

Communication Strategies for Fire Management: A Video-based Program for Creating Effective Citizen-Agency Partnerships

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Our intent is to produce a video-based program designed to provide resource professionals with communication strategies for working collaboratively with the public on fire and fuel management. Real world examples from successful agency outreach programs will be used to showcase effective communication activities from forest communities. The purpose is twofold: 1) To examine essential attributes of good communication in developing citizen-agency partnerships, and 2) To use innovative examples from local management units to help demonstrate these attributes in action.



We will produce two educational/informational products. The first will be a video production; the second will be a written "field guide" designed to supplement the video program. Visit the project Website at www.oregonstate.edu/~gordonr.

Video Production

The 25 minute video program is designed for land management agency personnel interested in working collaboratively with citizens to develop and implement community-based fire and fuel management strategies. Citizens or community groups concerned about wildfire will also benefit from the video's key messages.

Field Guide

The field guide will accompany the video to provide viewers with tangible materials for planning and implementation. It will complement the video program by summarizing key learning points and provide a set of guiding principles for practical application.

Video Production Overview

Treatment

Footage of on-the-ground activities that exemplify creative communication strategies and approaches to forging durable, citizen-agency partnerships will provide the primary source of information content for the video program. This footage will be set against interviews with key players—both agency personnel and citizens—that discuss the importance of effective community relations and the positive outcomes that result from an organized outreach program.

Key Visuals

- Creative approaches to planning sessions, public meetings, tours, interpretive programs, and other communication formats designed to cultivate productive citizen-agency relationships for fire and fuel management.
- Interviews with agency personnel and citizens to examine important aspects of citizen-agency interaction—communication processes and unique approaches for developing joint responsibility for fire and fuel management.



- Images of interpretive installations, programs, and demonstration sites designed to help educate communities about different fuel treatments. Key messages depict joint projects and feature thinning, mowing, pruning, and prescribed burns—including pre and post treatment—at project sites.

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