

CEPC conf call notes. 8/14/14

Fred Turck, Wendy Fulks, Morgan Warthin, Elane Waterbury, Alan Carlson (for Brenda Schultz), Shaw Cross, Fred Hernandez, Loren Maloney

We had a very productive and slightly long call which allowed us to catch up on what folks have been busy with and discuss several important matters to the CEPC and Fire Investigation Sub Committee.

Shawn Cross, new Manager for NWCG Program Management Unit (PMU) joined us to introduce himself to our group and offer support to what it is we are working on. Shawn also manages the NWCG Training Unit so our paths will cross several times. Shawn comes from a long background of operations working his way through the various IMT positions. He looks forward to meeting us when we next travel to Boise.

Alan Carlson with the Wildland Fire Investigation Subcommittee talked mostly about the FI-210 course which they have been working on for nearly 4 years. The beta testing has been done and the handbook (all 360 pages) is all but done except! A group CA Forestry Association has several concerns. One of the items of concern revolves around the fact that NWCG provides guidance NOT policy. And this group sees the handbook and its content as Wildfire Investigation “standards”. This debate which is now in the hands of lawyers from both sides might derail the handbook. Alan stated that you cannot separate the handbook from the course and all these “issues” might delay the revised FI-210 possibly 5 years which would be real concern.

Wendy Fulks

Talked about several great initiatives, several links are provided below to these projects/programs.

<http://www.fireadapted.org/~media/Fire%20Adapted/Files/FAC%20Reference%20Guide%202014%20FINAL%20reduced%202.pdf>

After the Fire toolkit: <http://afterthefirewa.org>

Fire Management Today FAC edition: http://www.fs.fed.us/fire/fmt/fmt_pdfs/FMT73-3.pdf

Link to FAC Learning Network progress report/handout: http://www.conservationgateway.org/ConservationPractices/FireLandscapes/FireLearningNetwork/Documents/FACLN_Report_July2014.pdf

Wildfire messaging FAC suggestions from Chumstick Coalition are attached.

Also talked about how the PIO community was embedding more FAC (Fire Adapted Community) lingo into its communications.

Please take time to review the work at the links and pass this along to any partners you feel would benefit from seeing it.

Morgan Warthin gave us a brief update to the NPS Fire and Aviation Flux that has several folks shuffling around responsibilities. Morgan also told us that the NPS Fire management Leadership Board has asked to take a look at Communications/Education for the NPS, this will impact the future of that program (s).

Fred Hernandez informed the group that Gwen Beavans has been selected to fill the position vacated by Helene Cleveland several months ago. Gwen comes from R8 out of South Carolina and is to start her new job on Sept 22nd. Fred also provided the following info ref Smokey's outreach for his 70th....

*****WARNING ***** This is a lot of "stuff", don't be overwhelmed. AND I know for a fact that this is only a portion of coverage the old Bear got!

SMT/RMT:

More than 200 TV and radio airings, reaching 8.9 million people

Uses of #SmokeyBDay, #SmokeyBearHug and #SmokeyBearHugs

4.6 million accounts

11.7 million impressions

Twitter Chat impressions:

4 million

National TV and Print Clips/Links

[Today Show](#) (Video File)

[NBC Nightly News](#) (Video File)

[Weather Channel](#) (Video File)

[CBS This Morning](#) (Video File)

CBS Sunday Morning 8/10: <http://www.cbsnews.com/videos/passage-smokey-the-bear/>

CBS This Morning 8/11: <http://www.cbsnews.com/news/smokey-the-bear-turns-70-years-old-gets-makeover/>

CBS News 8/8: <http://www.cbsnews.com/news/smokey-bear-turns-70-and-hes-burning-up-social-media/>

NPR's Morning Edition 8/8: <http://www.npr.org/2014/08/08/338776880/the-last-word-in-business>

USA Today 8/7 (Also in print): <http://www.usatoday.com/story/news/nation/2014/08/07/smokey-bear-70th-anniversary-wildfires-forest-fires/13721605/>

Washington Post 8/8: <http://www.washingtonpost.com/blogs/federal-eye/wp/2014/08/08/actor-sam-elliott-on-sharing-a-birthday-and-voice-with-smokey-bear/>

Washington Post 8/5: http://www.washingtonpost.com/lifestyle/kidspost/smokey-bear-turns-70-still-on-mission-to-prevent-wildfires/2014/08/04/76a70dd2-1999-11e4-9e3b-7f2f110c6265_story.html

Washington Post 8/7: <http://www.washingtonpost.com/blogs/in-the-loop/wp/2014/08/07/its-almost-smokey-bears-birthday-here-are-some-other-decidedly-less-iconic-government-mascots/>

Chicago Tribune 8/5: <http://www.chicagotribune.com/lifestyles/sns-wp-washpost-bc-kidspost-smokey04-20140804-story.html>

ABC News 8/8: <http://abcnews.go.com/Entertainment/wireStory/smokey-bear-turns-70-bring-candles-24895467>

TODAY.com 8/6: <http://www.today.com/pets/smokey-bear-celebrate-his-70th-birthday-party-1D80027595>

Parade 8/8 (Also in print): <http://parade.condenast.com/324032/viannnguyen/happy-birthday-smokey-bear-see-him-and-his-slogans-through-the-years/>

Mashable 8/8: <http://mashable.com/2014/08/08/smokey-bear-70th-birthday/>

Huffington Post 8/8: http://www.huffingtonpost.com/smokey-bear/bring-it-in-for-a-smokey_b_5660176.html

TIME: <http://time.com/3092409/smokey-the-bear-70th-birthday/>

Associated Press 8/8 (Syndicated in over 200

papers): http://hosted.ap.org/dynamic/stories/U/US_SMOKEY_BEAR_TURNS_70?SITE=AP&SECTION=HOME&TEMPLATE=DEFAULT

- <http://abcnews.go.com/Entertainment/wireStory/smokey-bear-turns-70-bring-candles-24895467>
- <http://news.yahoo.com/smokey-bear-turns-70-dont-bring-candles-041610603.html>
- <http://www.aol.com/article/2014/08/08/smokey-bear-turns-70-but-dont-bring-candles/20944116/>

AdWeek 8/8: <http://www.adweek.com/news/technology/smokey-bear-s-70th-birthday-cause-celebration-instagram-159409>

Reuters 8/8: <http://www.reuters.com/article/2014/08/08/us-usa-smokey-idUSKBN0G828W20140808>

MSN: <http://news.msn.com/pop-culture/smokey-bear-turns-70-1>

Print/Online News Links

Examiner 8/10: <http://www.examiner.com/article/smokey-the-bear-turns-70>

NY Daily News 8/1: <http://www.nydailynews.com/new-york/queens/smokey-bear-celebrate-70th-birthday-flameless-blowout-bash-queens-article-1.1887849>

ABC 6 8/8: <http://6abc.com/weather/five-facts-you-didnt-know-about-smokey-the-bear-on-his-70th-birthday/249432/>

Koat.com: <http://www.koat.com/news/iconic-smokey-bear-campaign-turns-70/27415612#!bCc0P6>

Western Queens Gazette 7/30: http://www.qgazette.com/news/2014-07-30/Features/Smokey_The_Bears_70th_Birthday_Bash_At_Alley_Pond.html

WISTV 8/9: <http://www.wistv.com/story/26238612/smokey-the-bear-turns-70>

St. Albert Gazette

8/8: <http://www.stalbertgazette.com/article/GB/20140808/CP05/308089929/-1/sag0304>

Statesman.com 8/8: <http://www.statesman.com/gallery/news/smokey-bear-turns-70/gCMdp/#5906456>

Ruidoso News 8/6: http://www.ruidosonews.com/ruidoso-news/ci_26288340/remodeled-smokey-bear-visitor-center-grand-opening-saturday?source=most_viewed

Journal Gazette

8/11: <http://www.journalgazette.net/article/20140811/EDIT07/140819958/1021/EDIT>

JRN 8/10: <http://www.jrn.com/kivity/news/Smokey-Bear-celebrates-70th-birthday-270698731.html>

Roanoke Times 8/11: http://www.roanoke.com/news/local/blacksburg/smokey-the-bear-celebrates-years/article_79b9212c-392e-5c4d-a05f-95e03f6e466a.html

WJCL News 8/11: <http://wjcl.com/2014/08/11/smokey-the-bear-celebrates-milestone/>

Manisteenews 8/11: <http://news.pioneergroup.com/manisteenews/2014/08/10/smokey-bear-celebrates-birthday-orchard-beach/>

WTVC 8/10: <http://www.newschannel9.com/news/top-stories/stories/smokey-bear-turns-70-saturday-12049.shtml>

KENS 5 TV: <http://www.kens5.com/story/news/nation-now/2014/08/09/smokey-bear-70th-anniversary-wildfires-forest-fires/13840553/>

10News: <http://www.10news.com/entertainment/smokey-bear-turns-70-but-dont-bring-candles-08092014>

Taosnews: http://www.taosnews.com/multimedia/video/youtube_09fc458a-20bf-11e4-afea-0019bb2963f4.html

Vancouver

Sun: <http://www.vancouversun.com/entertainment/Smokey+Bear+turns+burns+Twitter+reaches+generation+firesafe+kids/10101292/story.html>

Hibbing Daily Tribune: http://www.hibbingmn.com/news/local/smokey-bear-celebrates-the-big/article_5dbe4d60-201c-11e4-bc78-0019bb2963f4.html

The Republican -

masslive.com: http://www.masslive.com/living/index.ssf/2014/08/post_282.html

Yakima Herald-

Republic: <http://www.yakimaherald.com/photosandvideos/latestphotos/2401116-8/now-70-smokey-bears-message-the-same>

HeraldNet: <http://www.heraldnet.com/article/20140810/NEWS02/140819943/Smokey-Bear-turns-70-without-candles>

KSBY San Luis Obispo News: <http://www.ksby.com/news/slo-co-cal-fire-celebrates-smokey-the-bear-s-70th-birthday/>

Highlands Today: <http://highlandstoday.com/hi/local-news/happy-birthday-to-smokey-20140810/>

Hornell Evening Tribune: <http://www.eveningtribune.com/article/20140809/News/140809989>

KIMT 3: <http://kimt.com/2014/08/09/smokey-the-bear-turns-70/>

NTV: <http://www.nebraska.tv/story/26241482/kearney-museum-celebrates-smokey-the-bears-70th-birthday>

KRCRTV.COM: <http://www.krcrtv.com/news/local/smokey-bear-has-70th-birthday-bash-in-glenn-county/27394676>

wtkr.com: <http://wtkr.com/2014/08/09/smokey-bear-celebrates-his-70th-birthday-in-norfolk/>

Norwich

Bulletin: <http://www.norwichbulletin.com/article/20140809/NEWS/140809582/1994/NEWS>

WRGB: <http://www.cbs6albany.com/news/features/top-story/stories/happy-birthday-smokey-bear-18422.shtml>

WTVC: <http://www.newschannel9.com/news/top-stories/stories/smokeys-birthday-12049.shtml>

myfoxny.com: <http://www.myfoxny.com/story/26240702/smokey-the-bear-turns-70>

KING5.com: <http://www.king5.com/news/slideshows/Smokey-Bear-memorabilia-270615461.html>

Ruidoso News: http://www.ruidosonews.com/ruidoso-news/ci_26307197/smokey-bear-celebration-ruidoso-success

Hibbing Daily Tribune: http://www.hibbingmn.com/news/local/a-very-smokey-cake/article_32927962-1f69-11e4-a7a7-0019bb2963f4.html

History News Network: <http://hnn.us/article/156606>

Blogs

Mommy Nearest 8/8: <https://mommynearest.com/articles/great-ways-to-honor-smokey-bears-70th-birthday>

The Quinn's Awesome Journey

8/9: <http://quinnswesomejourney.blogspot.com/2014/08/892014-happy-birthday-smokey-bear.html>

James Shannon With Tech 8/10: <http://jameseshannonwithtech.blogspot.com/2014/08/having-good-weekend.html>

Watching the Nation 8/9: <http://imatapayertoo.wordpress.com/2014/08/09/on-a-lighter-notesmokey-bear-turns-70/>

wannabegreenmom.com: <http://wannabegreenmom.com/2014/07/25/blogger-bash-nyc-recap/>

raisingthreesavvyldies.com: <http://raisingthreesavvyldies.com/2014/07/who-was-at-social-suite-with-eaevents-at-blogger-bash-bbnyc/>

stowedstuff.com: <http://stowedstuff.com/2014/07/fun-with-eaelements-at-blogger-bash-nyc.html>

makingitallwork.com: <http://makingitallwork.com/general/blogger-bash-2014-ea-social-suite-event/>

eatsleepbe.com: <http://www.eatsleepbe.com/2014/07/element-associates-social-suite-blogger-bash/>

thedivinemissmommy.com: <http://thedivinemissmommy.com/element-associates-social-suite-eaevents-blogger-bash-bbnyc-instagram/>

leahslife.com: <http://leahslife.com/2014/07/29/ea-social-suite/>

savingswithdenise.com: <http://savingswithdenise.com/2014/07/blogger-bash-eaevents/>

raisingthreesavvyldies.com: <http://raisingthreesavvyldies.com/2014/07/planes-fire-rescue-educational-activity-book-fireandrescue/>

allthingsfadra.com <http://allthingsfadra.com/2014/07/blogger-bash-nyc-moms-day-out/>

week99er.com <http://www.week99er.com/new/blogger-bash-top-toys-for-the-holidays-bbnyc>

themamamaven.com <http://www.themamamaven.com/2014/07/24/recap-ea-events-party-at-blogger-bash-eaevents/>

whensmyvacation.com <http://whensmyvacation.com/2014/07/31/element-associates-party-at-blogger-bash/>

jerseyfamilyfun.com <http://www.jerseyfamilyfun.com/10-ways-element-associates-made-blogger-bash-extra-special-for-moms/>

whateverworks.typepad.com <http://whateverworks.typepad.com/whatever-works/2014/07/some-thoughts-on-blogger-bash-2014.html>

couponcrazymomblog.com <http://couponcrazymomblog.com/2014/07/29/blogger-bash-events-review/>

whensmyvacation.com <http://whensmyvacation.com/2014/07/31/element-associates-party-at-blogger-bash/comment-page-1/>

modernmommyfiles.com <http://modernmommyfiles.com/2014/07/eaevents-social-suite-blogger-bash-2014/>

gaffneysgabs.com <http://www.gaffneysgabs.com/2014/07/eaevents-social-suite.html>

mommalew.com <http://www.mommalew.com/2014/07/eaevents-element-associates-social-suite-blogger-bashrecap/>

dellahsjubilation.blogspot.com: <http://dellahsjubilation.blogspot.com/2014/07/parent-bloggers-work-hard-play-harder.html>

musingsonmotherhoodmidlife.com: <http://musingsonmotherhoodmidlife.com/2014/07/31/elementassociates/>

daytodaymoments.com: <http://www.daytodaymoments.com/2014/07/element-associates-brought-makeovers.html>

princessamongsuperheroes.com: <http://www.princessamongsuperheroes.com/2014/07/30/makeovers-bubbles-bears-oh-eaevents/>

cestlaviekarina.com: <http://www.cestlaviekarina.com/2014/07/eaevents-social-suite-at-bbnyc-2014.html>

girlymama.com: <http://girlymama.com/2014/07/ea-events-social-suite-at-blogger-bash.html>

mominthecity.com <http://www.mominthecity.com/blogger-bash-2014-highlights/>

moderndaydonnareed.com <http://www.moderndaydonnareed.com/2014/07/eaevents-social-suite-at-blogger-bash.html>

moderndaydonnareed.com http://www.moderndaydonnareed.com/2014/07/eaevents-social-suite-at-blogger-bash.html#.U9-X8_IIdVA8

nicholeann.com <http://www.nicholeann.com/2014/element-associates-social-suite-eaevents-at-bbnyc/>

mamanista.com <http://www.mamanista.com/2014/07/blogger-bash-social-suite-2014-eaevents.html>

notasupermom.com <http://www.notasupermom.com/big-fun-in-new-york-city-with-eaevents/>

ascendingbutterfly.com <http://www.ascendingbutterfly.com/2014/08/to-bloggerbashnyc-with-love.html?showComment=1407208107540>

trendylatina.com <http://trendylatina.com/events/elements-associate-party-at-bbny/>

dancinghotdogs.com <http://www.dancinghotdogs.com/2014/08/blogger-bash-social-suite-2014/>

Smokey Bear Hash Tags

#SmokeyBDay:

2,485,805 accounts reached

7,593,586 impressions

1,598 tweets

#SmokeyBearHug

1,224,852 accounts reached

2,722,843 impressions

570 tweets

#SmokeyBearHugs

938,605 accounts reached

1,460,841 impressions

332 tweets

Loren Maloney began by saying that she is looking forward to the new leadership from Gwen and thanked Fred and his predecessor Loren Walker provided while holding the temporary assignments. The PNW has had several Prevention Teams in place since June and are planning to continue this through September. This will be one of the longest running continuing usages of National Prevention Teams since its concept in the late 90's. A lot of good work has come from these teams and will continue to provide valuable feedback on the program for some time. Loren also reported on an issue in the BLM dealing with Sage Grouse Habitat which she says will be a driving force on their hazard community assistance programs.

Elaine Waterbury told us that she has blocked some rooms at the Residence Inn for our planned October meeting in Bosie. Meet Oct 28 and 29 with travel on the 27th (Monday) and the 30th (Thursday)

Please make your room reservation no later than October 6th, 2014.

Residence Inn

1401 South Lusk Avenue

208-344-1200: reservations under Communication, Education and Prevention Committee

Rooms reserved:

10/27 Monday

10/28 Tuesday

10/29 Wednesday

10/30 Thursday

Had a discussion about the new NWCG website and the main page design. All committee pages will have the same look. We were asked to update our roster providing a single phone number. We were asked to provide someone to be our point of contact with the web master. Pat McDowell has agreed to do this for us. HOWEVER Pat did make mention of the need to involve others on the committee that have an interest and who will hopefully be here when we begin to have some turnover.

Elaine went on to discuss data standards up for review which are very GIS and aviation specific so our involvement is/should be minimal or nonexistent. A discussion was also had about the glossary terms review. Our work has been done. 52 glossary terms that have been reviewed will be updated by publishing a new version of the NWCG Glossary of Wildland Fire.

Fred Turck gave a short update on Smokey's 70th and the Virginia Department of Forestry's 100th celebration events, most notably the first time ever of the original paintings of Rudy Wendelin being displayed for public viewing. This is taking place at the Chrysler Museum in Norfolk VA, now through February 2015.