



Fire Prevention & Information Committee

Conference Call Minutes

09/21/10

Attendees:

Cal – BIA ABQ

Cam – AZ State Forestry

Jennifer – Black Mesa

Dan – NM State Forestry

Mark Lujan – BLM Taos

Mary Z – FS, SWCC

Richard Atkinson – PLIC

Loretta – BLM NM

Karen Takai - FS

Val C - BIA

Jim Payne – Ret FS AZ

Dolores G – BLM NM

Dorotea – Carson NF

AFTER ACTION REPORT

- ✚ **PLIA – Richard Atkinson** --- considering the “light” fire season, things went very well. Had good response from units in NM and AZ. Posting was easy and Rx burns are getting posted to the site. No other input from committee members.
- ✚ **Social Media Tools** – All --- Media was reporting accurately – reflected a good job from PIO's.
 - Twitter, Facebook, My Space, etc. useful for getting information out referencing a variety of topics...stories, fire updates, etc.
 - Dolores is using AZ Twitter site for getting fire info out and they do have media outlets that are following the Twitter feed – so this is working well. PIO can get info out and helps limit calls coming in.
 - Dan – NMSF – “Info Dept” has not allowed “access.” Dan has set up a Twitter account (personal) and he is working with NMSF PR folks. Setting up the Twitter account has helped Dan ensure that media is obtaining accurate information.
 - Val – BIA – mentioned that folks within the BIA still do not have the tools to access social media. He reminded us that messages via social networking might not necessarily be available to all.
 - Mark – Taos BLM – Twitter access – he is not able to access Twitter, Facebook, etc. Loretta will send Mark a BLM contact and sample message that was sent to Loretta (granting access), then Mark can pursue through appropriate channels.
 - Mary Z – SWCC – Jay’s News and Notes – SWCC Twitter –they shared all Twitter addresses with media during pre-season visits.

- Cam – AZ State Forestry – experienced a “lockdown” on “social media sites” – permissions are granted to very specific individuals.
- Mary Z – mentioned that “they” had been invited to attend FWS rollout for Facebook – “another tool in the toolbox”...use the most effective tool or the tool that is available to you that works! There is an avenue to publicize some good stories that may not otherwise be seen. Right now it seems cumbersome, but we’re slowly making headway. Continue to work with partners – help each other out.
- Jim Payne – non-agency partner - Twitter account has kept him informed as to what is happening. Tweets out of inciweb were “delayed” and sometimes required another agency to initiate the tweet. Dolores mentioned that some tweets were also coming in in triplicate.

📌 NM and AZ FIRE INFO SITES

- Loretta – The NM site was very helpful and useful. It was used extensively during BLM/DOD wildfires in southern NM. User friendly for posting articles, updates, fact sheets, as well as uploading photos.
- Mark L – mentioned that he can’t get to the blog roll due to limited access allowances.
- AZ FIRE INFO SITES – Dolores wasn’t sure that it was being utilized, or to what extent. AZ INFO Twitter site has been utilized for current and up-to-date “fire information.” The AZ Fire Info website is still effective for education and prevention. Access to the website is limited because it is housed by AZ State Forestry. Cam will follow up to remedy access issues for Dolores (and anyone else who needs to access the site). PLEASE NOTE: Eric Nietzel can provide access to folks for the AZ FIRE INFO Twitter Site.

📌 PREVENTION ACTIVITIES AND EVENTS

- NM State Forestry – Busy with numerous Smokey Bear events and activities.
- Dolores - AZ – Participation at County Fairs, Gardening and Home Shows, FireWise information has been very popular.
- Dorotea (FS) and Mark (BLM) mentioned the interagency partnership to staff the booth at the NM State Fair is ongoing.
- Mark said they also participated in a big event at “Wild Rivers” in northern NM.
- Other opportunities for prevention activities include: projects outlined in local CWPP’s, parades, school events, awareness/safety days at Home Depot, Lowe’s, Walmart, etc.
- Radio PSA’s, Television PSA’s (Telemundo) 30 second spots, billboards.

- KNME – “New Mexico in Focus” (on Friday nights). Val C will research possibilities of getting some “air” time on KNME – CATS/Public Service Stations, too.

Olivia – Prescott/Coconino NF’s - Fire Safety program in Verde Valley (in northern AZ) includes clowning and puppeteering – working with local fire depts. Presented defensible space program to students, with great success! Boy scouts – more troops getting involved in fire prevention programs. AZ State Fair? Would like to see involvement in Phoenix during the AZ State Fair. Sees a need to conduct outreach activities targeting State Fair audiences. Val will make arrangements for some of his contacts to tie in with Olivia to see if they can arrange something for next year. (Jim and Dolores – shared information re: registration fees, booth locations, logistic concerns, budget, etc. that can sometimes present barriers). AZ Game & Fish has a building at the AZ State Fair Grounds – maybe some potential to partner with Private Industry, Insurance, others. Olivia will do some follow up.

Camp Smokey – Olivia introduced the concept (currently established in CA) to the group during the conf call. If anyone is interested in pursuing this idea for the southwest, you are encouraged to contact Olivia via e-mail: olorge@fs.fed.us To learn more about “Camp Smokey” visit:

Camp Smokey on YouTube - link:

http://www.youtube.com/watch?v=CpOEEQcxpfE&ytsession=WjF67B1g7TUGuscL072k7V0BtLz-mjweIncX1NAy-c9qUeOA-za1YEg4ioh9V_fjz5yQVUCbdcM2CWk9DeWqk3nb_1DE2q15vv9FIUpfLZT1rcki4gfyWxtpV4EXsH1IHVXf_XQbZICWH39D8VBPIjGoA2vpPcaGnCK7NIW4Glza07yO-KMWqdzSdN5EOUJz2OoKMNbB0hdv6yKOuTksz6x8tcx-juL7xLEw8gYLeElypov3zYMRMBEP_KAdF5b-470khXCmyqM

Mark – mentioned that cooling vests for Smokey Bear and Seymour (BLM) costumes are available from several sources. He also said that they had had success revamping the fan (head gear) for both costumes.

→ google “cooling vests for Smokey Bear costume”

2010 SW PREVENTION & INFORMATION MEETING

November meeting is scheduled for Nov 3rd and 4th -- beginning at noon on the 3rd and ending at noon on the 4th. (The meeting room will be available after noon, if needed.)

Location: BLM Training Center, 9828 North 31st Avenue, Phoenix, AZ 85051-2517,
Phone: (602) 906-5500

Highlights from notes that Jennifer sent out previously:

- The hotels closest to the center are not the best and many have had security or comfort issues in the past. But hotels just east of I-17 and Peoria may be a bit more secure and have been more recently updated. Recommend using a travel website to check hotel reviews before reserving a room.
- Please eat lunch before you come, or bring it with you.
- Ok to bring snacks; drinks must have a lid.
- There will be space available to showcase displays, brochures, etc. – please bring items to swap and share!

- We estimate 35-40 attendees.
- A copier is available on site, but there is a charge per copy.
- Please print your own copies of materials provided in the links below if you want to refer to hardcopies.
- Small parking lot in front of bldg, large lot behind bldg, ok to park across the street at the mall too. Recommend hide/secure all items in parked vehicles.
- Agency ID required or you will be assigned a visitor pass.

BLM National Training Center website: <http://www.blm.gov/ntc/st/en.html>
 Directions to BLM NTC: <http://www.ntc.blm.gov/basic/directions.html>

Under Agenda Item: “Ready, Set, Go” – may want to include some discussion on the “Take Responsibility” Campaign (CA) and any other campaigns that may be out there.

LIVING WITH FIRE BROCHURE – Dan Ware – is in contact with a print shop in ABQ and they can publish “Living with Fire” as a ‘magazine.’ 16 pgs – qty 5000 (\$2286)

Examples of current NM and AZ Living with Fire publications:

http://azsf.az.gov/fire_information/default.asp - “Living with Fire” AZ

<http://www.emnrd.state.nm.us/FD/index.htm> - “Living with Fire” NM (click on icon at bottom of the linked page)

NOTE: Karen Takai – USFS expressed interest in a “Living with Fire” makeover. This should be a stand-alone project – with the possibility of revamping the publication for a more “regional” (SW) look. This project will take on another life with Dan chairing the “committee.” If you are interested in participating, please contact Dan Ware at NMSF – daniel.ware@state.nm.us

ADDITIONAL ITEMS/ROUND ROBIN

Mark Lujan – Balloon Fiesta (Oct 2nd thru 10th) NMSF participating as volunteers with the Friends of Smokey balloon. Trailer will be there and trailer needs to be staffed – Karen Brown (Friends of Smokey Bear Balloon) is the contact: touchogold@msn.com

Smokey trailer will be at the Abruzzo-Anderson Balloon Museum right at the balloon grounds. They are still looking for help for crewing and the trailer for the entire fiesta.

NEXT CONFERENCE CALL

Next conference call date will be determined at the November SW Prevention & Information Committee meeting in Phoenix.



Your participation in these monthly calls is essential to our committee's success. Your time and expertise is appreciated!