



## NPS Fire Communications and Education Update

March 2002

### NPS Fire Education, Prevention and Information Specialists

The NPS fire communications and education group met for the first time in Boise, Idaho, in November 2001 for a workshop titled Fire Connections. The primary participants were the newest "fire hires" who are dedicated to fire communications. The objectives of the meeting were to provide communication and education tools for field use, provide baseline information on fire management, and to initiate a discussion on goals for national and local fire education, prevention, and information programs within the NPS. Additional information about the newest members to the NPS fire community, the esteemed presenters, and the workshop can be found at: [http://inside.nps.gov/fire/comm\\_ed/fire\\_connections\\_2001.htm](http://inside.nps.gov/fire/comm_ed/fire_connections_2001.htm)

The group worked on developing a Communications Plan for the NPS Fire Communications and Education program. The first draft of the plan was presented to the Fire Management Leadership Board (FMLB) at the January 2002 meeting. Initial review provided by the FMLB indicates that the draft communications plan provides fine direction for the future. Additional comments from the FMLB are forthcoming, but suggested modifications include: to address the NPS role in the National Fire Plan, broaden the fire communications emphasis to reach beyond the Wildland Urban Interface program, and work to increase internal communications efforts. The FMLB will be canvassed at the March meeting to include any final comments on the draft NPS Communications Plan. The revised draft will be posted for field comments and then finalized by April 15, 2002.



Fire Education, Prevention and Information Specialists (Left to Right:)

**1st row (kneeling/sitting)** — Jody Lyle - SEKI; Roberta D'Amico - FMPC; Jennifer Chapman - PORE; Scott Sticha - ROMO; Amy Phillips - SERO  
**2nd row (kneeling)** — Carol Jandrall - WHIS  
**3rd row (standing)** — Liz Roberts - FMPC; Angela Smith - OZAR; Lori Iverson - GRTE; Marty O'Toole - SAMO; Allison Jackson - BUFF; Scott Isaacson - LAVO; Tina Boehle - FMPC  
**4th row (standing behind)** — David Eaker - ZION; Kathleen Harter - MWRO; Jim Whittington - BAND  
**Not pictured** — Barb Stewart - NERO; Donna Nemeth - GRCA; Morgan Miller - ARO

Since November, the Fire Management Program Center (FMPC) Communications and Education staff also has been involved in the development of a number of interagency Fire Communications plans, including: the National Fire Plan Interagency Strategic Communications Plan for 2002; Rural Fire Assistance Program Communications Plan; Interagency Mitigation, Prevention and Education Communications Plan; and the National Wildfire Coordinating Group Wildland Fire Education Working Group vision and long-term

communications plan. Communications are a "hot" topic nowadays in the fire community! Once finalized all of these plans will be posted on the Communications and Education section of The Fire Line.

#### Web Resources:

Fire Communications & Education  
[inside.nps.gov/fire/comm\\_ed](http://inside.nps.gov/fire/comm_ed)



### Web World

Initially presented to the FMLB in September and then sent out electronically for feedback and ideas from the field, The Fire Line, the National Park Service Fire Management internal website located at <http://inside.nps.gov/fire> came to electronic life on February 12, 2002. The launch date mirrored that of the newest NPS internal communications tool, InsideNPS Intranet which is located at <http://inside.nps.gov>. If you haven't checked both of these out, please do so! The Fire Line is your place to go for tools and resources and your comments and suggestions on what works and what doesn't work are always welcome.

As with any web-based site (intra – internal audience or inter – external audience), the site is a continual work in progress. Currently more detailed procedures are being developed as to how to submit information, and what information fits on The Fire Line versus on FireNet, the external web communications tool. There is some overlap expected between the two sites. The FMPC communications team is working with the WASO web team to be sure that fire management is well connected with the rest of the NPS web-world. Fire Management also has a space on InsideNPS specifically dedicated to fire management, located at <http://inside.nps.gov/programs/division.cfm?div=73&page=home>. You will see changes to this area as Tina Boehle, the webmaster, receives input from the field, especially in the areas of "News" and "Events".

A number of individuals have requested web page templates – the NPS does provide templates that are in line with the Message Project. These can be found at: <http://www.nps.gov/helpdesk/Templates/index.htm>

Information and more tools you can use which relate to the NPS service wide Graphics Identity Program, including the new arrowheads, NPS Rawlinson and Frutiger fonts, and examples of publications in the Message Project format, can be found at <http://www.graphics.nps.gov>.

#### Web Resources:

The Fire Line Intranet  
[inside.nps.gov/fire](http://inside.nps.gov/fire)  
InsideNPS Intranet  
[inside.nps.gov](http://inside.nps.gov)  
Fire Management on InsideNPS  
[inside.nps.gov/programs/division.cfm?div=73&page=home](http://inside.nps.gov/programs/division.cfm?div=73&page=home)  
Templates  
[www.nps.gov/helpdesk/Templates/index.htm](http://www.nps.gov/helpdesk/Templates/index.htm)  
Graphics Identity Program  
[www.graphics.nps.gov](http://www.graphics.nps.gov)

### Information Officer (IO) Training

During the Cerro Grande fire in May 2000, when the NPS was seeking qualified Information Officers to focus on incident communications, a list of qualified IO's was pulled off of the Shared Applications Computer System (SACS). At that time, for Type 1, 2, and 3 IO's combined, the National Park Service had approximately 21 qualified individuals. Facilitating training and assisting those interested in obtaining the needed Information Officer skills is a high priority for the Fire Communications and Education program.

Several months ago, a questionnaire was distributed via e-mail and by hard

copy to individuals in the National Park Service interested in learning about the qualifications and training required to become an IO. As a result, a database is being compiled that contains locations, qualifications, and training needs of field staff interested in becoming qualified Information Officers and serving on assignments. Final modifications to the database as well as instructions for use should be available to the field by early May. Contacting employees listed in the database will increase NPS representation on fires as well as provide an opportunity for growth and development to NPS employees.

In FY2002, funds were allocated to assist in providing two interagency IO courses, the introductory and the advanced course, S-203 and 403 respectively. After receiving over 100 applicants for S-203, Introduction to Incident Information, the interagency communication group at NIFC recognized a higher need to present two introductory courses. The first course, presented in Boise at the beginning of February brought nine new NPS employees into the ranks as Type III Information Officer Trainees. A second S-203 course is being held in Boise in May. A number of NPS applicants have also been directed to other IO courses across the country, so the opportunity to have additional NPS IO's on fires and other incidents should increase significantly in the upcoming years.

Working with our interagency communication partners, it was recognized that the NIFC communications group needs to assist others in facilitating information courses so they can be presented at the local level throughout the country. This spring an interagency team will be presenting a "Train the Trainer" workshop for S-203. In the future, when the NPS is looking for trained NPS IO's, the SACS list should have quite a few more than the 21 listed in May 2000.



## SCA Fire Education Corps – 2002

Many in the National Park Service are familiar with the Student Conservation Association (SCA), a non-profit organization that provides conservation service opportunities for youth. If you check with your co-workers, you might discover quite a few employees began their resource based careers as an SCA.

The SCA Fire Education Corps was established in 2001. Working with land management agencies and their local partners, the Fire Ed Corps' primary goal is to initiate community-wide education efforts through existing programs like Firewise. The SCA Fire Education Corps consists of one team leader who works with the host agency for approximately six months, and six resource assistants who work as a team for three months. Teams raise community awareness through home evaluations, public presentations, public events, fuels reduction projects, and other activities which are coordinated with the host agency.

The FMPC communications and education staff submitted a joint Wildland Urban Interface project request for SCA Fire Education Corps teams, where a number of DOI agencies would serve as hosts. The Fire Management Leadership Board was advised of this opportunity at the January 2002 meeting, and the regional FMO's canvassed their parks for potential host parks. Host parks and specific details are being finalized and more information will be forthcoming.

Additional information will be posted on The Fire Line, located at: [http://inside.nps.gov/fire/comm\\_ed/sca.htm](http://inside.nps.gov/fire/comm_ed/sca.htm).

### Web Resources:

SCA Fire Education Corps  
[inside.nps.gov/fire/comm\\_ed/sca.htm](http://inside.nps.gov/fire/comm_ed/sca.htm)

SCA Website - Fire Education Corps  
[www.sca-inc.org/fire/index.html](http://www.sca-inc.org/fire/index.html)



*SCA Fire Education Corps members Liz Tainter and Mark Kudrav point out potentially dangerous dried vegetation under Deli Froemke's porch in Gibbonsville, ID*

## Keep those Success Stories Coming!

Last year, after sending out a request via e-mail for success stories in fire, a number of parks provided some excellent materials. The stories covered the spectrum of fire management – from wildland fire use, to creating fuel breaks and other fuel reduction projects, to assisting rural communities through the Rural Fire Assistance program and successful education and outreach efforts as a result of interpretive and school programs. Each story is unique and collectively they present the full scope of the NPS Fire Management. The 2001 stories have been compiled and can be located on FireNet at <http://www.nps.gov/fire/success/>. Since stories for this year have already

been received, the 2002 Success Story page has already been established. Your program can be recognized by the world if you send your fire success story to Tina Boehle, the FireNet webmaster. Additionally, NPS stories are currently featured on the National Fire Plan website <http://www.fireplan.gov>

### Web Resources

FireNet Success Stories  
[www.nps.gov/fire/success/](http://www.nps.gov/fire/success/)

National Fire Plan website  
[www.fireplan.gov](http://www.fireplan.gov)



*Fire Ranger at Yellowstone National Park discusses fire management and uses a 1963 firetruck as transportation and as a prop*



## People, Parks & Fire Display

The twenty-foot display completed in October 2000 by the Fire Management Program Center is becoming well traveled. It has been from Idaho to Wyoming to Nebraska to Arkansas and beyond, with plans for travel to other exotic Midwestern (and other) locations in the coming months. If you would like to reserve the exhibit for your park or region, contact Tina Boehle at 208-387-5875 or Stephanie Lounsbury at 208-387-5230. If you still haven't seen what it looks like, you can check it out at:

[http://inside.nps.gov/fire/comm\\_ed/nps\\_display.htm](http://inside.nps.gov/fire/comm_ed/nps_display.htm).

In addition to the NPS display, there are also several displays available through the National Interagency Fire Center External Affairs Department (BLM). You can see and reserve these displays for your use at [http://inside.nps.gov/fire/comm\\_ed/nps\\_display.htm](http://inside.nps.gov/fire/comm_ed/nps_display.htm).

### Web Resources:

#### NPS Display

[inside.nps.gov/fire/comm\\_ed/nps\\_display.htm](http://inside.nps.gov/fire/comm_ed/nps_display.htm)

#### NIFC Displays

[inside.nps.gov/fire/comm\\_ed/nps\\_display.htm](http://inside.nps.gov/fire/comm_ed/nps_display.htm)

## On the Horizon...

### Where's Bert?



Did you know about the existing tools available to use with the public and school groups? By early May, parks with a fire management program will be receiving two packages of educational "tools you can use". Why send out two packages? One package is for fire management while the other one is to share with the interpretive and education group at your park. If you are not already familiar with these tools, the information package will introduce you to these resources as well as advising you where you can order additional supplies. Stephanie Lounsbury, FMPC's Mail and File Clerk extraordinaire and Boise State University Communications student will send out the packages, and you should expect them by May 1.

So where's Bert? Since we all receive so much mail, an incentive to go through the materials is included in some of the packages. A certificate for a Bert the Bison award will be hidden in approximately 20 of the packages. Instructions will be provided with the certificate on how to claim your award, which will be a Fire Education Team Take Home Pack, containing a small backpack, a stuffed Bert the Bison, and fire education activities to be used with children.

## America's Backyard – Explore Your Public Lands

Our interagency partners at NIFC as well as the National Park Service will have an outstanding opportunity to teach the public about fire when the "America's Backyard" *American Frontiers: A Public Lands Journey* takes place this summer. The purpose of the journey is to highlight public lands as one of America's great treasures. The Public Lands Interpretive Association's *American Frontiers* project and National Geographic Society's *Geography Action! 2002* program will combine forces to create a series of educational projects through the adventures of two groups of travelers who will traverse the public lands north and south from Canada and Mexico, staying on public lands the entire way, a feat never before accomplished. Along the way, the teams participating in the project will take part in special events, some of which may include fire as a focus.

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*This initial Communications and Education Update was developed to correspond with the March FMLB meeting to serve as a follow-up to Action Items and to provide overall information to the field. Feel free to share it. If there is something highlighted that you would like to learn more about, please contact your Fire Communications and Education staff at the Fire Management Program Center – Roberta D'Amico -- (208)387-5239 or Tina Boehle -- (208)387-5875.*





# NPS Fire Communications and Education Update

May 2002

## Wildland Fire Update 2002 Satellite Broadcast

Using space-age technology, the National Park Service joined the Bureau of Land Management, Bureau of Indian Affairs, U.S. Fish and Wildlife Service, USDA Forest Service and the National Association of State Foresters at the Bureau of Land Management's National Training Center in Phoenix, Arizona at the beginning of May to give agency personnel and our partners an update about the upcoming summer fire season.

Among the many topics covered were weather and predictive services, Rural Fire Assistance, Wildland-Urban Interface, changes since the 30-Mile Fire, safety and fire shelter overview, Burned Area Rehabilitation, success stories and more. The broadcast concluded with a message from Secretary of the Interior, Gale Norton, and Secretary of Agriculture, Ann Veneman, wishing the firefighters a safe and successful season as well as thanking them for their overall efforts.

Out of fifty-two participants, five National Park Service employees took part in the broadcast. Sue Vap, NPS Fire Director - Fire Management Program Center (FMPC), Clint Cross, WUI Specialist - Southeast Regional Office (SERO), and Kathy Davis, Natural Resource Manager - Southern Arizona Group (SOAR), respectively spoke about smoke management, fire behavior, and integrating fire and resources. Roberta D'Amico and Tina Boehle, Fire Communications and Education staff from FMPC, provided support before, during, and after the broadcast.



*Sue Vap, Clint Cross, and Kathy Davis participated in the Wildland Fire Update 2002 broadcast from Phoenix, Arizona in early May*

The satellite broadcast used Push to Talk technology as well as offering phone and fax access to viewers so that they could interact and ask questions of the presenters.

In some areas, NPS employees joined interagency partners in viewing the broadcast. For example, Yellowstone National Park staff viewed the broadcast with employees from the Gallatin National Forest. TELNPS, Technology Enhanced Learning, is a fairly new technology for many parks. The TELNPS group is working with a number of parks to install the necessary equipment. As parks come on-line, access to broadcasts will increase.

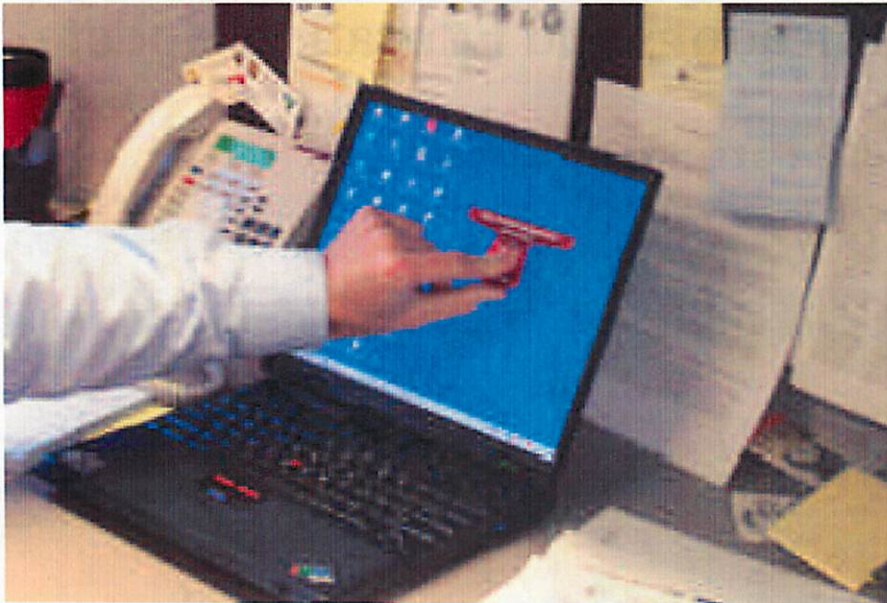
The NPS Fire Communications and Education staff is doing an evaluation of the broadcast, addressing how many park sites and how many employees viewed the broadcast, as well as seeking evaluation of the content. For those parks that will be receiving the broadcast on videotape, please send feedback after viewing. We expect to participate in more interagency fire broadcasts and we welcome your suggestions on future informational updates. Please send numbers as well as feedback to Tina Boehle at [tina\\_boehle@nps.gov](mailto:tina_boehle@nps.gov).

### Web Resources:

TELNPS  
<http://www.telnp.net>



## Stay Connected!



*Name that model - Who from the Fire Management Program Center served as our arm model for this "Stay Connected" screen sweep photo?*

Spread the word - stay connected with Fire Management! Join us in our campaign to draw National Park employees to our intranet site, The Fire Line. The Fire Communications and Education staff chose to design two products for our internal marketing campaign - a screen sweep for computers and sticky notes, both having the message "Stay Connected!" as well as the name and location of The Fire Line. These items will be distributed this month.

"Byte-sized Fire News" is another tool to connect staff with the variety of resources on FireNet (internet) and The Fire Line (intranet). Byte-sized Fire News will highlight two or three new items of interest that might be overlooked in our daily information overload. Information seen today may not be useful this very minute but somewhere down the road a byte of information may come in handy and we want you to know where to find it. So look for more "Byte-sized Fire News" coming your way!



### Web Resources:

Byte-sized Fire News Archives  
[http://inside.nps.gov/fire/comm\\_ed/fire\\_news/](http://inside.nps.gov/fire/comm_ed/fire_news/)

## Got Fire?

Have you ever wished that everyone should understand or "get" fire? But how do we share the fire message with our interested publics, both within our own agency and with our external audiences? The need to get the fire message out is not unique to NPS Fire Management. Land management agencies all agree that communicating the fire message is critical to the success of the fire management program. This was the topic of the Fire Marketing session presented at the Fire in Ecosystem Management class, held in Tucson, Arizona, this spring.

Roberta D'Amico, NPS Fire Communications and Education and Anne Jeffery, Deputy Director, BLM Fire and Aviation presented the session on "Fire Marketing" on May 1, 2002. The session focused on: the various audiences we need to address; how to build a message for your specific fire management activity; and samples of tools for a communications toolbox.

The class brainstormed some successful marketing campaigns that we all have become familiar with, including but not limited to "Got



*One of the most famous and successful campaigns features Smokey Bear*

*Continued on next page...*



*Got Fire? cont.,*

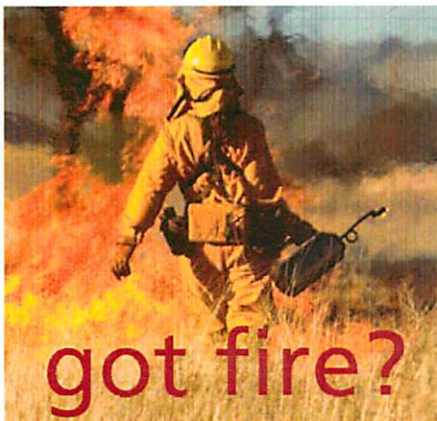
Milk," "Where's the Beef," "Just Say No," "Just Do It," and concluding with a campaign we are all familiar with, "Only You Can Prevent Forest Fires."

A message is not only a key point that you want to communicate, but the "hook" to attract your audience, inviting and encouraging them to learn more about the topic. Some successful fire messages were then discussed, including, but again not limited to: "Fired Up!" "Smoke Signals – Fire Works," "Prescribed Fire – It's Good Medicine for our Public Lands," and "Only You Can Start an Rx Fire." If you are curious as to where these messages originated – which means you got hooked – check out the powerpoint presentation at: <http://inside.nps.gov/fire/powerpoint/> Participants were also presented with a variety of communication tools to help build effective messages for their fire program.

So, when you think "fire marketing" think..."Got Fire!"

### Web Resources:

Got Fire? Powerpoint Presentation  
<http://inside.nps.gov/fire/powerpoint/>



## Need NPS IO's?

The database of available National Park Service Information Officers continues to grow. There are approximately ninety names in the NPS database, as compared to the twenty-one or so names we had listed during the Cerro Grande fire. These individuals are seeking assignments, both as trainees and as fully qualified IO's.

The database includes contact information, in addition to qualifications, task book status, special skills such as other languages and web design, and whether they are interested in being on an Incident Management Team. In order to make the database user friendly for immediate needs, the PDF files on the web list individuals by both state and name. Users will find the headings – Name, Qualifications, State, Unit Location, Phone Number, and additional skills in Spanish, American Sign Language, Web Design, Community Involvement, Prevention, and Photo/Video. Those who responded to the questionnaire provided additional details which are not included in the PDF file. If you would like some additional background on the applicants, contact Tina Boehle and request a copy of the full database.

Those who are interested in being an Information Officer can find the questionnaire on the same page as the information officer listings at [http://inside.nps.gov/fire/comm\\_ed/info\\_officer.htm](http://inside.nps.gov/fire/comm_ed/info_officer.htm). The questionnaire includes an e-mail address for submission. Once submitted, the name and contact information will be found on the files posted on the website. So when you need an information officer, be sure to check out the growing list of NPS IO's!

### Web Resources:

NPS Information Officers  
[http://inside.nps.gov/fire/comm\\_ed/info\\_officer.htm](http://inside.nps.gov/fire/comm_ed/info_officer.htm)

## IRAC Visits Fire Management

The Pacific West Interpretive Ranger Advisory Committee (IRAC) visited the Fire Management Program Center as their first stop before touring NPS units in Idaho.

The IRAC is one of five advisory committees in the Pacific West Region that provides expert advice to the regional leadership team and facilitates communication between program leads and the field. As part of the IRAC's annual spring meeting, the committee began its week with a tour of the National Interagency Fire Center, followed by a discussion about the latest trends in fire education.

The committee was briefed on the National Park Service Fire Communications and Education Program, the Student Conservation Association Fire Education Corps, and ended the day learning about the Fireworks Burning Issues Curriculum from the USDA Forest Service Rocky Mountain Research Station.

The participants were able to take home several resources from the Fire Management Program Center, including a Communicator's Guide to Wildland Fire and a Burning Issues CD, produced by the University of Florida and the Bureau of Land Management.

All involved agreed that this was an excellent opportunity to increase our interdisciplinary and interagency communications.

### Web Resources:

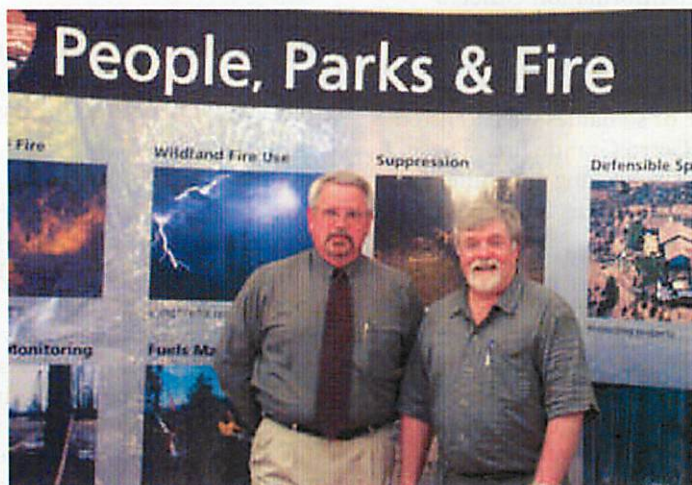
Burning Issues CD  
<http://www.fsu.edu/~imsp/>

Burning Issues Curriculum / Fireworks  
<http://www.firelab.org/fep/research/fireworks/fireworks.htm>

Wildland Fire Communicator's Guide  
[http://www.nifc.gov/preved/comm\\_guide/wildfire/reaching.html](http://www.nifc.gov/preved/comm_guide/wildfire/reaching.html)



## NPS Fire Management Success Stories Told in Wisconsin



*John Scott, superintendent of Pea Ridge National Military Park in Arkansas joined Fred Bird, FMO, Midwest Region at the National Fire Plan Conference in Madison, Wisconsin last month*

- National Capital Region – Partnerships;
- Midwest Region (Jewel Cave National Monument) – Hazard Fuels Reduction;
- Intermountain Region (Rocky Mountain National Park – Wildland-Urban Interface;
- Pacific West Region (Yosemite National Park) – Wildland Fire Use;
- Alaska Region – Rural Fire Assistance.

The Fire Communication and Education staff wish to thank all who put time and energy into sharing the excellent work we do in the NPS. Help us share your stories! Keep the information coming!

National Park Service Fire Management made quite an impression at the National Fire Plan Conference in Madison, Wisconsin in April. Approximately twenty National Park Service employees joined federal and non-federal partners for two days of seminars and discussions about the National Fire Plan.

National Park Service fire success stories were highlighted during a poster session on the evening of April 16. The twenty-foot People, Parks & Fire display dominated one side of the room, attracting many attendees. Participants had the opportunity to view posters specifically designed to highlight success stories in each region as well as pick up a booklet that told the stories behind the scenery. Poster highlights included:

- National Level – Fire Education;
- Northeast Region (Shenandoah National Park) – Fire Prevention;
- Southeast Region (Big Cypress National Preserve) – Technology;



*One of the Success Stories posters presented at the National Fire Plan Conference in Madison. This poster highlighted the National Park Service partnership with AmeriCorps in National Capital Region*

### Web Resources:

Success Stories 2002  
<http://www.nps.gov/fire/success/2002/>



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## NPS Fire Communications and Education Update

September 2002

### One Year and Counting...

The majority of the Fire Education, Prevention and Information Specialists (FEPIS) recently passed the one-year milestone on the job in the various parks and regions. Since their introduction in the first NPS Fire Connections newsletter in November 2001, a lot has happened and many experienced a very busy summer.

Since last fall, two more Fire Education, Prevention and Information Specialists have joined the team – Scott (Dusty) Warner from Acadia National Park, and Morgan Miller for the Alaska Regional Office. Amy Phillips, from the Southeast Regional Office has chosen to move on. Several months ago, Amy and her husband welcomed their daughter, Elizabeth, to the world.

It's been a busy year for everyone, but here is what the group did over their summer "vacation."

#### Fire Management Program Center –

Roberta D'Amico and Tina Boehle both had a very busy summer that took them to exotic places in the Great Basin and beyond. They kicked off the summer in May with Wildland Fire Update 2002, an interagency satellite broadcast from Phoenix, Arizona. Soon thereafter, they assisted with the Fire Summit that brought many special visitors to the area, including Agriculture Secretary Veneman and Interior Secretary Norton. In June, Roberta and Tina assisted with a "Train the Trainer" workshop for S-203, which brought Fire Education Prevention and Information Specialists as well as others interested in instructing S-203, Introduction to Incident Information.



*Marty O'Toole (Santa Monica Mountains National Recreation Area) and Jody Lyle (Sequoia and Kings Canyon National Parks) were two of the Fire Education, Prevention, and Information Specialists that helped with information needs at the National Interagency Fire Center in Boise this past summer. Here they are accompanied by an Idaho potato celebrity, Spuddy Buddy*

Roberta went on several fires as an information officer with Hefner's Type I Team, including the Big Wash and Sanford Fires (UT), Grizzly Gulch Fire (SD), Toolbox Complex (OR), and Lakes Complex (NM). In between off-site fire assignments, Roberta served as the liaison from External Affairs to the National Multi-Agency Coordinating Group at NIFC.

Tina had a number of opportunities to obtain experience as an information officer this summer as a member of Broyles Type 2 Incident Management Team. She was an information officer on the Big Wash Fire (UT), Black Canyon Fire (UT), Sour Biscuit Fire (OR), Cherry Creek Fire (ID), and the Trick Fire (AZ). Outside of the team, she also assisted with information



on the Bear Run and Walla Bear Prescribed Fires near Idaho City, ID and the Garden Valley Complex, ID.

Tina was very excited about an opportunity in May in which she went to Mesa Verde National Park to assist with their fire interpretation program. She helped to orient the newly hired seasonal fire interpreter. In addition, she worked with the webmaster on the fire section of the park website which was nearing completion.

Other projects that Roberta and Tina have worked on over the summer included the *NPS Fire Communications & Education Update*, numerous publications of the *Fire Communications Newsflash!* series, and the very popular *Byte-sized Fire News*.

**Point Reyes National Seashore/Golden Gate National Recreation Area** – *Jennifer Chapman* was very busy throughout the summer. She provided public information for prescribed burns at Point Reyes. She prepared a draft Point Reyes – Golden Gate Fire Education Strategy, as well as developed an eight-page NPS publication, Point Reyes-Golden Gate “Fire & Fuels 2002”, soon to be printed. Jennifer coordinated and developed a 12-page partnership publication, “People, Parks & Fire – Building Partnerships in the Wildland-Urban Interface”, a supplement to the *Marin Independent Journal*, which is scheduled to be printed in the near future. She hosted a Project Learning Tree /Burning Issues Facilitators Update and conducted a field trip to the Vision Fire burn area; participated in an interagency air, land & water Search & Rescue training exercise as information officer, and was later assigned to the Planning section. She also conducted two public meetings for wildland-urban interface projects.

**Zion National Park** – *David Eaker* also did many assignments this summer, but the one that brings him the most pride is that he FINALLY got to be Smokey Bear for a children’s fire education program! He was also an Information Officer on the Big Wash Fire (UT), McNally Fire (CA), Stanza Fire (CA), and Sour Biscuit Fire (CA).

In the park, David created a National Fire Plan Display for the Great Basin Fire Prevention and

Education Conference, wrote numerous success stories for Zion, Bryce and Cedar Breaks, and created a powerpoint presentation titled *What the National Fire Plan has done for Color Country* for the Southern Utah Planning and Advisory Committee. Currently he is working on new material to create a premium fire website for Zion National Park.

**Midwest Regional Office** – *Kathleen Harter* had a unique opportunity this past spring and summer to share her knowledge of education and fire on a detail to Croatia. She visited Croatia twice between April and July as part of a USAID project. Her duties while on this project included; co-instructing interpretive, education, and design techniques, along with coaching, editing, and reviewing written and designed materials. At the conclusion of project, the parks were presented with an array of interpretive and education materials to be used for years to come. Throughout the project, the interns learned and applied many of the techniques that interpreters and educators use in national parks in the United States. The program has been so successful that five Croatian National Parks will have been served in a one-year period.



*The Croatian park employees viewing their finished interpretive products for the first time*



In between time spent in Croatia, Kathleen also had the opportunity to do fire related work. She co-instructed an interpretive session for the SCA Fire Education Corps team leaders. The team leaders and their team members applied the skills learned when educating outside organizations and homeowners about Firewise practices. In August, Kathleen was in Salmon, Idaho with her Fire Use Team to do information on the Little Horse Fire.

**Lassen Volcanic National Park** - *Scott Isaacson* was assigned as Team Leader for one of the Fire Prevention Teams in New Mexico this summer. The assignment coincided with the early fire season in the Southwest and involved a lot of public education and fire prevention activities. Scott also worked out of Area Command in Roseburg, Oregon for the Apple/Tiller Complex.

This summer, Scott also worked on the new Junior Firefighter Program. The program at Lassen Volcanic has been a huge success. During eight programs this summer, 279 children earned the Junior Firefighter patch. Each Junior Firefighter had parents in attendance, thus doubling the audience receiving the fire message. The Fire Management Program Center exhibit was on display August 10 for the Annual Day in the Park celebration through September 10, nearly 12,500 visitors viewed the exhibit.

**Grand Teton National Park** - *Lori Iverson* was an Information Officer at the Operation 4<sup>th</sup> of July Area Command, which was based in Omaha. Established by order of the National Park Service Director, the Area Command was tasked with providing servicewide critical resource coordination and prioritization between scheduled July 4<sup>th</sup> special events and unplanned Type I or Type II incidents.

Grand Teton hosted an SCA Fire Education Corps team that was a big part of the summer. They did home evaluations for defensible space, attended community events, and organized an area fuels reduction project, all in an interagency setting with Grand Teton National Park, the Bridger-Teton National Forest, and the Jackson / Teton County Fire Department.

**Buffalo National River** - *Allison Jackson* was on a very steep learning curve this summer as her first Information Officer assignment was on the huge and complex Missionary Ridge Fire in Durango, Colorado. She said that patience, humor and especially good training this past winter carried her through. In addition, she assisted the National Fire Prevention Team with messages and displays at Mesa Verde National Park for several weeks before the Long Mesa Fire started.

She also made it to California as an Information Officer on the Sour Biscuit Fire, South Zone. She was in Boise for a Train the Trainer for S-203, and plans to bring Information Officer training to her local area.

**Whiskeytown National Recreation Area** - *Carol Jandrall* has worked hard to make the Junior



*Patch awarded upon completion of the Junior Firefighter Program at Whiskeytown NRA and Lassen Volcanic NP*

Firefighter program a success this summer at Whiskeytown. Since June, the park has certified over 160 Junior Firefighters. The program was recognized in a Petaluma Paper, outside the San Francisco Bay area. An eleven-year-old girl scout who attended the program was walking down the street and spotted a fire in someone's yard. She called 9-1-1 on her cell phone - modern times for an 11 year old! When the Fire Department asked how she knew what to do, she responded that she learned

it from attending the Junior Firefighter program at the National Park Service!

Carol also conducted several evening programs at the park campground in which she talked about the role that fire plays in the forests and how the NPS and Whiskeytown fit in. Her one fire assignment as Information Officer took her to the Sour Biscuit Fire near Cave Junction, Oregon.



### **Sequoia and Kings Canyon National Parks -**

*Jody Lyle* served as the National Interagency Fire Center – National Park Service Liaison for over a week during Preparedness Level 5 this summer. In May she did a satellite tour television broadcast to promote NOVA's *Fire Wars* accompanied by Stacy Keach (Yes! Stacy Keach, the actor). She also hosted a two-day Project Learning Tree/Burning Issues Teacher Workshop and helped coordinate two defensible space education presentations and a demonstration fuels reduction project for the private community of Wilsonia inside the parks with the Tulare County FireSafe Council.

Jody also provided information/education for 13 separate days of prescribed fire ignitions, two mechanical fuel reduction projects, a handful of fire use fires, and a few small suppression fires. She continued to serve as writer/editor for the Sequoia and Kings Canyon Fire and Fuels Management Plan and Environmental Assessment.

### **Alaska Region - Morgan Miller** is new to the Fire

Education ranks. She previously was a seasonal in Yellowstone National Park. In 1995 she completed her Bachelors Degree in Old English literature from Bard College, New York. Having grown up in Montana she was more than ready to shake off the stress of academia and be out and about in the mountains again. Her first job at Yellowstone was for the



Yellowstone Institute as a Field Guide watching the newly reintroduced wolves, and aiding instructors at the institute. In the fall, she became an SCA, a position that carried through to spring 1996. Between summer 1996 and summer 2000, she worked in various positions as a seasonal including several seasons as a backcountry ranger. During these summers as a backcountry ranger she witnessed fire, worked with the Yellowstone Fire Use Module as a fire monitor and worked on a Type 2 crew.

She is now located in Denali National Park and has kept very busy in all the daylight hours of the "Land

of the Midnight Sun" this summer. She attended state of Alaska, Division of Forestry, Project Learning Tree "Fire in Alaska" teach the teacher seminar; in the future she plans to coordinate with Project Learning Tree and conduct this seminar for teachers in the Healy, Fairbanks, and Talkeetna areas and make available to teachers a large fire kit filled with fire curriculums and various teaching tools.

Morgan provided fire information training to the staff at Fairbanks Public Lands Information Center; she helped the staff set up a fire information center for the fire season. She also displayed the Fire Management Program Center's People, Parks & Fire exhibit at the center for two weeks during the "Midnight Sun Festival".

Morgan detailed in Palmer, AK for two weeks working as a Information Officer for the Coastal Region office, Division of Forestry and was an Information Officer for several fires throughout the state. She traveled to several parks in July to perform allotment and structure surveillance and familiarize herself. While there, she hosted an informal meeting with staff and provided them with fire information/education packages.

She coordinated with the Denali GIS specialist to enhance the fire management site on the Denali intranet website and posted 2002 fire perimeter maps, informal fire updates, fire education material, as well as general fire information.

**Grand Canyon National Park - Donna Nemeth** was out of the park quite a bit early in the season with the heavy fire activity that took place in the Southwest. Her out-of-park fire assignments included the Kokopelli Fire (NM), Penasco Fire (NM), Indian Fire (AZ), Borrego Fire (NM), Roybal Fire (NM), Rodeo Fire (AZ), Big Elk Fire (CO), and Biscuit Fire (CA). She also dealt with the extreme fire danger closures and restrictions in place at Grand Canyon from May through July. Fortunately with all the assignments she went on, she had excellent help from visiting NPS Information Officers.

**Santa Monica Mountains National Recreation Area - Marty O'Toole** started the season with a prescribed fire at Santa Monica Mountains in late April. The month of May brought the SCA Fire



Education Corps team leader and preparation for the team's arrival in June. Marty helped present interpretive training to the team leaders in Boise with several of the other Fire Education Prevention and Information Specialists, but was unable to spend too much time with the team upon their arrival at the park as he was called to Missionary Ridge Fire for his first assignment as an Information Officer. He also spent two weeks in Boise at the National Incident Information Center that was set up at the National Interagency Fire Center, where he did media interviews, answered phones, researched media questions, and the like. Most recently, he returned from the Mt. Zirkel Complex in Colorado on another Information Officer assignment.

**Southeast Regional Office - Amy Phillips** was only briefly in the office this summer. She and her husband welcomed their daughter, Elizabeth Alice into the world on May 5. She decided to stay home for the first year of Elizabeth's life to be able to experience all the "firsts."

Before she resigned in September, she completed a handbook for the region to organize Firewise workshops. Ever since attending a Firewise workshop in Pennsylvania in September 2001, she has been very active in bringing the program to the Southeast Region.

**Ozark National Scenic Riverways - Angela Smith** also hosted an SCA Fire Education Corps Team at Ozark this past summer. They completed a defensible space demonstration project at Timber, hundreds of home evaluations, including complete GIS mapping of Van Buren and its interface, and began developing a Firewise program for local Rural Fire Departments. In addition, Angela went out as a firefighter on the Toolbox Complex in Oregon to obtain western firefighting experience and more recently went to Yosemite National Park as a Fire Information Officer for the Wolf Fire.

**Northeast Region - Barb Stewart** had a busy summer staying mostly in Virginia, thinking globally, but acting locally. She served as lead information officer on the Rockytop Fire in Shenandoah National Park and served as a mentor to two Type 3 Information Officers at the park. Media interest in the Rockytop Fire was

high due to the early onset of Preparedness Level 5 and all the western fires happening at the same time. When the fire broke out, the Interagency Fire Prevention Team was ready with messages that Barb helped to create, including the message "Virginia is green but dry." This provided consistent messages to the public from all agencies. The George Washington and Jefferson National Forests awarded the team its Robert F. Browning Jr. Award, which recognizes excellence in fire prevention.

In June, she assisted in teaching interpretive training to Student Conservation Association leaders that were part of the Fire Education Corps that would be going out to various parts of the country with the teams.

Barb is also preparing a multi-agency exhibit on homeowner preparedness in Eastern deciduous forests. She expects it will be done within the next few months, just in time for Virginia's fire season.

**Rocky Mountain National Park - Scott Sticha** worked with an SCA Fire Education Corps for the area surrounding the park this summer in the communities of Allenspark, Glenhaven, Estes Park, Grand Lake. They also completed a project within Rocky Mountain NP, which was beneficial as a fire came within four miles of Estes Park. The Corps provided community outreach, attended homeowner association meetings, Rotary Club meetings, and fairs. They developed a Firewise vegetation book for the local area.

Scott also had the opportunity to go out on several assignments as an Information Officer, including the Darnell Fire (AZ) and Commissary Ridge Fire (WY). While on detail to the Gila National Forest, he was called back to Rocky Mountain when the Big Elk Fire threatened Estes Park. He was busy working with the park Incident Management Team preparing contingency plans for the park and employees, while his wife was busy packing up their truck and preparing to evacuate. Fortunately weather conditions changed and resources arrived to alleviate the need for evacuation.



### Acadia National Park – Scott (Dusty) Warner



is the new Fire Education Prevention and Information Specialist at Acadia National Park. Dusty was born in Vermont and grew up in northern New England, but considers Georgia his home. After 20 years in the Marine Corps, he retired six years ago. Shortly thereafter, he began working for the National Park Service as a seasonal, and has worked in

Ocmulgee, Big Bend, Great Basin, Great Smoky Mountains, Blue Ridge Parkway, Acadia, and Jean Lafitte. The Fire Education job at Acadia is his first permanent job with the National Park Service. His wife and youngest daughter are also part of the National Park Service family, they both work in fee management at Acadia National Park. In his spare time, Dusty likes to spend time in the woods. As for how he got the nickname “Dusty,” he gave a couple stories – he either gets really dirty on the fireline or his middle name is Dustin and there are just too many men named Scott around.

This spring and summer he presented fire prevention and environmental education programs to many of the schools near the park and has written fire prevention articles for the park newspaper. He also developed a website on fire and firefighting for the park as well as an intranet website for the recruitment of in-park firefighters. Dusty taught S-130/190, Basic Wildland Firefighter training. After attending a Firewise training he developed a one-day local Firewise Workshop that will be presented in FY-03, which includes a Wildland Fire Risk Assessment Program that works with homeowners in the park wildland-urban interface. As a fully qualified firefighter, he was initial attack on three small fires in the park and was sent out once as a squad boss and once as an information officer. Dusty is still actively looking to go out on more assignments as an information officer.

### Bandelier National Monument - Jim Whittington

partnered with Santa Fe National Forest, BLM, NM State Forestry, and Santa Fe County to put on a Media Orientation Day for Albuquerque and Santa Fe media early in the season. They talked about the 2002 fire season and what to expect in terms of access and information. Jim worked on many fires as an Information Officer, including, Dalton Fire (NM), Borrego Fire (NM), Roybal Fire (NM), Trampas Fire (NM), BMG Fire (NM), ABC Lightning Strikes (22 fires) (NM), Rodeo-Chediski Fire (AZ), Broad Fire (WY), and Long Mesa Fire (CO). During the Long Mesa Fire at Mesa Verde National Park, he wrote a success story and created a poster showing the benefits of thinning.

Jim started four Bandelier Fire Effects Monitors as Type 3 Information Officer Trainees and after several assignments, 3 of the 4 have completed their task books. He is also working on a communications plans for a thinning project we'll soon be starting along the park border with Los Alamos and the National Lab, as well as a burn that might be done in October near the headquarters. Jim's family grew a little bigger as they welcomed their second daughter, Cleo, to their family.

## Developmental Opportunities in Fire Communications

The summer 2002 fire season offered a good opportunity for National Park Service employees to develop their skills in communicating the message about wildland fire. In February and May, S-203 was offered at the National Interagency Fire Center in Boise, S-403 was offered in March. Nearly 20 National Park Service employees participated in the training in Boise, and likely many more did in other Geographic Areas throughout the country. Many of the new Information Officers were able to go on fire assignments either in their park or in the field this summer. National Park Service Information Officers had assignments on Type 1 and Type 2 Teams, as well



as Wildland Fire Use Teams and Fire Prevention Teams. Several NPS information officers came to Boise during the height of the summer fire season at Preparedness Level 5 to serve in the National Incident Information Center (NIFC) answering media and public phone calls, responding to e-mails, and doing interviews for press, radio, and broadcast media. This is an extremely busy time at NIFC when the eyes of the world are on the western United States and the fires burning there. The assistance provided by detailers is invaluable. Likewise, the experience at the National Incident Information Center is invaluable for employees as it allows those within and outside the discipline of wildland fire to gain experience from the national perspective.

This summer, the Fire Management Program Center maintained an availability list for NPS Information Officers on the FireNet website. It corresponded to a database that has been steadily constructed over the past year of people having qualifications or interest in being an information officer. As word spread, more NPS employees expressed an interest in being on the availability list as well as the database. The names from the database now make up the "NIFC NPS Fire Communications" list on Lotus Notes. The list is used to update NPS Information Officers about updates to the websites, upcoming conferences, trainings, and the like.

A great opportunity also came about due to the need for help at the national level in the Fire Management Program Center office. NIFC-NPS Liaisons were assigned to the Fire Management Program Center for two-week periods to create seamless coverage from the National Park Service side when the Fire Communications and Education staff was unavailable due to team commitments. Visiting NIFC-NPS Liaisons included Judy Chetwin – Visual Information Specialist at Intermountain Regional Office (2x), Jody Lyle – Fire Education, Prevention and Information Specialist at Sequoia and Kings Canyon National Parks, John Daugherty – Superintendent at Fort Scott National Historic Site, Bill Halainen – Management Assistant at Delaware Water Gap National Recreation Area and Warren Bielenberg – Retired Chief of Education and Visitor Services at Midwest Regional Office.

In July, Tim Cash and Ken Handwerger from the Information Technology Office in Washington DC visited the Fire Management Program Center. The two are primarily responsible for the ParkNet website and InsideNPS and had an opportunity to learn about the NPS Fire Program when they came to work for a week in Boise on future items for the several NPS Fire websites (internal and external). They went away with a much better understanding of how the Fire Management Program Center functioned and a great enthusiasm to highlight the NPS Fire and Aviation Program as an example of the possibilities for future web development. Unfortunately, they returned to the East before they had the opportunity to experience a wildland fire or fire camp as they had hoped on their big adventure to the West. They promised they would return.



*InsideNPS Fire and Aviation Management is part of the National Park Service intranet site*

### Web Resources:

InsideNPS Fire & Aviation Management  
<http://inside.nps.gov/programs/fire>



## Summer 2002 Photos



*Last summer, the Fire Education Specialists worked on many of the same fires in the West. Here, Tina Boehle (far left) and Carol Jandrall (far right) worked on the Sour Biscuit Fire in Oregon.*



*Kathleen Harter with employees of Croatian National Parks on one of her visits to Croatia this past summer. Kathleen is third on the left in the back row.*



*Marty O'Toole on the phone in the National Incident Information Center at NIFC this summer*



*Allison Jackson looking for houses on her first day as Information Officer on the Sour Biscuit Fire in California*





## Fire Communications Newsflash!

November 2002

### Ordering National Fire Prevention/Education Materials

#### Fire Education Team



#### Smokey Bear



#### Woodsy Owl



1. Go to the homepage: <http://www.symbols.gov>.
  2. Click on [Resources Page](#).
  3. Click on the region where your park is located (this is based on Forest Service regions).
  4. There you will find a list of people or agencies in that region. Choose the one that is closest to your park and e-mail or call him/her to receive a username and password. You **CANNOT** order Smokey Bear or Woodsy Owl materials without the password (you **CAN** order Fire Education Team materials with no username and password).
  5. After obtaining the username and password, return to the homepage: <http://www.symbols.gov>.
  6. Click on [National Symbols Catalog](#).
  7. Click on [Ordering Information](http://www.symbols.gov/catalog/information.html) (<http://www.symbols.gov/catalog/information.html>). This will take you to a page that has all the information you will need to order materials. It is important to read and understand this page.
  8. After reading the pertinent information, select [Smokey Bear](#), [Woodsy Owl](#), or the [Fire Education Team](#) pages to locate desired materials. These are located at the top of the information page. Now you can select either [Products by Target Audience](#) or [Complete Product List](#) to view the available materials. Then choose what you want and follow the instructions.
- ◆ Your order will **NOT** be sent electronically. You must print the order form and fax/send it to the appropriate place using the fax number or address provided on the final order form that is generated.
  - ◆ Expect your order to arrive in 3 - 4 weeks.
  - ◆ Orders may not be placed between September 1 and October 1 (the cache is closed for inventory).

Thank you to David Eaker, Fire Education, Prevention and Information Specialist at ZION for researching this topic.





# NPS Fire Communications and Education Update

January 2003

## Welcome 2003!

The Fire Management Program Center would like to wish everyone a happy new year and productive 2003.

The first full year of NPS Fire Communications and Education was summarized in the September 2002 issue of the NPS Fire Communications and Education Update. (If you missed the last issue, it is available at: [http://inside.nps.gov/documents/fmlb\\_commed\\_update\\_0902.pdf](http://inside.nps.gov/documents/fmlb_commed_update_0902.pdf)).

## Reaching Out to Our NPS Colleagues

In November 2002, NPS Fire Communications and Education staff, with assistance from field personnel, continued recruitment efforts for NPS Information Officers. They attended the National Association for Interpretation (NAI) Conference in Virginia Beach, VA, as well as the Association of National Park Rangers Conference (ANPR) in Reno, NV. These conferences are attended by a wide variety of National Park Service employees and provide a good venue for spreading the interdisciplinary wildland fire message, as well as generating interest among colleagues to become more active in the fire organization.

## Need an NPS Information Officer?

A new tool that will be announced shortly will be valuable for tracking NPS Information Officers. Located at <http://www.nps.gov/fire/fireinfo/io/>, the new NPS Information Officer database allows searches for information officers based on qualifications, location, availability, as well as other parameters. This great new tool will be announced in an upcoming "Byte-sized Fire News." The database was compiled with assistance from Liz Roberts, SITK (previously from FMPC), and Ken Handwerger and Tim Cash, WASO. This exciting step towards the future would not have been possible without them!



*NPS Director Fran Mainella visited the People, Parks & Fire exhibit at the National Association for Interpretation Conference in Virginia Beach, Virginia in November. From left to right - Chief of Interpretation, Bob Valen (BITH, now retired); Chief of Interpretation, David Elkowitz (PRWI, now of BIBE); Director Mainella; Fire Education, Prevention, and Information Specialist, Barb Stewart (NER).*

## Success Stories!

Thank you for the excellent stories and images submitted for the Success Stories publication being prepared for the January National Fire Plan meeting in New Orleans, LA. In addition to being available at the meeting, the publication will be distributed to the field through the regional offices. The stories and images will be used for a number of purposes besides the success stories publication, including the NPS Fire & Aviation website. The stories were unique, and highlight the great things happening in National Park Service Fire Management.

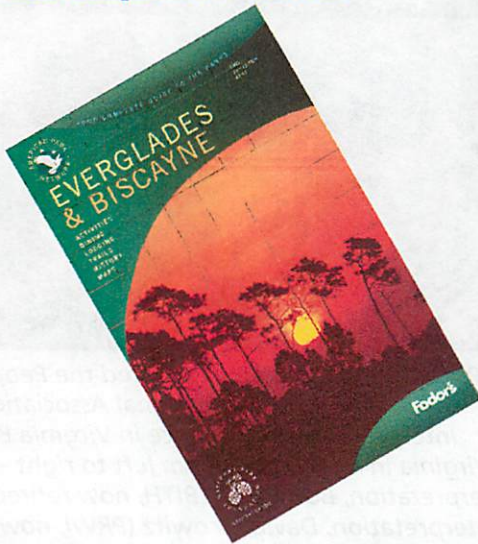
## NPS Fire in the Public Eye

A very exciting project to inform National Park visitors about wildland fire management is an upcoming article to be included in the America Park Network guides, which will be published this spring. Every year, 5.3 million *American Park Network* guides



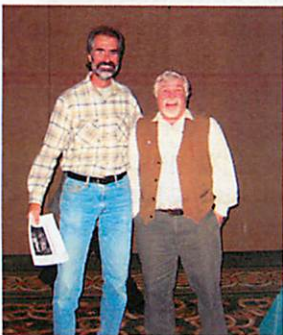
## NPS Fire Communications and Education Update

are distributed through National Park lodges, visitor centers, tourist bureaus, travel agents, and chambers of commerce. The opportunity to reach such a wide audience through the guides will benefit fire programs throughout the National Park Service and provide visitors with a better understanding of fire management in the parks. To learn more about American Park Network, visit:  
<http://www.americanparknetwork.com/>



*An upcoming article to be included in the American Park Network guides regarding wildland fire has the potential to reach over five million people.*

### Fire Management Conference Proceedings on the Web



*Fred Bird (MWRO) presenting J.P. Mattingly (BUFF) with the Midwest Regional Fuels Award at the conference.*

One of the new features on the website is the presentations and summaries of the Fire Management Conference that was held in Denver, CO in November 2002. The majority of powerpoint presentations have been posted to the website, as well as interesting items, such as photos of the proceedings, awards presented, Bob Panko's "Top 10" List (if you didn't attend the conference, you definitely have to check this

out!) and the only known recording of The Holding Actions! The Fire Management Conference link is available through the NPS Fire & Aviation Management website home page or directly at:  
<http://www.nps.gov/fire/fmconf2002/index.htm>.

### Coming Soon from FMPC

Two new 10-foot exhibits are planned for completion during the first half of 2003. A Fuels Management exhibit will debut at the George Wright Society meeting in San Diego, CA in April. The second exhibit planned is about Partnerships between National Park Service Fire and its various partners, including other divisions, agencies, and organizations. These exhibits will be available for loan in addition to the People, Parks & Fire 20-foot exhibit.

The National Park Service Fire & Aviation Management website recently underwent changes. Now, in addition to a new look, it also has more information valuable to external audiences who want to learn about fire management in the National Park Service. More changes, as well as additional informative materials will be posted as they are completed.

#### Web Resources:

NPS Fire Information Officer Database  
<http://www.nps.gov/fire/fireinfo/io/>

American Park Network  
<http://www.americanparknetwork.com>

2002 Fire Management Conference proceedings  
<http://www.nps.gov/fire/fmconf2002/index.htm>

*This update was developed to correspond with the January FMLB meeting to serve as a follow-up to Action Items and to provide overall information to the field. Feel free to share it. If there is something highlighted that you would like to learn more about, please contact your Fire Communications and Education staff at the Fire Management Program Center – Roberta D'Amico -- (208)387-5239 or Tina Boehle -- (208)387-5875.*

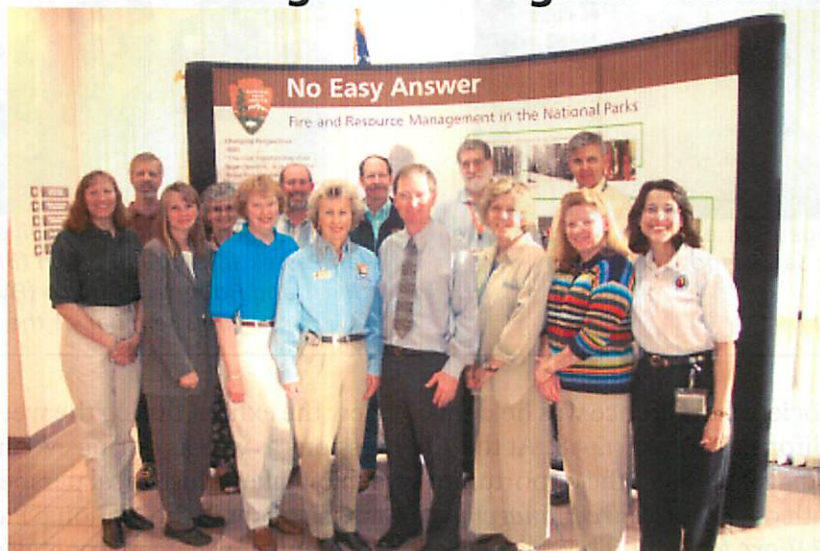




# NPS Fire Communications and Education Update

May 2003

## NPS Director Visits Fire Management Program Center



**Front Row (l-r):** Tina Boehle – Fire Communications & Education; Gladys Crabtree – Information Resource Management; Sue Vap – Fire Management Officer; Fran Mainella – National Park Service Director; Steve Botti – Fire Program Planning; Pam Douglas – Administration; Patricia Reinsch – Administration; Roberta D'Amico – Fire Communications & Education.  
**Back Row (l-r):** John Segar – Fire Science & Ecology; Linda Swain – Fire Program Planning; Dale Miracle – Fire Program Planning; Paul Broyles – Wildland Fire Operations & Safety; Tom Zimmerman – Fire Science & Ecology; Mike Warren – Structural Fire.

National Park Service Director Fran Mainella met with the NPS Fire Management Program Center (FMPC) staff and received briefings regarding the upcoming fire season during her visit to the National Interagency Fire Center on April 29, 2003. Her visit coincided with that of Lynn Scarlett, Assistant Secretary of Policy, Management, and Budget for the Department of the Interior.

Over a breakfast held in the National Park Service suite, employees had the opportunity to speak with the director regarding the various program areas in fire as well as current projects. They also learned of Director Mainella's background and experience in fire prior to her appointment to the National Park Service, as well as her vision for fire management and her support for the program.

Before her arrival, the director was able to learn more about the various programs and staff in Boise through a *National Park Service Fire & Aviation Management Program Areas & Staff* publication. The document, created for the director's visit is also available on InsideNPS Fire & Aviation at [http://inside.nps.gov/documents/FMPC\\_Programs\\_and\\_Staff\\_04242003.pdf](http://inside.nps.gov/documents/FMPC_Programs_and_Staff_04242003.pdf)

Director Mainella emphasized that fire management is an integrated program that should be supported park and service-wide. Upon her departure, fire management staff expressed appreciation at Director Mainella's visit to the National Interagency Fire Center.

### Web Resources

*National Park Service Fire & Aviation Management Program Areas & Staff* publication  
[http://inside.nps.gov/documents/FMPC\\_Programs\\_and\\_Staff\\_04242003.pdf](http://inside.nps.gov/documents/FMPC_Programs_and_Staff_04242003.pdf)



### New Fuels Exhibit Debuts at George Wright Society Meeting



The NPS Fuels Management exhibit *No Easy Answer* debuted in San Diego, California.



John Scott (PERI); Tim Oliverius (MEVE/INDU); Jan Passek (ZION); Jim Burch (BICY); Dick Bahr (FMPC); and Roberta D'Amico (FMPC) presented a fuels seminar at the conference.

The George Wright Society Conference was held this year in San Diego, California on April 14-18. At the meeting, NPS Fire Management had the opportunity to do a presentation titled *Fuels and Fire Management - What Treatment Will Work for You?* The session was presented by Dick Bahr, FMPC; Jim Burch, BICY; Tim Oliverius, MEVE; John Scott, PERI; Jan Passek, ZION; and facilitated by Roberta D'Amico, FMPC. The George Wright Society is a nonprofit association of researchers, managers, administrators, educators, and other professionals who work on behalf of the scientific and heritage values of protected areas. Every two years, The George Wright Society organizes and is the primary sponsor of the Conference on Research and Resource Management in Parks and on Public Lands.

The session reached some of the George Wright meeting attendees, but by far, many more attendees received the message of Fuels Management in the National Park Service through a new exhibit created by the Fire Management Program Center. "No Easy Answer – Fire and Resource Management in the National Parks." The exhibit was in the main exhibition area where breaks and receptions were held throughout the week. Close to 900 people attended the conference and had the opportunity to

view the exhibit during the week, going to and from sessions as well as during evening functions. The exhibit takes a historical perspective on fuels management in the National Park Service as well as different management tools available for the fire manager in the area of Fuels Management.

The 10-foot display is available for limited loan to parks and regions, reserve by contacting Patricia Reinsch ([patricia\\_reinsch@nps.gov](mailto:patricia_reinsch@nps.gov)), or calling 208-387-5201.



Tim Oliverius, Dick Bahr, and Roberta D'Amico hard at work on final edits to the *Fuels and Fire Management* presentation.

#### Web Resources

Fuels Management Display

<http://inside.nps.gov/programs/programcustompages.cfm?div=73&prog=437&custompagesid=177>



### Coming Soon...Fire News

Fire Communications and Education is pleased to announce that a new section of the NPS Fire & Aviation websites will soon be unveiled.

For well over a year, Communications and Education has been working with the WASO Web Team as well as the staff at the Fire Management Program Center, parks, and regions to produce a "Fire News" module (an information database) for the NPS Fire & Aviation websites. The Fire News module will collect information for fire management activities, including wildland fire, wildland fire use, prescribed fire and fuels projects in the parks.

Last year, the Fire Management Program Center provided daily updates to the NPS director as well as others in the Department of the Interior regarding the fire situation in the parks - current wildland fires as well as wildland fire use. In order to facilitate the information process this year and in the future Fire News automates this process and helps get park fire information out. Upon submission, sections are automatically output to various locations in a pre-formatted style, these locations include:

#### Internal

- InsideNPS front page
- InsideNPS front page Fire News section
- InsideNPS Fire and Aviation site
- Each parks' Inside the Parks pages
- Each regions' Inside the Regions pages

#### External

- The Morning Report
- ParkNet
- Fire and Aviation site
- ParkNet Press Room (future use)
- Each parks' Park Profile pages (future use)

The idea of Fire News is to keep people informed of current fire management activities or events in the parks and regions. It will help to keep staff in Washington DC informed on the internal website, but also keep other stakeholders, such as park neighbors, elected officials, and visitors on the external websites. The potential to reach a very large audience and inform them of smoke/air quality issues, trail closures, current status, and more is exponential.

So, watch for the announcement that will be coming soon to introduce National Park Service Fire News!

The screenshot shows the 'InsideNPS' website interface. At the top, it says 'National Park Service U.S. Department of the Interior'. Below the navigation bar, the 'Daily Headlines' section features a fire report titled 'W. Kamishak Bay'. The report includes details such as 'This fire has been 100% contained', 'Wildland Fire started on or about 05/01/2003 (Afternoon)', 'Cause: Unknown (Suspected Cause is Human)', and 'Location: West side of Kamishak Bay (AK)'. It also provides status information as of 05/20/2003, including 'Acreage burned: 240' and 'Estimated completion date: 05/07/03'. A map of the fire area is shown on the right. The bottom of the page includes contact information for Karen La May and a link to the Incident Website.

*The West Kamishak Bay Fire in Katmai National Park and Preserve was used in the beta test of the Fire News module.*



## NPS Fire Communications and Education Update

### Comments from the Beta Testers for "Fire News"

*"[W]e have been long seeking a way to expedite the delivery of current and accurate information regarding on-going fire activities. Who is the audience? Park public affairs, park management, park researchers and cooperators, regional and national NPS staff, Florida Division of Forestry and other fire management agencies, the local media, the local public, special interest groups, environmental groups, politicians.....the list is endless.*

*If this system allows for simple database entry and automated distribution to a variety of intra and internet sites.... well, go for it! If used by these audiences it supplants a million phone calls, emails, faxes, etc."*

Bob Panko; EVER - Fire & Aviation Management Officer

*"I think this is a wonderful idea, it will allow us to get out timely info concerning fires/projects we are doing ...*

*Overall, I think it is a good and easy to follow site. Once again, great job."*

David Eaker; ZION - Fire Education, Prevention, and Information Specialist

*"I think this is TERRIFIC! For a plethora of reasons!!! You have my total support and I will be one of your strongest advocates...Thank you thank you thank you for doing this!"*

Debee Schwarz; WASO - National Fire Plan Information

*Soon to be announced - The home page for the Fire News module that answers basic questions about the process.*

*This Communications and Education Update is published to correspond with the Fire Management Leadership Board meeting and to provide overall information to the field. If there is something highlighted that you would like to learn more about, please contact your Fire Communications and Education staff at the Fire Management Program Center – Roberta D’Amico -- (208)387-5239 or Tina Boehle -- (208)387-5875.*

#### Web Resources

InsideNPS Fire & Aviation - Communications & Education - [http://inside.nps.gov/programs/fire\\_commed](http://inside.nps.gov/programs/fire_commed)





## NPS Fire Communications and Education Update

October 2003

### A New Look for the NPS Fire & Aviation Website



2000-2001



2001-2002



2002-2003



2004

In November 2000, development of the National Park Service Fire & Aviation website, called FireNet, coincided with the implementation of the National Fire Plan. Though there had been a website prior to the November 2000 website, plans at the time included expansion of the material provided on-line and reaching out to a wider audience.

Over the past three years, the website has evolved in name, look, and content, expanding opportunities to connect internal and external audiences to the National Park Service Fire & Aviation program. Over the past year and a half, several database driven features, including the NPS Information Officers database and Fire News, were created allowing NPS regions and units to input their own information, providing even more information for NPS colleagues, interagency partners, and the public.

The last major update to the website took place just over a year ago, adding a Library and additional content, paving the way for what will be unveiled in December 2003.

NPS Fire Communications and Education has been working for over a year with the Dennis | Konetzka | Design Group (DK) to bring a new website on-line that incorporates content developed over the past three years, as well as newly gathered material that will enrich the web experience. The firm is an approved NPS contractor that also designed the Message Program, which incorporates "branding" of the National Park Service presentation to enhance NPS recognition on graphic products. For more

information on the Message Project, visit <http://www.graphics.nps.gov>. DK is also the contractor working on the redesign of the NPS Wildland Fire brochure (see article on next page).

The launch of the revised website is only the first phase of an ongoing project. Based on past feedback, the future of the website includes:

- Making the entire website database driven.
- Creating interactive features for children and adults to better illustrate concepts and learning opportunities.
- Allowing independent data input from the Fire Management Program Center, regions and NPS units for job announcements and other selected areas.

The front page of the website will contain changing content based on Fire Stories as well as material input through Fire News. The site has been made easily navigable with drop-down menus and utility links on every page.

The revised website is currently undergoing beta testing. The scheduled launch date is in December 2003.

#### Web Resources

NPS Graphic Identity Program  
<http://www.graphics.nps.gov>



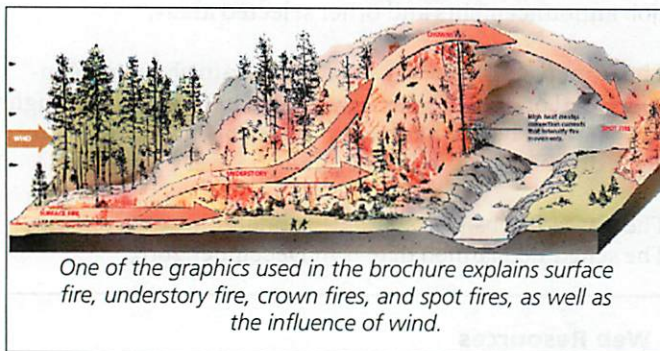
## NPS Wildland Fire Brochure Nears Completion



Several years ago, recognizing a need for a national-level brochure about wildland fire across the entire United States, the first *Wildland Fire in National Parks* brochure was produced. In FY03, the Fire Management Program Center was able to enter the brochure into the Harper's Ferry Design Center's production schedule. This enables the fire program to design, revise, and reprint the brochure at a significant cost reduction.

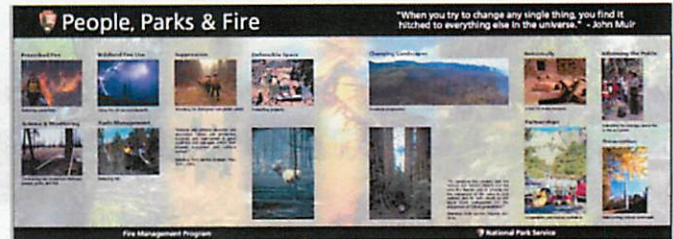
NPS Fire Communications and Education staff are working on the brochure with an approved NPS contractor, Dennis | Konetzka | Design Group (see previous story). A number of individuals have provided input in refining the brochure text as well as choosing images to illustrate fire-influenced ecosystems. Images will address the various regions of the United States along with concepts important to wildland fire, such as the fire triangle, prescribed fire, fire use, etc.

The NPS Fire Communications & Education staff expects the brochure to be completed by Spring 2004. These brochures can be distributed in park areas before, during, and after wildland fire incidents to better explain wildland fire to a number of our key external and internal audiences.



## Exhibits!

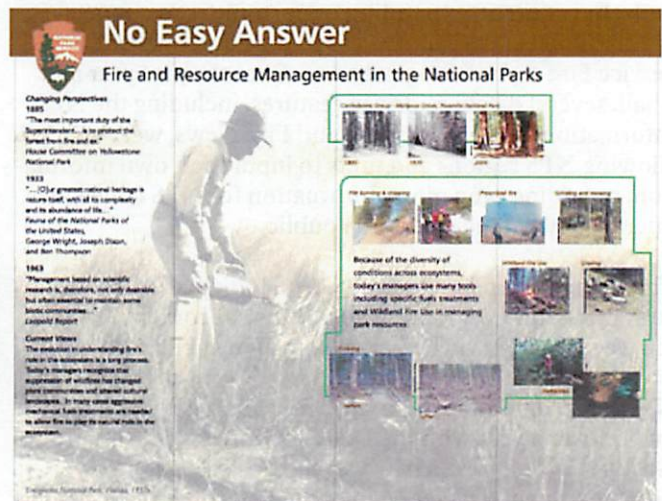
### People, Parks & Fire



*People, Parks & Fire* is a theme that has carried into multiple venues in the National Park Service Fire Management Program. One of the first exhibits created by the Fire Management Program Center to convey an integrated fire message was a 20-foot exhibit entitled *People, Parks & Fire*. Over the past two years, this display has been to numerous parks, regions, and conferences and has proven to be a huge success. Exhibit demands, along with the need for additional displays which provided information about other program areas of National Park Service Fire Management, prompted the development of additional exhibits.

The NPS Fire Communications and Education staff at the Fire Management Program Center, along with input from others, has developed several more displays that are now complete and ready to debut at fall conferences. A synopsis of these exhibits follows.

### No Easy Answer



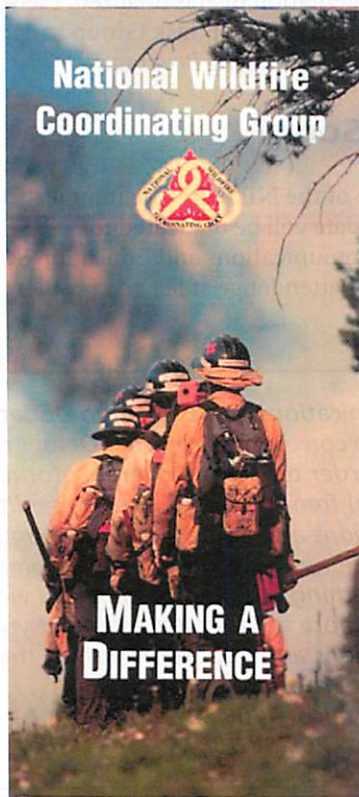
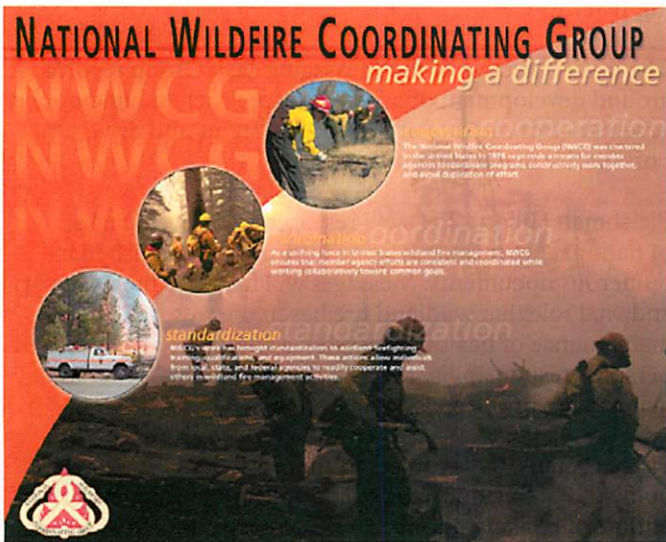
*No Easy Answer - Fire and Resource Management in the National Parks* debuted at the George Wright Society meeting in San Diego in April 2003 (see article in the May 2003 *Communications & Education Update*



## NPS Fire Communications and Education Update

[http://inside.nps.gov/documents/fmlb\\_commed\\_update\\_0503.pdf](http://inside.nps.gov/documents/fmlb_commed_update_0503.pdf)). Due to the high demand for this exhibit in the parks, six more duplicates were produced and distributed to the Northeast, Southeast, Midwest, Intermountain, and Pacific West (2 copies) Regions. Parks can now contact their regional Fire Management office to obtain this display for loan.

### National Wildfire Coordinating Group



The *National Wildfire Coordinating Group (NWCG)* display was developed with interagency funds for use at the 3rd International Wildland Fire Conference and Exhibition in Sydney, Australia in early October 2003. The National Park Service took the lead on this project and worked with a display company in Boise, Idaho. The exhibit was designed to convey to our partners, the benefits and results of "Cooperation, Coordination, and Standardization" that the National Wildfire Coordinating Group brings to wildland fire management in the United States. The display is now available for loan to parks, regions, and interagency partners. Loan information will be posted by January 2004 on both InsideNPS Fire & Aviation Management as well as through the National Interagency Fire Center website. There was a companion brochure to the exhibit, also entitled *National Wildfire Coordinating Group: Making a Difference*, developed for use.

### Partnerships in Fire Management

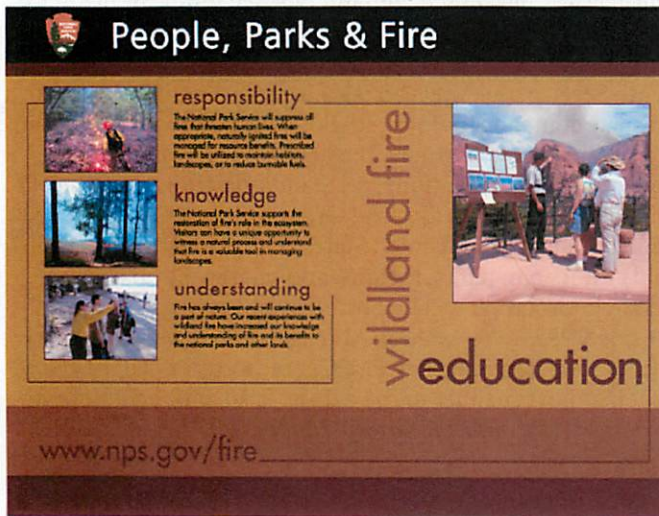


*Partnerships in Fire Management* will debut at a number of key conferences in November 2003 and it will be highlighted at the Joint Ventures Partners in Stewardship Conference 2003 being held in Los Angeles, California. Without partnerships, wildland fire management in the United States would not function as efficiently as it does, providing the sub-theme of the exhibit: *We Can't Do It Alone*. After the November conferences, this display will also be available for loan to National Park Service sites.



## NPS Fire Communications and Education Update

### People, Parks & Fire (Version Two)



*People, Parks & Fire* is the latest display produced by NPS Fire Communications and Education staff. Different than the first *People, Parks & Fire* exhibit profiled at the beginning of this article, the new display is a ten-foot stand-alone that focuses on responsibility, knowledge, and understanding in wildland fire through wildland fire education. This exhibit is also planned to debut at the Joint Ventures Partners in Stewardship Conference in November 2003.

Exhibits only tell a part of the story of National Park Service Wildland Fire Management. Working together, parks, regions and the national office can educate and inform our various audiences about the National Park Service wildland fire program. All are encouraged to take advantage of these exhibits.

#### Web Resources

NPS Exhibits available for loan can be found at:  
[http://inside.nps.gov/programs/fire\\_displays](http://inside.nps.gov/programs/fire_displays)

### National Wildfire Coordinating Group (NWCG) Wildland Fire Education Working Team (WFEWT) Develops Fire Messaging Task Group

The NWCG Wildland Fire Education Working Team has assembled a project task group to develop an interagency messaging program to build awareness of the role of fire in ecosystems. Roberta D'Amico, NPS Fire Communications and Education Program Lead, is the NIFC lead for the Fire

Messaging Task Group. Other NWCG-WFEWT members include: Dennis Dupuis, NIFC-BIA; Robin Hanford and Ed Brunson from the Nature Conservancy, and Dick Bahr, NIFC-NPS, who serves as the liaison to the NWCG Fire Use Working Team.

The Fire Messaging Task Group has contracted with Fleishman Hillard Inc. to aid in the creation of the messaging project. This public relations firm works with Firewise under the NWCG Wildland-Urban Interface (WUI) Working Team.

The main objective of the Messaging Task Group revolves around development of a five-year approach to build public acceptance of the role of fire in ecosystems and drive support for fire management efforts.

Fleishman Hillard (FH) will research and develop a list of national fire messages using information published in numerous documents. Messages will focus on the necessary and vital role that wildland fire has in the restoration and maintenance of healthy ecosystems and the level of risk and personal responsibility that property owners assume when living in fire prone ecosystems.

Phase 1 (one) of this project is underway, which is the development of a full, one-year communication program and an outline of considerations for a five-year approach. Once the Phase 1 implementation plan is finalized, Fleishman-Hillard will work with the WFEWT Task Group to carry out this phase of the Fire Messaging Program.

### Coming Soon!

The next issue of the NPS Fire Communications and Education Update will be dedicated to:

- The Fire Communications and Education Strategic Plan.
- Summaries of attendance at fall 2003 conferences.

*This Communications and Education Update was developed to correspond with the October FMLB meeting in order to provide overall information to the field. Feel free to share it. Previous editions of the Communications and Education Update may be found at [http://inside.nps.gov/programs/fire\\_commed/](http://inside.nps.gov/programs/fire_commed/). If there is something highlighted that you would like to learn more about, please contact your Fire Communications and Education staff at the Fire Management Program Center:*

- Roberta D'Amico -- 208-387-5239
- Tina Boehle -- 208-387-5875