

**Fire Prevention Education Team
Utah Assignment
Salt Lake City, UT**



June 23 – July 6, 2016



Introduction

Background

During the spring of 2016, Utah received an abnormally high amount of rainfall, then in June a sudden warming and drying period began. This set the stage for an overly abundant fuel load, quickly curing from above average temperatures and causing fire officials concern for the potential for high fire danger. In addition, wildfire airspace intrusions resulted in numerous air resource shut-downs or near misses. This indicator caused a growing concern to land management agencies. With local fire fighters busy on the fire lines, the public needed to be aware of the dangers posed to fire related aircraft and pilots by unauthorized non-government un-manned aircraft systems (UAS). In addition, with June coming to a close, the upcoming July holidays would pose an additional risk of wildfire starts with the possible use of illegal fireworks. As a result, the U.S. Forest Service, Bureau of Land Management and Utah State Department of Natural Resources cooperatively decided to employ the services of a national fire prevention and education team to address these concerns. A team from the Pacific Northwest was dispatched and arrived on June 23rd for an operational in-briefing with the fire managers at the Great Basin Coordination Center in Salt Lake City. Objectives were agreed upon, a delegation of authority was issued and the team hit the ground running. A detailed narrative of the assignment is enclosed in this report.

Report Contents:

This report contains the following major sections:

1. Communication Plan:

This plan describes the principal communication objectives, key messages, target audiences, and methods and products used to accomplish the objectives.

2. Objectives and Accomplishments:

This section discusses the objectives agreed upon by the Forest Service, Bureau of Land Management and State of Utah fire managers and the Pacific Northwest Fire Prevention Team, and lists the major accomplishments completed for each objective.

3. Financial:

This section breaks down the financial cost of the team's two week assignment, including a detailed report of costs incurred by agency.

4. Media Coverage:

This section provides media coverage such as interviews, PSA's and press releases generated by the Team.

5. Social Media Accomplishments:

Educational messages were distributed to target audiences through various social media outlets. This section describes the various methods and platforms used.

6. Observations and Recommendations:

The team identified several actions that should be considered to further the education efforts throughout the State of Utah.

7. Acknowledgements:

The team identified several individuals or organizations / groups that made a special effort to help the team realize its goals successfully.

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1. Communication Plan:

A. Objectives

Objectives were developed from the direction given in the Delegation of Authority. Target audiences and a plan of work were determined once the objectives were identified.

1. Develop a statewide communication strategy with messages to help the public become aware of the risk of fire operations of unmanned aircraft systems (UAS) / drones that are flown over or near wildland fires and address the potential for danger they pose to firefighting aircraft.
2. Help the public understand the state law and penalty associated with flying UAS / drones near wildland fires or in temporary flight restriction (TFR) areas issued by the FAA.
3. Discuss the potential for high fire danger throughout the state and the need to be diligent in preventing human caused wildland fires.
4. Address the fire risk of fireworks, other pyrotechnical devices and provide educational messages on safe ways to celebrate the Fourth of July.
5. Utilize local media markets to run stories about the dangers of flying unauthorized UAS / drones around or near wildfires.
6. Utilize social media to inform the general public of the impacts of non-governmental UAS / drones on fire operations.

B. Target Audiences

Target audiences for the education efforts included:

UAS/drone campaign:

- Drone users age group 13-16
- Drone users age group 17-20
- Drone users age group 20+
- Vendors who sell drones
- Manufacturers of drones and parts
- Hobby stores
- Social media
- Air paparazzi
- Extreme sports users

Potential for High Fire Danger campaign:

- Homeowners
- Agricultural communities
- Summer and recreational homeowners
- Wildlife refuge visitors
- Public utilities

- State Fire Marshall
- Rural fire departments
- Local and state politicians

4th of July holiday campaign:

- Fireworks vendors
- Fireworks consumers
- Out of town visitors
- Organized community and sporting events

C. Plan of Work

The team developed key action items to raise public awareness of the issues identified in the Delegation of Authority and to encourage them to do their part to be vigilant and obey established rules and regulations. Action items were developed to target an appropriate target audience. Due to higher priorities, time constraints or availability, not all action items were accomplished.

Actions:

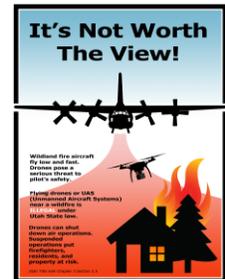
- Review and possibly use material already developed by fire agencies
- Develop new material and graphics.
- Utilize non-government entities to communicate our messages.
- Develop messages appropriate for social media use.
- Utilize other government agencies such as rural fire departments and politicians to help deliver the messages
- Empower vendors across the state to deliver our messages about safe and responsible drone and fireworks use.
- Utilize multiple media outlets to deliver messages.

2. Accomplishments

Objectives were achieved by the Team through the following actions:

Objective 1. Develop a statewide communication strategy with messages to help the public become aware of the risk of fire operations if unmanned aircraft systems (UAS)/drones are flown over or near wildland fires and address the potential for danger they pose to firefighting aircraft.

1. Developed messages for various social media platforms. Two tweets were sent out daily by the team through the UtahFireInfo.gov Twitter account. Posts were also re-tweeted by other fire agencies such as NIFC. Messages were sent out to agency Public Affairs Officers to post on agency Facebook pages as well. By July 5, 27,174 Tweets focusing on drones were viewed.
2. A variety of media sources featured information provided from the team 13 times. Team Public Information Officers participated in 4 television and 2 radio interviews.
3. Created various two graphics, with the slogan “It’s Not Worth The View”.
4. Procured 47 banners, 300 signs and 6,000 rack cards with graphics created by the team. Products will be distributed to Forest Service, BLM and State DNR offices across Utah.
5. Purchased space in 5 weekly periodicals to include public service announcements. PSA’s will run between 2 – 3 weeks and are between ¼ to full page in size.
6. Contacted 14 hobby shops, drone retailers and robotic retailers within the state. Eight agreed to distribute our messages in their stores or through their social media platforms.
7. Contacted five drone organizations based in Utah: Two responded back to our inquiries. Crash Test Hobby offered to post our messages on to their social media platforms. RC Groups supported our efforts and sent us a link to their own educational webpage that is dedicated to educating their audience about the dangers drones pose near wildfires.



8. Scripted 30 radio public service announcements. Of those, 9 were directed toward users of UAS / drones.
9. The team procured space to run a 15-second public service announcement video within the pre-feature advertisements at all Larry H. Miller Megaplex theaters across Utah. It is estimated that the video will be displayed 6,500 times per week and 735,000 people can be exposed to the message in one month.
10. Due to the successful distribution of information and the cooperation of NIFC and the Washington Office, the team started receiving requests for interviews from media outside the state of Utah.
11. Team Technical Specialist, Steve Stroud from the National Aviation Office in Boise, ID provided the team with an understanding of UAS / drones and the safety issues un-authorized, non-government drones pose to aerial firefighting aircraft. Stroud also provided script to develop 18 social media and pre-feature cinema videos.



Objective 2: Help the public understand the state law and penalty associated with flying UAS / drones near wildland fires or in temporary flight restriction (TFR) areas issued by the FFA.

1. Scripted 30 public service announcements (PSA's) intended for radio release, 9 focused on UAS / drones
2. Two graphics centered on the theme "It's Not Worth the View" were developed and distributed. One was developed in several sizes to fit into multiple media types. That graphic was printed on banners, signs and billboards.

3. Six press releases were written and provided to the media that included messages about the penalties associated with flying drones near wildfires. From that five news articles were published through radio, television or print.
4. As of July 5th, the team Tweeted 9 messages that informed the reader that flying drones near wildfires is illegal. 27,264 drone related Tweets were viewed. 128 Tweets were re-tweeted.
5. Team members were interviewed six times by various news agencies, which resulted in five media exposures through radio, news print or television with the main focus on drone use near wildfires.

Objective 3: Utilize local media markets to run stories about the dangers of flying unauthorized UAS / drones around or near wildfires.

1. The team created four videos designed to communicate the dangers unauthorized drones pose to firefighting resources. The PSA will run for 2 months at all Larry Miller Megaplex theaters.
2. Acquired space to publish a public service announcement in the Vernal Express and Uinta Basin Standard. The PSA will run for two consecutive weeks in their print and online versions.
3. Secured space in the Iron County Today to include our PSA graphic in their newspaper for two consecutive weeks.



4. Procured space in the Ritchfield Reaper and Ritchfield Extra to feature a PSA graphic in their print and online periodicals for 2 consecutive weeks. These two periodicals reach approximately 35,000 people per week.
5. Obtained space in the Davis Clipper starting July 7th to display a PSA in the Main Section of the paper for three weeks. Exposure is expected to reach 20,000 people.
6. Placed a PSA in the Moab Ad-vertiser beginning June 29, 2016 for two consecutive weeks. The Ad-vertiser distributes almost 5,000 copies each week.
7. After distributing 2 press releases to media outlets across the state that emphasized the dangers of unauthorized drones in wildfire airspace, 7 news articles were publicized via television, print and radio across the state. The team also received interest from media outlets outside the state. Requests for interviews or information were requested from the Wall Street Journal, the Bend Bulletin in Oregon, an Indiana news station and national periodicals, such as Wildfire Today.



Objective 4: Utilize social media to inform the general public of the impacts of non-governmental UAS / drones on fire operations.

1. Contacted 5 radio controlled / drone groups within Utah. Two of the companies responded back. Crash Test Hobby's agreed to post our messages and graphics on their social media platforms. RC Groups sent a link to a feature article that they already have on their website titled "FAA to Pilots: "Keep Your Drone Away From Wildfires"". A full list of companies contacted is listed in Section 5: Social Media Accomplishments.
2. Posted messages through the UtahFireInfo.gov Twitter account. The majority of the messages focused on the impacts of un-authorized non-government UAS / drones on fire operations. Statistics from the tweets were tracked and are attached in Section 5.



3. Utilized social media booster to purchase public service announcement space on Facebook and optimize the viewing groups identified to certain geographic locations and key word searches.
4. After receiving positive feedback from agency Public Affairs Officers about the messages and graphics distributed by the team, NIFC PAO, Jennifer Gardetto offered to host a UAS toolkit on the NIFC website. Housing a digital toolkit on the NIFC website mitigates the challenge of finding a location in Utah to house the large media files that employees from both the BLM and Forest Service can access.
5. The team contacted 17 hobby stores and drone manufacturers in Utah. Twelve companies consented to post our graphics in their stores or to distribute our messages and graphics through their social media platforms. A list of the 12 companies is listed in Section 5: Social Media Accomplishments
6. The team posted a message focusing on safety concerns posed by drones near wildfires on **Reddit.com** under the topic “drones”, which is followed by 9,132 members.



Objective 5: Address the fire risk of fireworks, other pyrotechnical devices and provide educational messages on safe ways to celebrate the July holidays

1. Scripted 9 radio PSA’s for the July holidays.
2. Expanded graphics for an already created one-sided informational flyer, making it into a two-sided rack card. Printed 3,000 copies for distribution between the Forest Service, BLM and the state of Utah DNR. Unfortunately printing of the rack cards was not completed in time for distribution for the 4th of July, but should be available for Pioneer Day.



3. Developed two press releases focusing on fireworks and the restrictions associated. Both press releases were sent to major media outlets, as well as agency Public Affairs Officers for distribution to their local media contacts. These press releases generated 4 requests for interviews and further media coverage.
4. Posted 6 messages to the UtahFireInfo.gov Twitter account that emphasized fireworks restrictions. These same messages were also shared with partnering agencies and consenting retailers for distribution through their lines of communication.
5. The Summit County Fire Warden offered table space at the 4th of July celebration and parade in Henefer. It is estimated that the event was attended by 1,000 people that could have been exposed to our safety messages focused around fireworks restrictions.



Objective 6: Discuss the potential for high fire danger throughout the state and the need to be diligent in preventing human caused wildland fires.

1. Two press releases were provided to media outlets throughout the state that identified the heightened wildfire potential due to the above average amount of burnable wildland fuels as a result of the wet spring.
2. Press releases and interviews generated news media coverage 6 times through various mediums such as radio, television and print.
3. The team developed 31 approved social media and radio messages. Many of these messages incorporated the potential for high fire danger within the state of Utah.
4. The team sent out 2 tweets from the UtahFireInfo.gov Twitter account focusing on the potential for high fire danger. Messages were viewed 6,420 times, retweeted 17 times and received 58 media views.

3. Financial :

The team was allotted \$30,000 for the cost of production, publication, development of media campaign and social media messaging through the U.S. Forest Service. The BLM identified an additional \$40,000, for a total of \$70,000.

PROJECT	COST	FS / BLM COST	NOTES
Staples	\$69.41	FS	Office supplies, not able to acquire at agency offices
47 Banners 3x5 (36) 4x8 (10) 5x20 (1)	\$1,920.00	FS	Simplicity Vinyl, LLC 150 W. Commonwealth Ave Salt Lake City, UT Chris Dunbar 801-628-3161
300 Plastic Signs 100 11x17 100 8.5x11 100 16x44	\$3,710.00	FS	Simplicity Vinyl, LLC 150 W. Commonwealth Ave Salt Lake City, UT Chris Dunbar 801-628-3161
9,000 Rack Cards 3,000 fireworks 6,000 UAS Both 2-sided	\$720.00	FS	Simplicity Vinyl, LLC 150 W. Commonwealth Ave Salt Lake City, UT Chris Dunbar 801-628-3161
Social Media Boost	\$1,000	TBD	Credit card will be associated with the owner of the FB account. All future costs accrued to the account will be billed to that credit card
Pre-Feature PSA Space One (1) :15 pre-feature spot for 2 months	\$17,600	FS	Larry H Miller Megaplex Josh Wood, Account Executive 435-232-4231 Josh.wood@utahjazz.com
Davis Clipper Newspaper	\$240	FS	Purchased 1 week PSA space in early July. 2nd week run in July is donated by the company.
Moab Advertiser	\$300	FS	Two week run
Vernal Express /Uinta Basin Standard Newspaper	\$819.00	BLM	\$409.50 per week. Purchased 2 weeks

Iron County Standard Newspaper	\$670.00	BLM	\$335 per week Purchased 2 weeks
Ritchfield Reaper Newspaper Ritchfield Extra Webnews	\$468.00	BLM	\$234 per week Purchased 2 weeks
BILLBOARD SPACE 7 billboards	\$21,428.00	BLM	Reagan National Advertising Eric Newbold
Davis Clipper Newspaper	\$240	BLM	1 week PSA space in August is scheduled and will need a micro-purchaser to procure (K.Haslam).
Unicor (federal sign shop)	\$2,500	BLM	Fireworks signs (P51751, 12"x14")

Forest Service total production cost: \$24,559.41

BLM total production cost: \$26,125.00

The team was allotted \$55,000 for travel expenses, per diem, salary and overtime of Forest Service employees. The BLM allowed \$14,700 for its employees participating on the team. Utah State DNR employees came completely funded. Total estimated operating cost are:

Forest Service operating cost: \$33,056.36

BLM operating cost: \$8,653.66

4. Media Coverage:

The following are the accomplishments using traditional media methods:

6.24.16

KSL (NBC) – Television news clip (Salt Lake City)

“Pine Valley Residents Prepare for the Worst as Wildfire Grows” Incorporated the press release dated 6.24 to inform of the Team arrival and discuss local drone intrusions.

Also housed on KSL.com web news

6.25.16

KSL (NBC) - Television Interview (Salt Lake City)

Covered all three topics – drones, high fire danger potential and July holidays

The interview was used in an article on July 2, “Fire Officials Urge Utah’s To Be Smart, Safe with Fireworks”.

6.25.16

KCSG – Television news clip (St. George)

“Unauthorized Drones Pose Serious Threat to Wildfires and the Public” from team press release dated 6.24. Also KCSG.com web news.

6.26.16

Davis Clipper Newspaper PSA (Davis County)

Offered to run a ¼ page PSA for free for 1 week in the main section of the paper, a \$240 value.

The team then purchased two additional weeks (one each in mid-July and mid-August). 20,000 readers are reached per week

6.27.16

NIFC – Jennifer Gardetto

Offered to post our graphics and messages on the NIFC Face Book page

6.27.16

Ogden Examiner Newspaper article

Using a press release from the team dated 6.25, the Ogden Examiner published “Northern Utah at high risk for wildfire activity”

6.28.16

KSL web article, then re-posted by the Daily Herald in Provo

A press release generated from the team dated 6.27, was used to published “Dry Thunderstorms Raise Risk of Utah Wildfires”

6.28.16

KTSU Fox 13 Television interview

Discussed July holidays, high fire danger potential and risks drones pose near wildfires
Aired on the 5 o'clock news and posted on e-news "National, state fire managers join forces to combat illegal drone use near wildfires"

6.28.16

KUER Radio interview (FM 90.1 News and nightly jazz)

Recorded an interview for part of a radio program and posted on their e-paper "Forecasted Thunderstorms Pose Wildfire Threat"
Discussed July holidays, high fire danger and risks drones pose near wildfire.

6.28.16

Daily Dispatch – Daily web news for America's Fire Service

Re-posted KTSU Fox 13's e-news article "National, state fire managers join forces to combat illegal drone use near wildfires".

6.29.16

KBER Radio interview (FM101 Utah's Rock Station)

Conducted a live interview. Spoke of drones, fireworks and potential for high fire danger

6.29.16

BLM Daily News Report – Utah

Re-posted KUER's story "Forecasted Thunderstorms Pose Wildfire Threat" after receiving press release dated 6/27.

6.30.16

Deseret Newspaper interview

Discussion focused on UAS issues, potential fire danger and July holiday fireworks restrictions

6.30.16

Wall Street Journal newspaper interview

The Wall Street Journal contacted the team PIO's for an interview focusing on drone issues.

7.2.16

KSL NBC News

A news article "Fire Officials Urge Utahns' to Be Smart, Safe with Fireworks" was generated from a team interview given on 6.26.

Wildfire Today

An article was requested and delivered detailing the team's efforts to address the safety issues posed by unauthorized, non-government drones near wildfires.

Moab Advertiser

A full page and full color PSA will run for two weeks starting on June 29th.

Davis Clipper

A 3”X10” size PSA will be printed in the weekly publishing which is distributed every Thursday. First printing will run during the July 7th issue. A complimentary second week will run in mid-July. A third week will run during the second week of August.

Richfield Reaper and Richfield Extra

One quarter page, full color PSA will run for two consecutive weeks beginning the first week of July. The PSA will be placed on both print and digital platforms.

Iron County Today

One quarter page, full color PSA space will run for two consecutive weeks, starting July 6th.

Vernal Express and Uinta Basin Standard

One quarter page, full color PSA space will run for two consecutive weeks beginning July 5th.

Bend Bulletin, Oregon

The team was contacted by the daily Oregon newspaper requesting information for a local interest article focusing on firefighters from the Pacific Northwest in Utah for a unique fire assignment. Because drones near wildfires are not an isolated issue, our PIO emphasized that topic.

5. Social Media Accomplishments:

A. Organized Groups:

The team contacted 5 organizations for users of drones, or radio controlled aircraft. Contact was made through email by the Team, explaining our mission and asking if they would support our undertaking by sharing our educational safety messages to their market audience. Two responded back to our inquiries.

Contacted five drone organizations based in Utah:

1. Crash Test Hobby
2. RC Groups (also affiliated with Flying Giants and HeliFreak)
3. Utah Flyer’s Organization
4. Drone Photography Info
5. Utah RC Flyers

*Crash Test Hobby offered to share our messages and graphics on to their social media platforms.

*RC Groups supported our efforts and sent us a link to their own educational webpage that is dedicated to educating their audience about the dangers drones pose near wildfires.

B. Hobby Shops:

The team contacted 14 hobby shops in Utah explain our mission and to inquire if they wished to join in our efforts to provide educational safety messages to an audience that they market to. Of these, eight agreed to share our messages and graphics through their social media outlets. The eight hobby shops are:

1. Adrenaline Hobby, leonard@adrenalinerchobbies.com, 801-825-0597, in Ogden
2. Frequency RC, frequencycrc@yahoo.com, 801-546-4266, in Ogden
3. Hobby Town USA, hobbytownslc@gmail.com, 801-294-9444, in Bountiful
4. West Valley Hobby, bwcrowther@wvhobbies.com, 801-964-1700, in Salt Lake City
5. Vortex Hobby, sales@vortexhobbies.com, 801-508-4354, in Salt Lake City
6. MRS Hobby Shop, hobbyon@gmail.com, 801-572-6082, in Salt Lake City
7. Hobby Stop, mostlytrains@comcast.net, 801-226-7947, in Orem
8. Hobby Town, hobbytownslc@gmail.com, 801-893-9433, in Orem

C. Manufacturers of drones / parts:

The team contacted four manufacturers of drones or drone parts. None of the four companies consented to distribute our material.

1. DJI Store (creator of the Phantom model drones)
2. 3DR Robotics (manufactures and markets drones for capturing aerial video)
3. Parrot (designs, develops and markets civil drones and accessories)
4. Horizon (retailer of multiple brands of drones)

D. Social Media Platforms:

1. Reddit.com

The team posted a message focusing on safety concerns posed by drones near wildfires on Reddit.com. Registered website members submit content such as text posts or direct links. Content entries are organized by areas of interest called "subreddits". Examples of subreddit topics include: news, movies, food, etc. Our post was put on to the "drone" subreddit topic, which is followed by 9,132 members.

2. Twitter

From June 26 through July 5th, Tweets were posted daily through the UtahFireInfo.gov Twitter account. Statistics for each Tweet were tracked and compared to measure success. In that period, our messages:

Were viewed 86,200 times	Averaged 8,200 views per day
Averaged 17 likes per day	Averaged 25 re-tweets per day
Averaged 12 link clicks per day	

Statistics associated with the UtahFireInfo.gov Twitter account:

Profile views increased 1,177.6%	Tweet views increased 606%
Mentions increased 558.3%	Number of followers increased by 398
Number of tweets posted increased 452%	

The following are three examples of the Twitter messages posted by the team:

6/28/16

Keep unauthorized drones out of wildfire airspace. It's dangerous and it's illegal in Utah.

#ItsNotWorthTheView

Views – 8,391

Likes - 40

Engagements – 338

Link clicks - 22

Re-Tweets – 59

clicks - 11

Detail expands – 45

Profile clicks – 12

7/1/16

Before visiting your public lands, know the rules about using fireworks. Visit

UtahFireInfo.gov

Views – 4456

Likes - 5

Engagement – 52

Link clicks - 7

Re-tweets – 14

clicks - 0

Detail expands – 17

Profile clicks – 4

7/2/16

Public drones near fires pose additional risks to fire fighters. Fly your drone in a fire free zone. #ItsNotWorthTheView. w/ graphic

Views – 3264

Likes - 10

Engagements – 86

Link clicks - 9

Re-tweets – 17

clicks - 2

Detail expands - 5

Profile clicks - 4

Media engagements – 39

3. Social Media Videos

The team developed 18 videos aimed toward drone users.

Four (4) 15-second videos were developed using high quality visual recordings will be utilized as pre-feature presentations at all Megaplex theaters across Utah.

Three (3) 15-second video clips, ten (10) 30-40 second video clips, and one (1) 90-second video clip were developed for use on social media.

4. Facebook Booster

Boosts are posts on Facebook to a specific audience chosen through targeted options such as: interests, geographic location, age or gender. Boosting helps spread awareness during a limited-time campaign. The team chose to post an approved drone graphic. The specific audience chosen to receive boosted posts were: men and women, age 13-40, residents of Utah and a 25-mile radius around Henderson, NV. Target words identified are:

Academy of Model Aeronautics	Aerial Photography	DJI
Drones Club	Flying RC Planes	Gimbal
Free flight (model aircraft)	Hobby Zone	Model aircraft
Kite aerial photography	Model airplane news	Multirotor
Multiplex model sport	Quadcopter	Radio Control
Radio controlled aircraft	Ready to fly (radio control)	Spektrum RC
Unmanned aerial vehicle	Remote control vehicle	
Surveillance aircraft		

6. Observations and Recommendations:

It was observed that all three participating agencies functioned cohesively. Decisions were made for the benefit of all agencies involved instead of individual agency intentions.

It was observed that the concerns presented by drones near wildfires is not an issue isolated to Utah. During the course of the assignment, the team was contacted by agencies from outside Utah state requesting copies of our material. It is recommended that the BLM follow up with Jennifer Gardetto, Deputy Chief for External Affairs with the BLM at NIFC to house a UAS / drone education tool kit on the NIFC website so employees of both the U.S. Forest Service and BLM of all regions may access the material designed.

It was observed that fire statistics posted on the UtahFireInfo.gov website are outdated. The “Wildfires Year to Date” numbers were last updated on August 1, 2014. Public education and media messages are justifiable only if you post accurate and up-to-date facts.

The BLM and Utah State Department of Natural Resources provided three trainees to the team. Each individual brought valuable skills such as graphic artistry and video production. They put forth impressive efforts to complete projects assigned to them and assisted other team member where needed. All three trainees have the potential to be stellar fire prevention and education team members and public information officers. It is recommended that their agency and supervisors provide each individual the opportunity to complete their training. The Pacific Northwest fire prevention and education team would be delighted to include all three on future assignments.

The Delegation of Authority identified three issues for the team to focus on: 1) safety hazards posed by UAS / drones near wildfires, 2) the potential fire danger due to the wet spring and abundant fuels available to burn and 3) the July holidays and the related fireworks restrictions. It was made quite clear that the concerns with the UAS / drones was a priority. Although the team fully met objectives to address the fireworks and potential fire danger issues, we feel that a majority of our time was justifiably focused on drones. Issues with the magnitude such as safety hazards posed by drones near wildfires should have had the team’s full attention. It is recommended that matters with similar significance should be the sole focus of any future fire prevention and education team’s efforts

As typical, the team leader was contacted with less than 24 hours before travel to the assignment. The team leader was instructed to secure lodging arrangements for the team and

given two hotel recommendations. Acquiring rooms within the federal per diem rate at such short notice was difficult. Over 20 hotels within a 15-mile radius of the Coordination Center were contacted. As the team arrived, Salt Lake City was hosting a marathon and a convention that brought in over 30,000 people. It is recommended that the host agencies identify a local logistics coordinator (or someone with local knowledge) to assist the team leader in locating available lodging.

Due to higher priority projects, the team was unable to record the radio PSA's. It is recommended that an agency procure studio time to record the PSA's into MP3 files to share amongst all the fire prevention technicians and public affairs officers. The team has had good success hiring NPR stations for studio recording time at a minimal cost.

The team was housed at the Great Basin Coordination Center during the entirety of our assignment. This location proved to be very beneficial to the team. We were in close proximity to our host agency representatives. Real time fire information was readily available to the team and we were provided ample working space. If available, the Coordination Center should be considered when hosting any type of team in the future.

The team was brought in 10 days before the 4th of July. In that time, the team was able to design educational rack cards focusing on fireworks restrictions. The team didn't have sufficient time to print the materials in time for the 4th of July. However, it should be completed in time for Pioneer Day. It is recommended that if the need for holiday material is needed, a team be given enough lead time to produce the product and manufacture the materials.

7. Acknowledgements:

The Team acknowledges the following individuals and offices for assisting us in completing our assignment:

All employees of the Great Basin Coordination Center
Steve Stroud, BLM, National Aviation Office
Heather O’Hanlon, Fire Mitigation and Education, Utah State Office, BLM
Jason Curry, Utah State Department of Natural Resources
Loren Walker, Fire Prevention, Intermountain Region Forest Service
Bryce Boyer, Summit County Fire Warden
Shawn Atkinson, Contracting Officer, Forest Service
Karren Haslam, Contracting Officer, BLM
Julie Stewart, USFS/BLM National Airspace Program Manager
Jennifer Jones, Public Affairs Specialist, Washington Office
Jennifer Gardetto, Deputy Chief, External Affairs for NIFC BLM
KJ Pollock, Public Affairs Officer, Uinta-Wasatch-Cache National Forest

Banner Recipients

Contact	# of Banners	Physical Address	Banner Locations		
Lois Haynes Ashley N.F. P.A.O.	4	355 North Vernal Ave, Vernal, UT, 84078	Vernal, Manila, Dutch John, Deuchene	435-781-5105	3'X5'
Marcia Gilles Dixie N.F. P.A.O.	2	1789 Wedgewood Lane, Cedar City, UT 84721	St. George, Panguitch	435-3730	3'X5'
John Zapell Fish Lake N.F. P.A.O.	3	115 E. 900 North Richfield, UT 84701	Beaver, Filmore, Loa	435-896-1070	3'X5'
Duane ReSare Manti-LaSal N.F. PAO	2	Price Office 599 W. Price River Dr. Price, UT 84501	Moab, San Pete	435-636-3535	3'X5'
Loyal Clark Uinta-Wasatch-Cache PAO	5	KJ Pollock 857 West South Jordan Pkwy, South Jordan, UT, 84095	S.O., Logan RD, Pleasant Grove RD, Heber-Kamas RD, Evanston-Mt View RD	Loyal 801-999-2113 KJ 801-558-8016	3'X5'
Jason Curry DNR	10	1594 W. North Temple, Suite 3520 Salt Lake City, UT 84114		801-703-0225	4'X8'
Loren Walker, USFS	1	324 25 th St. Ogden, UT 84401	R.O.	801-690-6352	5'X20'
Chris Asbjorn BLM	20	82 E. Dogwood Ave Moab, UT 84532		435-259-9691	3'X5''

Sign Recipients

Agency	Sign Size	# of Signs	Agency Contact
US Forest Service	16''X44''	100	Loren Walker
BLM	8.5''X11''	100	Heather O'Hanlon / Chris Asbjorn
Utah State DNR	11''X17''	100	Jason Curry

Rack Card Recipients

Agency	Fireworks Rack Card	UAS Rack Card	Agency Contact
BLM	1,000	2,000	Heather O'Hanlon / Chris Asjborn
State of Utah DNR	1,000	2,000	Jason Curry
Forest Service	1,000	2,000	Loren Walker
Total Rack Cards Ordered	3,000	6,000	