](http://www.nifc.gov)
- [www.nifc.gov/PIO\\_bb/pio\\_main.html](http://www.nifc.gov/PIO_bb/pio_main.html)
- DOI Office of Wildland Fire:  
[www.doi.gov/wildlandfire](http://www.doi.gov/wildlandfire)
- [www.doi.gov/wildlandfire/information](http://www.doi.gov/wildlandfire/information)
- Pacific Southwest Region FAM Brief:
- <https://gacc.nifc.gov/oncc/pio/>
- NWCG Wildland Fire Glossary of Terminology  
[www.nwcg.gov/glossary/a-z](http://www.nwcg.gov/glossary/a-z)

# Pacific Southwest Region Leadership

- Joe Navratil- New Communications Director
- Regional Forester-  
Randy Moore
- New DRF- Tony Scardina
- Fire Director Bob Baird



# Our Organization

- Direct Support to Forests and IMTs
  - Kerry Greene at North Ops; South Ops vacant
  - Issue-Related Media Inquiries
  - Interface w/ IMTs & NIMO
  - IWI support including fatalities
  - Daily Coordination Calls
  - Need to define roles
- Coordination with both FAM and PAC



# Support to Forests

- PAO at North Ops/South Ops
- Issue-Related Media Inquiries
- Interface w/ IMTs & NIMO

- Fatality incidents
- Increasing capacity



# Region 5 Fire Desk (RO)

- Typically activated when we're at PL4 and PL5
- Opportunity for qualified PIOs and Forest PAOs to assist during fire season
- Defining the roles of Fire Intelligence (“Intell”) and Public Affairs (strategic)
- Somewhat similar to the National Fire Desk
- Different kind of fire assignment in the RO “Situation Room”

# State Operations Center (ESF4)



# Mark Your Calendars

- USFS Fire/Line Coordination Meetings  
May 14-16 (Partners participating also)
- National MAFFS Training in Colorado Springs this year!
- NIFC Fire Communications Webinar (TBD)
- Wildfire Awareness Week: May 5-11
- Camp Smokey and R5 State/Private Forestry at California State Fair July 12-28

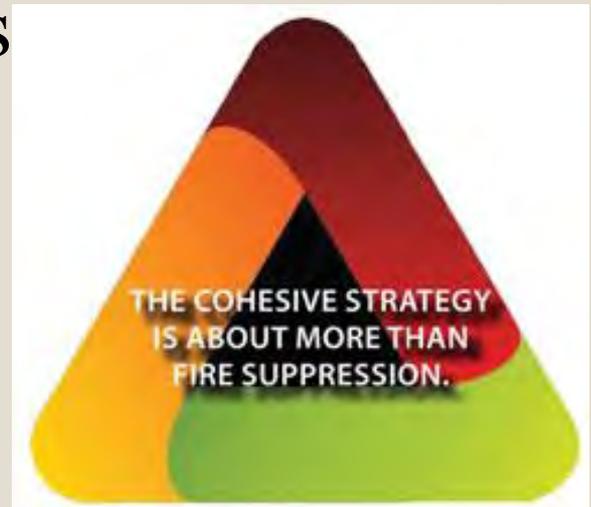
# 2018 Significant Events

- Numerous dignitary visits; both secretaries, VP and POTUS
- Top Down Messaging
- Fire Management/Forestry debate
- Shift to “Fire Year”
- Tragic loss of 6 firefighters
- Workplace issues- Stand Up program
- New USFS Chief Vicki Christiansen
- Staffing/Vacancies/Government Shutdown

# National Cohesive Wildland Fire Management Strategy

- Partnership with Interior Dept. & others
- Focus in three key areas:
  - Resilient Landscapes
  - Fire-Adapted Communities
  - Wildfire Response

[www.forestandrangelands.gov](http://www.forestandrangelands.gov)



# National Cohesive Strategy

- Fire-Adapted Communities campaign with partners
- PSAs, Learning Network, Website  
[www.fireadapted.org](http://www.fireadapted.org)

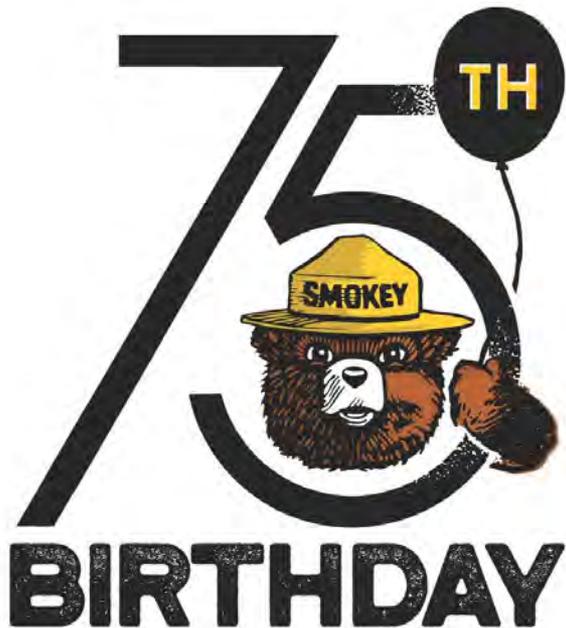


# Unmanned Aircraft Systems (UAS) “Drones”

- [www.fs.fed.us/science-technology/fire/unmanned-aircraft-systems](http://www.fs.fed.us/science-technology/fire/unmanned-aircraft-systems)
- <https://www.nifc.gov/drones/>
- Continued integration of drones into fire management

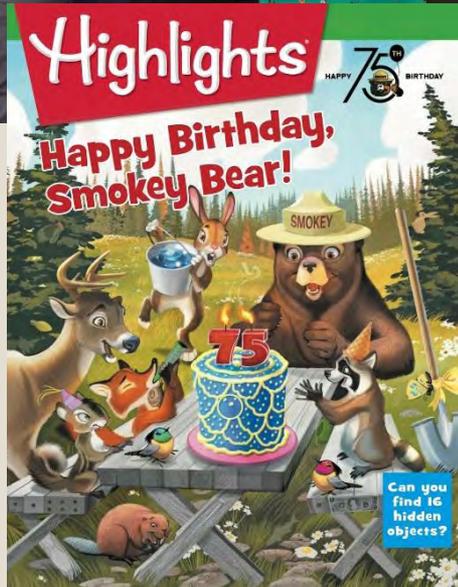


# Wildfire Prevention



- “One Less Spark” campaign has reached millions  
[www.preventwildfireca.org](http://www.preventwildfireca.org)
- Totals: 965 fires burned  
728,895 acres of National Forest lands in Calif in 2018
- Camp Smokey at California State Fair
- Barb Geringer-Frazier left -  
Regional Prevention Coordinator vacancy

# Smokey's 75<sup>th</sup>

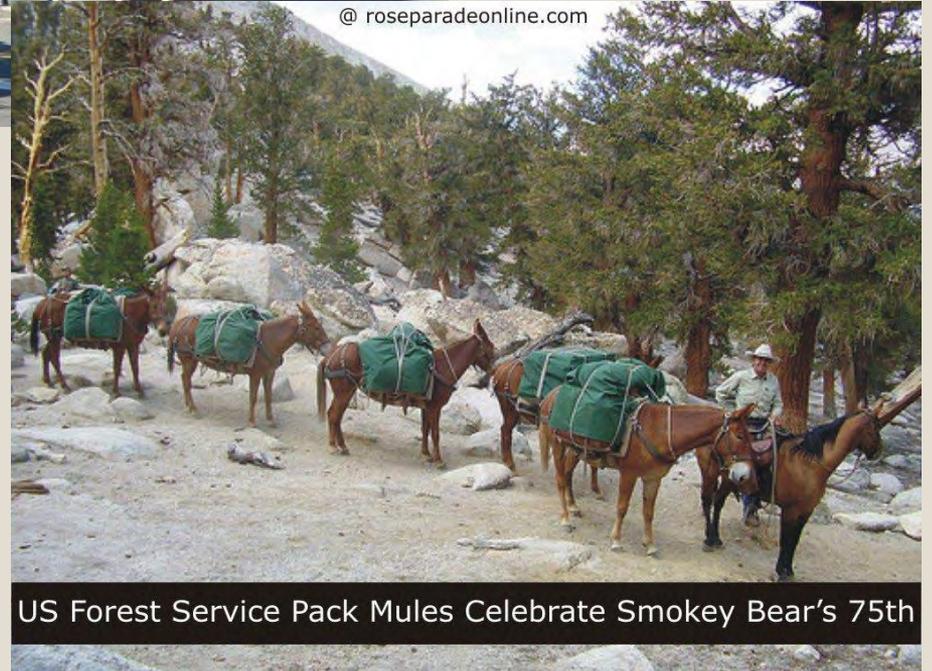


# 2019 Tournament of Roses





@ roseparadeonline.com



US Forest Service Pack Mules Celebrate Smokey Bear's 75th

# FAM Board of Directors



# Fire Resources Infographic



# Predictive Services Products

- Seasonal Fire Outlooks
- Available for mobile devices also
- Increasing use by news media



# Campaign Content – WO FAM Videos

Sample Fire-related YouTube Videos:

- Taking Flight in the U.S. Forest Service

[www.youtube.com/watch?v=HmdTQyq3jFU](http://www.youtube.com/watch?v=HmdTQyq3jFU)

- A Better Way to Think About Wildland Fire

[www.youtube.com/watch?v=HeO12N6iLy0](http://www.youtube.com/watch?v=HeO12N6iLy0)

- Fighting Wildland Fire for the Next Generation

[www.youtube.com/watch?v=3\\_k6IOHxSB0](http://www.youtube.com/watch?v=3_k6IOHxSB0)

# Outcomes: Input to Action

- 1. Improving the Work Environment
- 2. Mass Mailing System
- 3. Utilization of FAM staff/funding
- 4. Integration with FAM organization
- 5. Need for Audio-Visual Support
- 6. Impact of Top Down Messaging
  
- Changes this Fire Year vs. Future (Joe)

# Questions?

