

“Fire Has A Role” Awareness Campaign

This memo is intended to explain the intent and overview for the Prescott National Forest’s “Fire Has A Role” Awareness campaign. The campaign, in cooperation with the Coconino National Forest, is intended to raise awareness into the natural and restorative roles fire has in our public lands. Our intent is to empower the public to ask questions that would be generated by the information within our campaign. “Fire Has A Role” represents the many roles fire has within our communities; from habitat restoration, forest health, and even public safety. We here on the Prescott National Forest have realized that this is an opportune time to create such a campaign because of the rising awareness within the agency to connect the public with a positive message on prescribed burning and what long term, positive effects wildfires have on the health of public and private landscapes. We are pairing this campaign with social media, radio public service announcements, and educational videos and materials that connect the public with the transparency of our agency. Our intent is to make this a local project, in order to make it specific enough for effective use in local markets, but keep it general enough to allow for the expanding use of partnering agencies, forests, and communities. Our intent is to grow this campaign nationally, while keeping the integrity of the effort intact. We realize the benefits of starting out at the grass roots level to allow the project to evolve naturally.

Our timeline and project goals are as follows:

- We intend on having a video deadline of October 31st and expect to go live with social media by September.
- We are seeking participation, feedback, and coordination through cohesive community partnerships.
- We will be seeking interested partnerships to involve in the strategic planning and participation of future media and campaign expansion. Partnerships involve financial, coordination, planning, broadcasting/campaigning, and/or personnel lending participation.
- We will be seeking interagency and multi-committee involvement to implement strategies and feedback into campaign expansion.

We appreciate your time, consideration, and support of our “Fire Has a Role” Campaign. Attached is an enclosure, explaining in further details, the elements of our “Fire Has a Role” Campaign. The Prescott National Forest feels we are heading in the right direction, and would love to have your support in this worthwhile campaign connecting the public with their local land management and public service agencies.

THANK YOU

“Fire Has A Role” Enclosure

Our campaign contains multiple elements of public interaction, including professionally made videos explaining and introducing ongoing campaign focal points to the public. These videos will focus on catching the public's attention; foundational videos that allows for insight into the future of fire's role in the environment. These videos will be used simultaneously on social media and in theatres to raise awareness with a visual public service announcement that incorporates a strategic campaign message. The initial video will be a precursor for more videos once the campaign becomes established. Prior videos will build upon the previous video and relate to local factors and the evolving needs of public awareness. Along with these videos, we would use our campaign slogan to generate bumper stickers and educational and fun handouts to build more awareness within the community, getting children and adults alike familiar with our campaign. Another element of our campaign is an office video that plays on loop during business hours at the front desk that would include video of prescribed burning, wildlife habitat throughout the forest, and regeneration effects of fire videos that allows the public to watch without getting distracted. A public service audio would play periodically throughout the office video that relates our campaign on a personal level. We will use our public service audio from the office video to attract more public through radio broadcasting. Our intent is to keep all elements similar to allow the public to make the connection from what they see on social media, view when they come into our agency offices, and hear while driving in their cars or anywhere else on the radio. We feel this will allow the public the ability to relate to every element of our campaign. It will generate discussion and dialogue between the public and their land management agencies. The “Fire Has A Role” Campaign will utilize open content to ensure far-reaching success and sharing amongst cooperating partners and communities. The campaign will strengthen cohesiveness through resilient strategies between communities, their local land management agencies, and other local public safety entities.

The timeline on this campaign will include short and long term timeframes. It will be an ongoing campaign that has fluidity to be used in multiple markets in multiple agencies, all with the same outcome; public awareness of the positive roles fire has in resilient environments. We are looking at a video by the end of October and hoping to go public with social media around September, with some teaser videos and slogan materials. The initial video will be 30 -45 seconds, effective and attention grabbing. The office video will include longer video clips and is expected to be around 10 - 15 minutes long, looping throughout the day. The PSA within the office video will be 30 seconds long and will be compatible with radio stations audio formats for broadcasting efforts. These initial elements will be able to evolve throughout the campaign, and used in many local markets, with very little change, but enough fluidity to make them specific in their own areas. The key to keeping the campaign successful; general specificity. Keeping this project local allows us to involve local non-federal contractors and cooperators.

This campaign does need support though. We are seeking support, feedback, and participation from local entities to ensure a successful and far-reaching effect. We know by keeping this campaign local, we can use our local contacts within media and advertising to try to keep costs low and allow our cooperators to get involved in something they feel is meaningful within their community. Support from local partners would allow for a better product and maximum exposure to illicit product success. Funding, campaign feedback, personnel support, and public contact support from local agencies and partners would allow this campaign longevity and success that reaches much further than the Prescott and Coconino National Forests. Our intent is a long lasting, open-ended product that can be used in multiple markets and communities while still preserving our intended outcome; public awareness through agency transparency and open dialogue.

Thank you for your time and consideration.