Best Practices

Southwest Public Information Officers Webinar

May 14, 2020

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INFORMATION

[SW Area Wildland Fire Response Plan](#)

[NIFC PIO Bulletin Board – COVID-19 and PIOs](#)

Making Agency Communications Accessible to Everyone
Electronic Documents

Keep these tips in mind when formatting and distributing your daily update.

Use the Accessibly Checker in Word.

See the Inciweb User's Manual – 508 Compliance: Understanding the Laws Governing Inciweb

USFS Section 508 MS Word & PDF Checklists

Make PDFs accessible (Acrobat Pro)

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Electronic Documents

Use a strong color contrast and avoid pattern backgrounds.

Structure content in a layout that is easily read from left to right. When possible, **avoid using text boxes, layout tables, and data tables.**

If data tables are used, ensure column and row headings are included and informative.

Choose a font that is clear and easy to read; **font size should be at least 10 points for standard text**.

Use built-in heading styles, such as Title, Heading 1, Heading 2, etc., to create a structured document. This will help readers understand document flow, and the sections relate to one another.

Organize content into bulleted and numbered lists, using built-in styles, to organize content and make it more reader-friendly.

When using images that convey information, provide alternative text (ALT text) descriptions that explain the purpose of the image. Avoid using color as the only means to convey information.

Use digital signatures instead of handwritten signatures. Scanned documents are not inherently accessible, and they require additional time to make accessible.

PDF documents must be tagged and structured per the above guidelines. PDFs of scanned documents (image only) are not accessible without additional effort.

Provide equivalent text versions of inaccessible documents via accessible HTML, an alternative file format, or within the body of an email.

Visit www.section508.gov/create for "how-to" guides, training videos, and a checklist on creating accessible electronic documents.

Making Agency Communications Accessible to Everyone
Videos and Virtual Meetings

See the Inciweb User's Manual – 508 Compliance: Understanding the Laws Governing Inciweb

Audio description doesn't necessarily require a separate audio description track. As explained in the *How to Create Audio Descriptions* section on this article from DigitalGov.gov, it is possible to make audio description part of the presentation. "Be sure to have your subjects identify themselves and their surroundings (rather than only showing their name on screen). This way, anyone—whether or not they are visually impaired—will know who is speaking."

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Videos and Virtual Meetings

Captions are required for information provided by speech or sound. Consider using FedRelay solutions, such as Relay Conference Captioning (RCC), to caption your conference call or webinar.

Include descriptions of visual content in speaker narration. Otherwise, provide audio descriptions for information provided through graphics and pictures.

Make sure the media player controls are keyboard accessible.

Review this Video, Audio and Social guidance for more information.

Virtual Meetings and Collaboration

Instructions and techniques on how to provide accessibility for virtual collaboration.

FedRelay - Intermediary telecommunications service for individuals within the federal government who are deaf, hard of hearing, and/or have speech disabilities

Accessible and Inclusive Telework Practices Using Microsoft Teams - Guidance from HUD

5 Tips on Holding Accessible Microsoft Team Meetings - Guidance from HUD

Accessibility overview of Microsoft Teams

Downloading and Running a Closed-captioning Pod in an Adobe Connect Meeting

How Do I Enable Closed Captions in Webex?

Getting started with closed captioning in Zoom

Making Agency Communications Accessible to Everyone
Social Media

Tips for Making Facebook Accessible

Add captions to photos to ensure that individuals will understand what is going on in the picture. (How to edit alt text)

Videos posted directly to Facebook should be closed captioned. This can be done by adding a SubRip file to the video after it is posted. (How to caption)

As an alternative to directly uploading videos to Facebook, upload videos to YouTube and post the link to the video in a status update. Since YouTube automatic captioning can be inaccurate, prepare an accurate transcript and upload it whenever possible. This will ensure that visitors will be taken to an accessible video with captioning.

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Social Media

Verify that your chosen platforms allow for the addition of captions on images or videos.
- For images without ALT text, caption the images in the text of the post.
- For inaccessible videos, include a link to an accessible version of the video on your agency website.

Review this Video, Audio and Social guidance for more information.

Including:

Social Media

Methods, tips, and techniques on how to author and check social media for accessibility.

Making Twitter Images Accessible

Social Media and Accessibility: Resources to Know

Federal Social Media Accessibility Toolkit (including Facebook & YouTube)

5 Myths About Social Media Accessibility

Making Social Media More Accessible - DigitalGov University video

Media Best Practices

Virtual Interviews

• Consider having an appropriate photo of yourself available to send media to show on screen if requested during a phone interview

• Check with host unit for current policy – Currently DOI and USFS generally can't initiate a Zoom meeting, but can participate if media initiate a call

• Even if you're teleworking; dress the part –Nomex shirt, or team shirt, or solid color shirt with no logo, etc. as applicable

• Test your audio and video in advance

• Professional background – blank wall, solid backdrop with team logo or official fire info logo, etc.

• Audio is key - consider using a microphone

"Encourage media inquiries and public information requests to be addressed virtually, using available technology.

Maximize remote interview options."

- SW Area Wildland Fire Response Plan

Media Best Practices
On Scene

Communicate with media so they know

- If access is available to fireline or not

- If ICP is a closed camp with no media access

- Limited # personnel available for in-person interviews

- How to reach a PIO for updates

- Where to find safe vantage points

Considerations may included scheduling appointments with the media before they arrive at the incident

Consider alternatives to wired mic (ie. mic on a stand or 6-ft boom)

Fireline & COVID-19 PPE considerations

Vehicle transport considerations

Local unit and/or jurisdiction policies on access to closed areas

AZ WILDFIRES
POTENTIAL FOR ACTIVE FIRE SEASON
NEWS 4 TUCSON
10:23
64°
00:30   01:35

"Limit media visits to ICP and the fire line

Visitors should be medically screened according to approved protocols and equipped with appropriate PPE. "
- SW Area Wildland Fire Response Plan

Media Best Practices

Photo / Video Content

✓ Share photos / videos – consider Flickr as a way to share large files (upload requirements)

✓ Share via Inciweb / social media

✓ Check with OPS, SITL, and SOF to see if they have photos/videos from air attack or photos of people working

✓ Operational Briefings and Public Meetings Videos Prohibited on InciWeb

✓ All videos on Inciweb should be less than one minute in length

✓ NIFC PIO Bulletin Board – USFS - Photographer/Videographer BPA's for Wildfire Use

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Pause Before You Post

This sample IAP message and sample poster are available in the S-203 PIO Toolbox
https://bit.ly/piotoolbox

PAUSE BEFORE POSTING

Consider agency guidelines and potential ramifications before posting pictures of:

- fireline personnel not wearing full PPE
- identifiable structures (ie. addresses)
- burning / burned structures
- inmate crews
- faces of children
- accident or investigation scenes
- sensitive natural or cultural resources (or QR codes to maps that identify them)
- whiteboards / flipcharts with passwords or internal contacts listed
- license plates

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TALKING POINTS
June 19, 2017

Yesterday, all evacuation orders were lifted by the Gila County Sheriff in consultation with the Incident Management Team. This includes the removal of evacuation orders for Ellison Creek Estates and La Cienega, as well as the pre-evacuation order for Bonita Creek.

All road closures for the fire are still in effect.

Coconino and Tonto National Forests (NF) Closure Orders and Fire Restrictions on the Tonto NF remain in effect.

Wildfires are a No Drone Zone. If you fly, we can't. Every time a drone is spotted anywhere within the Temporary Flight Restriction (TFR) area all aircraft must land until we can be sure the drone is clear of this area.

Pause Before You Post
Consider agency guidelines and potential ramifications before posting pictures of:

- fireline personnel not wearing full PPE
- identifiable structures (ie. addresses)
- burning / burned structures
- inmate crews
- faces of children
- accident or investigation scenes
- sensitive natural or cultural resources
- whiteboards / flipcharts with passwords or internal contacts listed
- license plates

For Official Fire Information:

Fire Information (8:00 am to 8:00 pm): (928) 985-0097
(928) 362-2916

Fire Media Information (8:00 am to 8:00 pm): 928-793-1955

InciWeb: https://inciweb.nwcg.gov/incident/5233/
Arizona Emergency Information: http://azein.gov
Facebook: https://www.facebook.com/HighlineFireInfo/
Twitter: https://twitter.com/highlinefire
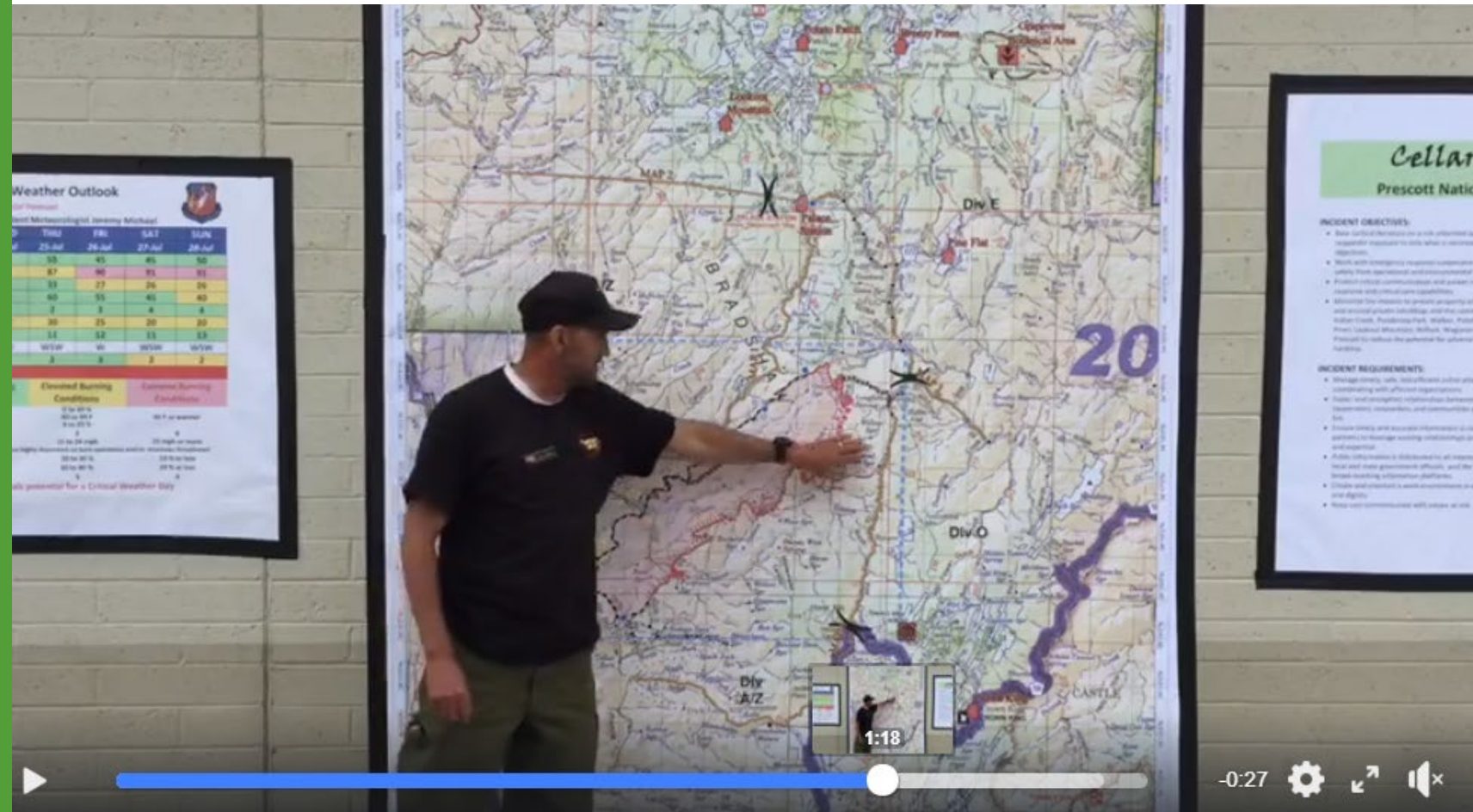
Media Best Practices

On Scene
Media Briefings

▪ Consider social distancing between presenters

▪ Consider how to incorporate an American Sign Language (ASL) Interpreter

▪ Consider alternatives to passing off a mic between speakers

  ▪ Single mic on a podium / stand?

  ▪ External mic on iPhone?

  ▪ Multiple mics to eliminate need to hand off?

Media Best Practices

Virtual Media Briefings

- Considerations for incorporating American Sign Language (ASL) Interpreter & captioning

- Provide a link to high resolution version of map / graphic if possible

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Video Best Practices

Video Operational Updates

1-3 minutes
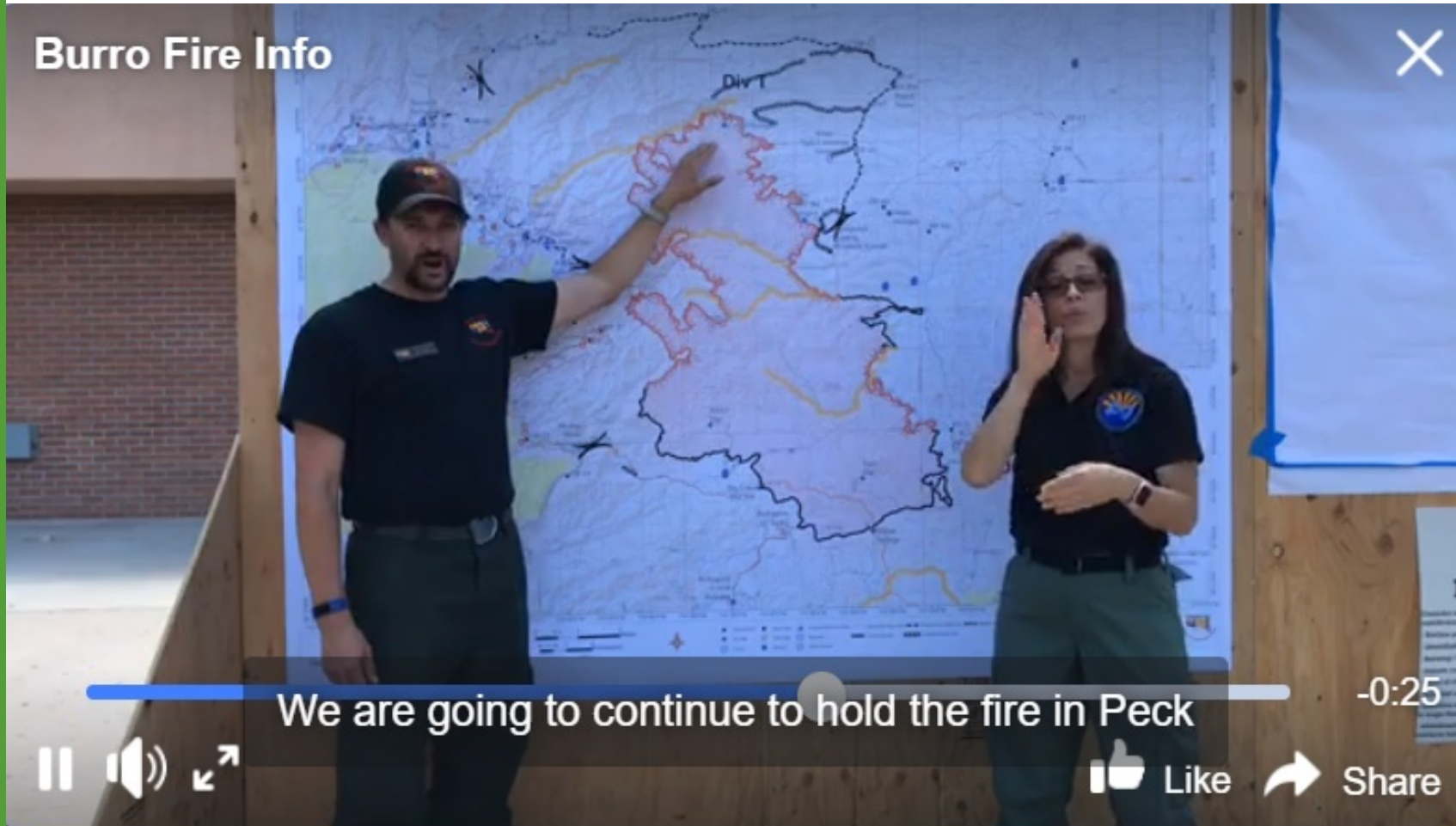
Film in a quiet location

Don't use maps that include internal info like sensitive natural or cultural resources (or QR codes that link to this info)

Tell the story of how firefighters are working to meet incident objectives, as if you were explaining it to your grandma

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Burro Fire Info

We are going to continue to hold the fire in Peck

-0:25

👍 Like   ➤ Share

Video Best Practices
Community Meetings

PIO as meeting facilitator & 2+ helpers

- Camera operator(s)
- Someone to monitor online questions and ask them on behalf of the online viewers
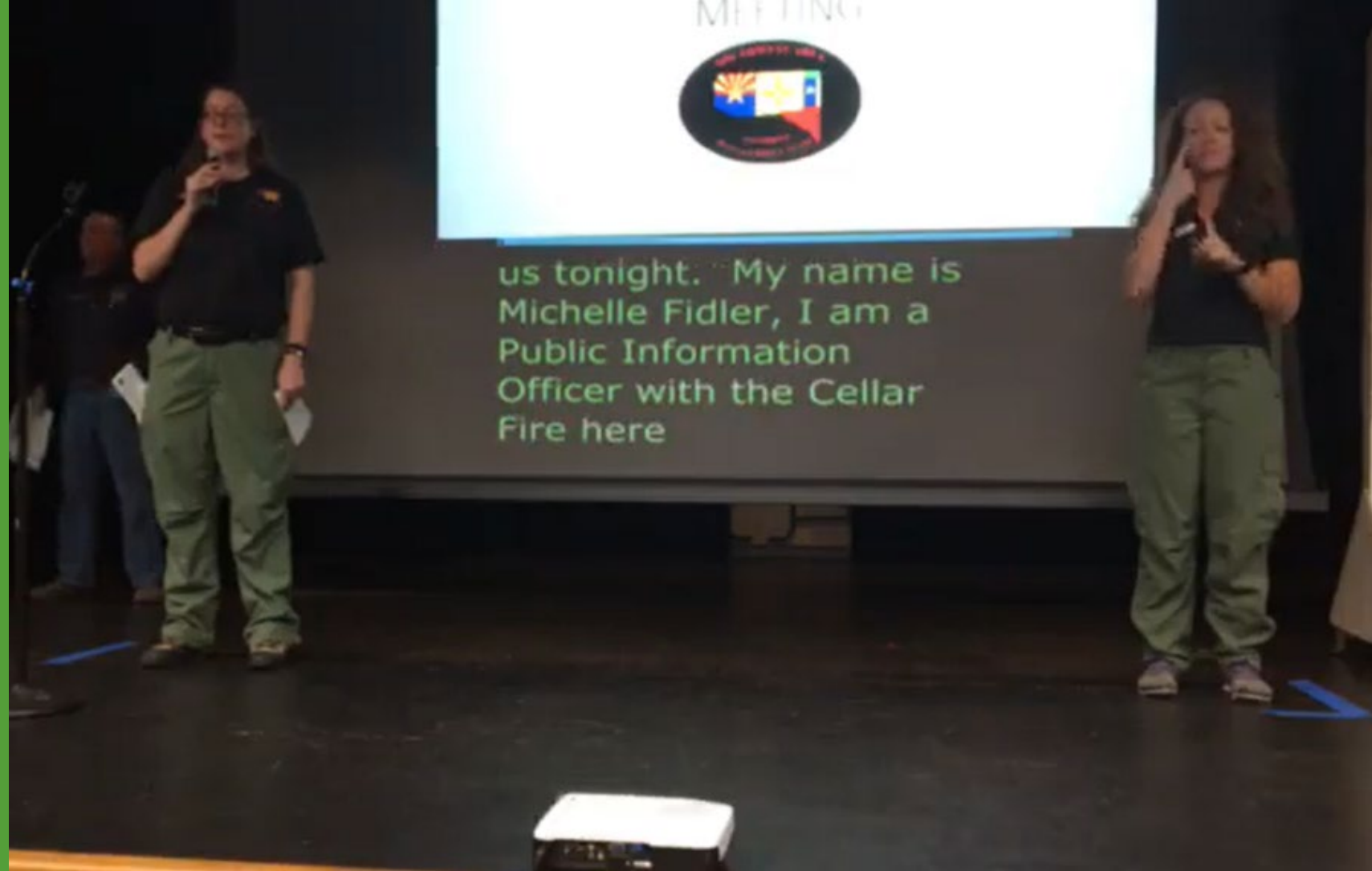
Plan for setup time (<2 hours)

Use a microphone

Have a separate camera record a backup so you can post later if livestream fails (stop/start video for each speaker to enable faster upload time later)

Include a link to a high-res version of your presentation graphic online for your online viewers to be able to see in more detail

Use blue tape to ensure speakers maintain social distancing & don't venture off camera

Consider low tech options – audio broadcast via local radio station and/or conference call line

us tonight. My name is Michelle Fidler, I am a Public Information Officer with the Cellar Fire here

"Conduct video/virtual community information meetings using available technology. Ensure a consistent feedback loop for two-way communication with the community." - SW Area Wildland Fire Response Plan

Community Meeting Tips & AZ ASL Interpreter & CART Captioner Best Practices

Media Best Practices

Agency Messages

[NIFC PIO Bulletin Board](#)

- [Agency-specific Information](#)
- [Season Themes/Messages](#)

The public plays a valuable role in preventing wildfires.

- More than 95 percent of wildfires are contained in the first few hours, meaning tens of thousands of fires are extinguished before becoming large wildfires.

- On average, human-caused wildfires make up 87 percent of all wildfire occurrences annually. Many of these wildfires occur close in proximity to roadways, communities and recreational areas, posing considerable threat to public safety.

- Taking individual responsibility to reduce flammable material around homes and communities before a fire occurs can help keep property, the public, and firefighters safe.

- Creating a buffer between your home and trees, shrubs, or other wildland areas, is essential to improving your home's chance of surviving a wildfire. Not only does this space help slow or stop the spread of wildfire, it also provides a safe place for firefighters to defend your home if conditions allow.

Firefighter and public safety is always our highest priority during wildfires.

- No amount of protection for a structure or resource is worth the loss of human life.

- With each new fire start, fire managers engage in a comprehensive risk analysis to identify the safest and most appropriate management options.

- Firefighters may not directly engage with a fire until risks can be mitigated to an acceptable level.

- Use of unauthorized unmanned aerial systems (UAS), or drones, in a fire area endangers the lives of pilots and firefighters. Never fly unmanned aircraft over or near a fire. Remember, if you fly, we can't.

- Wildfires can produce high quantities of smoke. In the midst of fire activity, firefighters can do little to reduce smoke impacts. Affected communities should remain aware of smoke advisories and conditions. Learn more at https://airnow.gov

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Media Best Practices
COVID-19 Messaging

NIFC.gov & NIFC COVID-19 page

NIFC PIO Bulletin Board NIFC COVID-19 page

"Consider national and geographic direction on Information releases regarding COVID-19 specific issues at wildland fire incidents managed by IMTs (type 1-3).

All releases must be consistent and follow the IMT's Delegation of Authority. Local unit(s) who delegated the incident to the team approve all releases of information.

Local unit Public Affairs offices will maintain close contact with Regional, National and Department Office directives and be able to guide Public Information Officers (PIOs) on what can/cannot be released. "

    - SW Area Wildland Fire Response Plan

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NATIONAL INTERAGENCY FIRE CENTER

COVID-19 and Wildland Fire Management

All wildland fire agencies remain committed to wildland fire readiness through active hiring of fire personnel, adjusting training practices to minimize contact and slow COVID-19 spread potential, and assessing prescribed burning operations. All wildland firefighting partners are working together to plan for fire activity during COVID-19.

To further ensure the highest degree of readiness, the National Multi-Agency Coordinating Group requested three regional Area Command Teams to work with partners at all levels in the fire community to develop protocols for wildfire response during the COVID-19 pandemic. These Wildland Fire Response Plans, linked below, are available to all incident management teams and fire units to help guide effective wildfire response.

The safety of the public and all wildland fire responders is always the number one priority for all wildland fire agencies.

Geographic Area Plans
Alaska
California (Northern and Southern)
Eastern Area
Great Basin
Northern Rockies
Northwest
Rocky Mountain
Southern Area
Southwest
Additional Information
For more information regarding COVID-19, please visit the following resources:
coronavirus.gov
Centers for Disease Control and Prevention
COVID-19 Portal (Fire Management Board)
Wildfires and COVID-19 (Department of the Interior)
Forest Service Coronavirus (Covid-19) Update
Information for Public Affairs Officers

NIFC COVID-19 page

DOI Wildfires & COVID-19
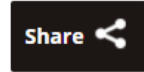
Check with host unit Public Affairs Officer for current DOI and agency specific messages

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Office of Wildland Fire

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Share

Wildfires & COVID-19

Protect our firefighters.
Firefighter safety is our top priority. Firefighters should follow the recommendations provided by coronavirus.gov to stay healthy and reduce the spread of illness. The Department of the Interior has established an intranet site to share information about COVID-19 with its employees. A special interagency team of medical and public health experts has been established to review and synthesize COVID-19 guidelines used in wildfire operations.

Prepare for outbreaks at incidents.
People working on incidents like wildfires need to be vigilant about the spread of infectious disease. The National Wildfire Coordinating Group released new Infectious Disease Guidance for wildland fires so that incident management teams and firefighters can plan for, recognize, and respond to outbreaks if they arise.

Adapt wildfire response plans.
To ensure the highest degree of readiness, the National Multi-Agency Coordinating Group assigned three Area Command Teams to work with partners at all levels in the fire community to develop regional guidance and best practices for wildfire response during the COVID-19 pandemic.

Continue our work reducing wildfire risk.
Reducing wildfire risk through fuels management remains an essential activity for the Department of the Interior. We're also taking actions to reduce the impact of smoke from prescribed fires on individuals and communities, recognizing its potential effect on those who have contracted COVID-19 or who may be at risk.

Monitor new developments.
Public health direction is continually evolving. The Department of the Interior Wildland Fire Program will continue to assess potential risks to firefighters and communities as the response to COVID-19 continues.

Read the latest from the Coronavirus Task Force, the Center for Disease Control's COVID-19 health information, and the U.S. Government response to Coronavirus.

Wildfires and COVID-19 (Department of the Interior)

Wildfires & COVID-19

Forest Service Coronavirus (Covid-19) Updates

Check with host unit Public Affairs Officer for current agency messages

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USDA U.S. FOREST SERVICE
Caring for the land and serving people
United States Department of Agriculture

Enter the terms you wish t   🔍 Search

Visit Us ▾   Managing the Land ▾   Learn ▾   Science & Technology ▾   Working with Us ▾   About the Agency ▾   Inside the FS

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About the Agency

Forest Service Coronavirus (Covid-19) Updates

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lth and safety

What will happen if a COVID-19 outbreak occurs among firefighters?

The USDA Forest Service and Department of the Interior are updating plans and responses for various disease outbreak scenarios in the United States, including the "Pandemic Response and Preparedness Plan for the Federal Wildland Fire Agencies," and the "Infectious Diseases Guidelines for Wildland Fire Incident Management Teams." These plans institute appropriate mitigation activities during wildland fire response actions to ensure national wildland fire response capability.

Are you considering how the smoke from your fires will contribute to weakened respiratory health at a time in which the coronavirus is a serious risk by itself?

Potential smoke impacts to the public are considered in all prescribed fire and wildfire management. As always, we will work in coordination with local and state health organizations and make any necessary changes should the need arise.

Has the USDA Forest Service paused its prescribed burning program in response to COVID-19 risks?

The USDA Forest Service has not issued agency -wide direction to pause all prescribed burning activity. The USDA Forest Service is taking a risk-informed approach to managing prescribed fire by evaluating the following factors: (1) the ability to maintain fire responder viability and sustainability; (2) potential smoke impacts to communities from prescribed fire and how that interacts with COVID-19 effects; and (3) the ability to use local resources so inter-state travel is not necessary. We will continue to adapt as the situation evolves and work in coordination with local and state health organizations.

How will the changes to USDA Forest Service prescribed fire operations affect the wildfire risk for the year?

The level of impact will depend on multiple factor, including the severity of the impact of COVID-19 across the country. Wildfire risk is greatly dependent on weather, so the actual risk from a wildfire could be higher or lower than average depending on the weather we experience this summer.

How is smoke being managed for prescribed fires that were lit prior to the regional pause?

Fire officials continue to monitor all ongoing prescribed fire projects. As always, we will continue to work in close coordination with local and state health organizations and make any necessary changes should the need arise.

Exposure Response
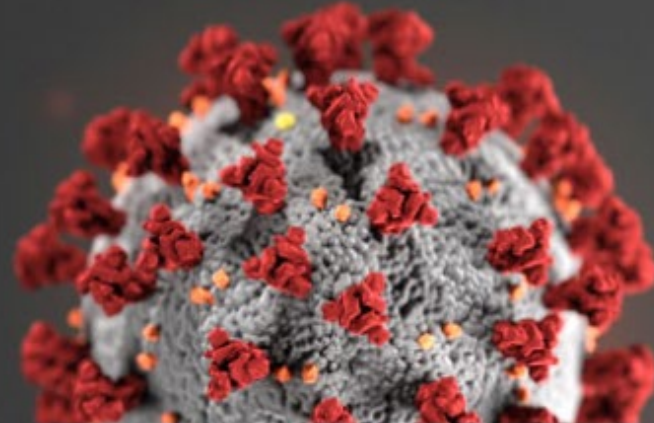
Coronavirus Disease (COVID-19)

"Direct all media questions and reactions to the potential exposure to the incident PIO or to the local or state public health official, following all agency protocols and HIPAA regulations to protect personal privacy."

- SW Area Wildland Fire Response Plan

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Wildfire Smoke and COVID-19

CDC Protect Yourself From Wildfire Smoke

CDC COVID-19 and Wildfire Smoke Cleaner Air Shelters & Spaces

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"**Interagency Wildland Fire Air Quality Response Program**

Ensure there will be a prepared cadre of ARAs who are well trained in smoke/COVID-19 issues, prepared to use new analysis tools, and work closely with health agencies on public messaging and outreach."

Create talking points and guidelines for ARA use when engaging with partner agencies and the public on smoke/COVID-19 health issues.

Develop approaches to have ARAs promote individual and community awareness of interaction of smoke/COVID-19 and how to be more smoke ready.

Air Resource Advisors

Design and implement locally appropriate outreach and messaging.

Promote smoke ready community concepts and inform the public and health agencies where to get additional information.

Establish key lines of communication with IMT, Planning Section, PIO and AA as appropriate based on IMT guidance.

Use approved messaging to inform the public about smoke/COVID-19 concerns.

General

Based on the concerns regarding wildfire smoke and COVID-19, consider having all fire personnel watch the NWCG Smoke: Knowing the Risks video."

- SW Area Wildland Fire Response Plan

Reaching Audiences Without Internet

Managing Expectations

"Many remote communities are not well-served by virtual information dissemination and social media in general.

Agencies have traditionally relied on community meetings and staffed information boards to allow personal dialogue in impacted communities.

This plan foresees that in almost every case, these tools are no longer available to PIOs in areas impacted by COVID-19.

These communities should be identified and be briefed in advance of fire season to manage expectations and explore alternatives."

- SW Area Wildland Fire Response Plan

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Reaching Audiences Without Internet
Phones

- Ability to forward landlines or Google Voice numbers to PIOs working virtually

- Coordinate with Joint Information System (JIS) / Joint Information Center (JIC) & existing call centers to maximize efficiencies

- Recommend regularly updating voicemail with a brief fire update with current acreage and key info like closures and explain additional info available on Inciweb

"...consider staffing call centers to serve more rural populations, especially if connectivity is limited

       - SW Area Wildland Fire Response Plan

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Reaching Audiences Without Internet
Trapline

- Consider limiting to where there's a true need

- Consider placing painter's tape x's 6 feet apart as a social distancing reminder

- Consider staffing boards may attract crowds and be hard to maintain social distancing

- Consider having trapline staff spike out if incident staffing is required

Consider a phone call trapline as an option

Consider looped programming (ie. Slideshow) on monitors placed in public locations or where people congregate as electronic info hubs

Leverage resources that can help print and post in their location and/or distribute via their networks

- District frontliners

- Elected officials

Chamber of commerce

Community groups

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"The PIO BMP in Appendix B provides new and existing information dissemination methods to maximize social distancing."

"Host units should evaluate and update contact lists and e-traplines in advance, providing them to PIOs within in-briefing packages."

Appendix B: "Utilize "portable" info boards, in the form of an electronic community newsletter for dissemination of information to affected entities; enlist the cooperation of businesses or other establishments to "adopt" an information bulletin board to post maps and information (distributed by PIO via electronic means)."

- SW Area Wildland Fire Response Plan

Reaching Audiences Without Internet

AZ Radio Stat System

The call letters are now WQUM344 1650 AM or 1690 AM

Currently deployed at Sunset Point and Mescal FD for prevention messaging (BLM recorded)

Can be moved for a large event

Contact the local county/tribal emergency manager or DEMA PIO Duty Officer to inquire about its use

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Background

The Department of Emergency and Military Affairs (DEMA) owns two (2) RadioSTAT Portable Emergency Advisory Radio Station units capable of broadcasting over an AM signal to a variable distance of 3 to 5 miles (or a range of 25-75 square miles)[1]. The RadioSTAT units are FCC licensed to broadcast over   WQUM344 1650 AM or 1690 AM

Crisis and risk emergency messages can be recorded using RadioSTAT's microphone or uploaded via USB.

RadioSTAT is a location-based service that broadcasts over a limited range and is best utilized from a static position in a high traffic area and/or adjacent to a fixed service (e.g., shelter). RadioSTAT is not accessible via mobile devices.

RadioSTAT units can be requested by contacting the County/Tribal Emergency Manager. Units are deployed by the DEMA Communications Section at the direction of the State Emergency Operations Center Policy Chief and in support of emergency response and recovery efforts. In most cases, the unit can be deployed and operational within 8 hours.

Responsibilities:
IMT PIO
- Contact county/tribal EM to initiate RadioSTAT request
- Identify the primary area where broadcast is needed
- Record and upload messages
- Advise county EM when unit can be demobilized

County/Tribal EM
- Contact DEMA Comm section (phone/email), after hours contact the DEMA Duty Officer
- Initiate 213RR in WebEOC
- Identify secure location for RadioSTAT with power source (fire station, school, ADOT yard, etc) and county POC
- Coordinate setup and demobilization of RadioSTAT with DEMA Comm

Reaching Audiences Without Internet
E-Highway Signs

Some host units or partner agencies have their own portable e-signs for local roads

Contact DOT to ask about messages for Highway Signs

Message must relate to traffic safety.

Signs generally accommodate three lines and 18 characters, including spaces, per line.

 #Hashtags, phone numbers and website addresses are not allowed.

No emoji ☹

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Credit: Prescott eNews

Reaching Audiences Without Internet
Local Media

Consider scheduling regular updates ie. you call the local radio station daily at 7 am and 4 pm, etc.

Consider local radio and public access channels on local TV for PSAs on where to find fire information, etc.

Make sure videos include audio description for folks who only hear the audio (ie. on radio) and can't see the map

Media can pull info from Inciweb, News Releases, Video Updates, etc. to share with their local broadcast / print audiences

"Utilize non-traditional media (newspapers, radio)... to serve more rural populations, especially if connectivity is limited."

- SW Area Wildland Fire Response Plan

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Reaching Audiences Without Internet
Leverage Partner Resources

Consider local facilities equipped with virtual meeting capability (ie. county commission, school board, church, etc.)

Emergency Alert Systems

- Reverse 911 / Code Red / Nixle / Etc.

NextDoor

211

- "Leverage resources with cooperators and partners when looking outside the agencies for PIO skills to support efforts (coordinate with AZ Department of Emergency and Military Affairs)."

- SW Area Wildland Fire Response Plan

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READY, SET, GO!
Prepare now.   Be alert.   Evacuate!
Learn more at ein.az.gov

AZ County Emergency Notification Systems

Apache | Cochise) | Coconino | Gila | Graham | Greenlee| La Paz | Maricopa | Mohave | Navajo| Pima| Pinal | Santa Cruz | Yavapai| Yuma

NM Emergency Alert Systems

Bernalillo County | Lincoln County | Rio Arriba County| Ruidoso