

A sepia-toned photograph of a landscape. A large, billowing plume of smoke or steam rises from the ground, filling the upper two-thirds of the frame. In the foreground, a line of dark, silhouetted trees stands against the lighter, smoky background. The overall mood is atmospheric and historical.

# May the Smoke Be Ever In Your Favor

Simplicity and Sincerity in Smoke Messaging

# Overview

- Existing Condition: Lessons Learned
- Breaking the Good/Fast/Cheap Trap
- Practical Tools for Simplicity and Sincerity
- Practical Solutions
- Desired Condition: Smoke Ever in Your Favor

# Existing Condition: Lessons Learned

*"We fear things in proportion to our ignorance of them"*

*- Christian Nestell Bovee*

- Smoke is a tangible output of fire.
- Legacy of fire is a uncertain place for many.
- Lack of understanding coupled with media/social influence can feed this uncertainty or other complex emotional relationships to smoke.
- Poor agency credibility and consistency.
- General frustrations with 'government'.

# Existing Condition: Lessons Learned

*"Lady, you and the whole FS need to disappear. You can't do a thing right in the woods." Parks, AZ*

*"Don't mess this one up like you did the last one... I'll remember that forever."  
Williams, AZ*





# Existing Condition: Lessons Learned

- Me: "Hi, I'm Holly with the Forest Service. What questions do you have today?"
- Public: 1-3 Minutes of steam/concern
- Me: Commonality bingo (what and why)
  - Actively listen for their values or forest uses
  - Tie those values/uses to fire talking points
- Me: Make it tangible to their reality
- Public: How long will this take? (when)
- Me: Honesty and transparency (how)
- Me: Follow-up security

# Breaking the Good/Fast/Cheap Trap



# Practical Tools for Simplicity and Sincerity

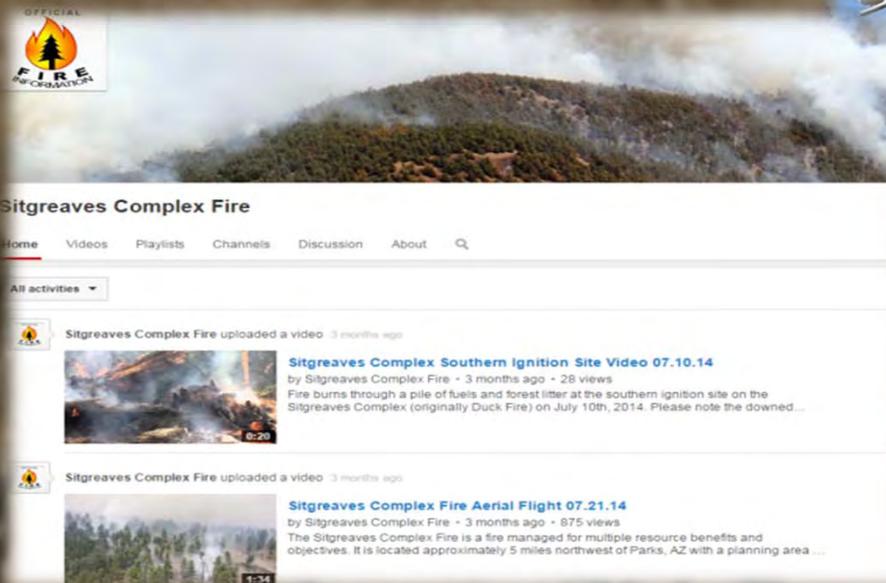
## ○ PIO Toolbox

### FIO Incident Toolbox/Tactics

Essential	Recommended	Luxury
<input type="checkbox"/> KNF Fire Info Phone	<input type="checkbox"/> Educational Flyer	<input type="checkbox"/> Media Escorts/Press Conference
<input type="checkbox"/> ICS-209	<input type="checkbox"/> Trapline	<input type="checkbox"/> Facebook (interagency only)
<input type="checkbox"/> KNF Advisory (targeted)	<input type="checkbox"/> KNF Kiosks	<input type="checkbox"/> PSAs (radio/tv/print)
<input type="checkbox"/> Stakeholder Phone Calls	<input type="checkbox"/> FIO Forward Phone	<input type="checkbox"/> Tours of Camp / Fire
<input type="checkbox"/> Stakeholder Emails	<input type="checkbox"/> KNF Website	<input type="checkbox"/> VIP Briefing Packets
<input type="checkbox"/> Hunter/Camper Contacts	<input type="checkbox"/> KNF Internal Email Update	<input type="checkbox"/> Incident Newsletter
	<input type="checkbox"/> InciWeb	<input type="checkbox"/> Radio/TV Interviews
	<input type="checkbox"/> Punky Boards	<input type="checkbox"/> Employee Meetings
	<input type="checkbox"/> KNF Twitter	<input type="checkbox"/> Streaming Briefings
	<input type="checkbox"/> KNF News Release (broad)	<input type="checkbox"/> Info Center
		<input type="checkbox"/> Elected Official Presentations
		<input type="checkbox"/> Community Meetings

# Practical Tools for Simplicity and Sincerity

- PIO Toolbox: Products & Tips
  - Human capital efficiencies



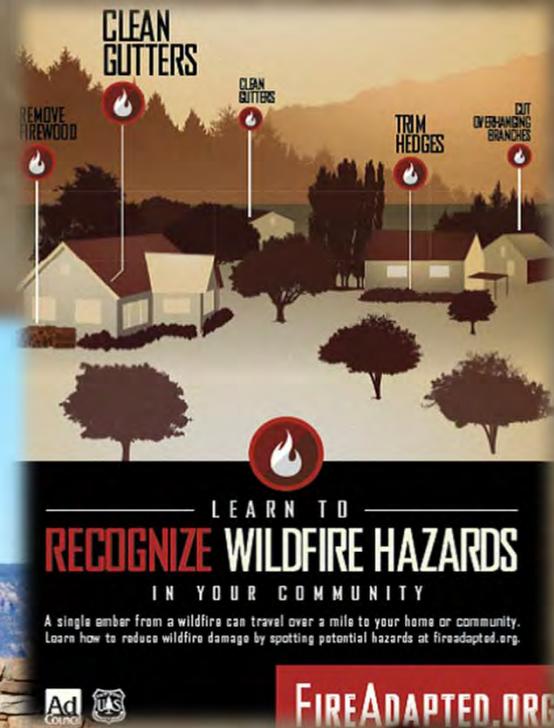
The screenshot shows the YouTube channel page for 'Sitgreaves Complex Fire'. At the top left is the channel's logo, which features a stylized flame and the text 'OFFICIAL FIRE INFORMATION'. Below the logo is a large video thumbnail showing a landscape with smoke rising from a hillside. The channel name 'Sitgreaves Complex Fire' is displayed in bold. Below the name are navigation tabs for 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'. A dropdown menu for 'All activities' is visible. Two video uploads are listed:

- Sitgreaves Complex Fire uploaded a video** 3 months ago  
**Sitgreaves Complex Southern Ignition Site Video 07.10.14**  
by Sitgreaves Complex Fire · 3 months ago · 28 views  
Fire burns through a pile of fuels and forest litter at the southern ignition site on the Sitgreaves Complex (originally Duck Fire) on July 10th, 2014. Please note the downed ...  
8:20
- Sitgreaves Complex Fire uploaded a video** 3 months ago  
**Sitgreaves Complex Fire Aerial Flight 07.21.14**  
by Sitgreaves Complex Fire · 3 months ago · 875 views  
The Sitgreaves Complex Fire is a fire managed for multiple resource benefits and objectives. It is located approximately 5 miles northwest of Parks, AZ with a planning area ...  
1:34



# Practical Tools for Simplicity and Sincerity

- PIO Toolbox: Products & Tips
  - Human capital efficiencies
  - Increase product shelf-life



# Practical Tools for Simplicity and Sincerity

- PIO Toolbox: Products & Tips
  - Humanize your fire/smoke
  - Increase product shelf-life



## Fire Information



• [inciweb.nwcg.gov](http://inciweb.nwcg.gov)  
Text 'follow kaibabnf' to 40404  
greaves Fire Information  
• call 928-635-8311

## Fire Information



928-635-8311

# Practical Tools for Simplicity and Sincerity

- PIO Toolbox: Products & Tips
  - Tell a story



# Practical Tools for Simplicity and Sincerity

- PIO Toolbox: Products & Tips
  - Tell a story



# Practical Tools for Simplicity and Sincerity

- PIO Toolbox: Products & Tips
  - Rumor control/anticipation
  - Transparency = credibility



# Practical Solutions: Local Level

## Public Affairs/PIO

- Cross train ex. Rx410
- Offer PIO 101 at RT-130
- Request products early
- Speak at FMO meetings
- Know your factoids
- Stay in your lane (health issues)
- Know WFDSS

## Ops/IC/Boss/SME

- Cross train ex. S-203
- SME offer to PIO refreshers
- Build PIO militia
- Share factoids ex.1916
- Read unit PIO plan
- Strategize beyond ignition = long term
- \$upport PIO training

# Participant Level

"I've never sent a twitter in my life.. but I'll get your text message."

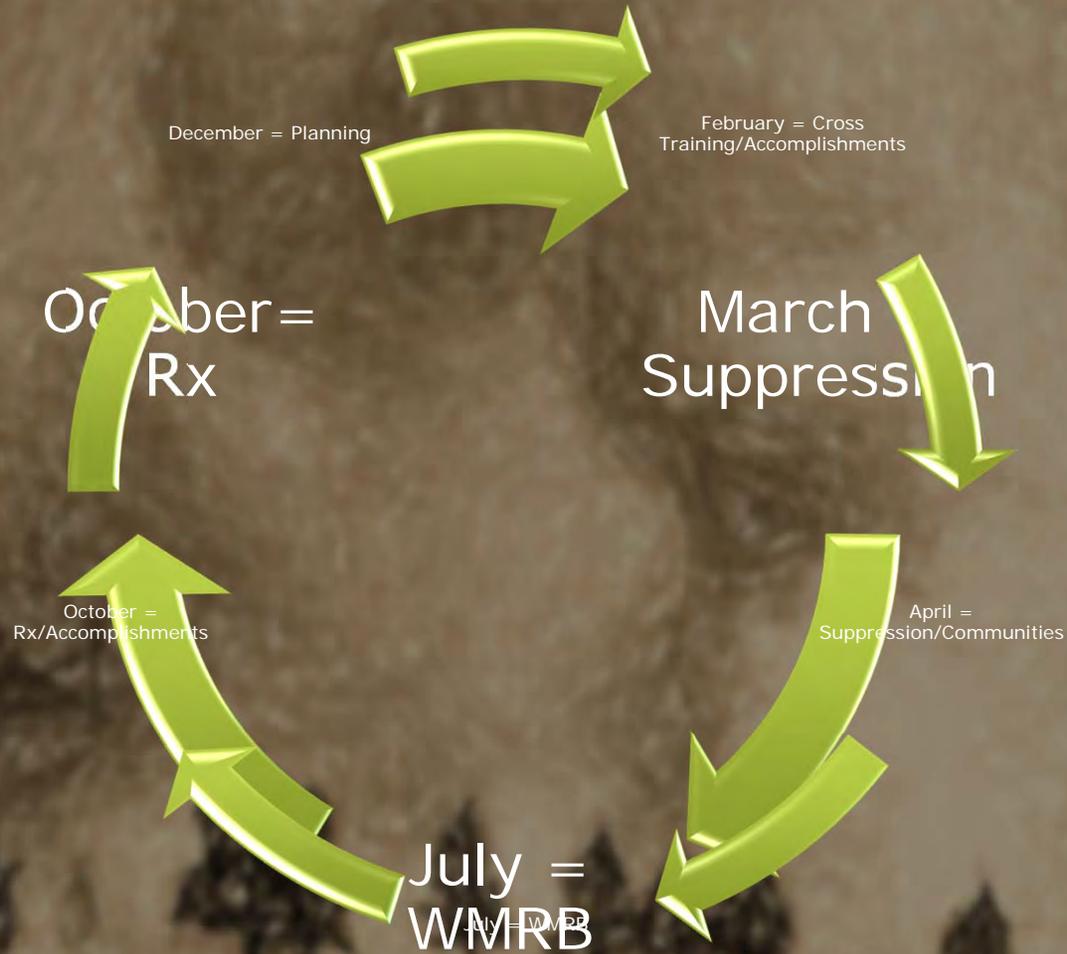
*"an opportunity"  
Participant*

Text "follow kaibabnf" to 40404

This 3000-acre portion of the Flying J project (pink) is currently the top priority treatment area. Approximately 1/2 of this area has been thinned, and 1/2 has been burned. Thinning and burning is ongoing in the area.



# Practical Solutions: Local Level



# Practical Solutions: Upper Levels

*"We do not accept unnecessary risk or transfer it to our partners or future generations." – Thomas Tidwell*

- Cohesive Strategy and/or Chief's intent for all smoke?
- NIFC/GACCs PIO Roll-out for 'other two fire seasons'?
- Larger picture = #restoration #inciweb #hashtag

## Desired Condition: Smoke Ever in Your Favor

- Supportive = internal and external
- Self-reliant = informed public
- Reasonable expectations
- Level playing field = respect/trust
- Stakeholder 'do as I do' in Firewise/FAC/FLN

*"I want my calls to be 'did you get good consumption out there today?'"  
– Conference Participant*

Krake Caveat: This is what works for me... take what you want and leave what you don't.



Thank You!

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