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Description of document: **Documents with "talking points" in the title from the US Forest Service (USDA FS) Office of Communication, 2002-2009**

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(Note: some items undated)

Source of document: USDA Forest Service, FOIA Service Center
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Washington, DC 20250-1143
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Note: Records come from the computers of three specific Forest Service staff. See release letter for details.

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File Code: 6270-1
Case Number: 6273

Date:

NOV 19 2010

This is our response to your Freedom of Information Act (FOIA) request dated October 24, 2010. We received your request in our Washington Headquarters Office FOIA Service Center on November 4, 2010. Your narrowed request asked for documents in the Forest Service Office of Communication, the offices of Leo Kay, Amy Davis, and Thiery Curtis. Specifically, you requested records on their computers that have the phrase "talking points" in the title.

Enclosed in entirety are 45 pages of records responsive to your request. I believe this fully satisfies your request.

Pursuant to Title 7 Code of Federal Regulations, Subtitle A, Part 1, Subpart A, Appendix A, there is no charge for the records enclosed as the amount falls below the minimum amount required for the Forest Service to collect fees.

Sincerely,

Thiery Curtis - Special Asst to Director
for LEO F. KAY
Director, Office of Communication

Enclosure



Talking Points for the Chief
Ad Council Cooperative Agreement Update
1 Dec 08

- On 2 Sept 08 the Advertising Council, Inc. (Ad Council) submitted a proposal to provide the U.S. Forest Service a public service advertising (PSA) campaign focused on reconnecting kids with nature and creating stewards of nature for tomorrow
 - On 20 Oct 08 a cooperative agreement between the FS and the Ad Council was approved and signed.
 - On 18 Nov 08, the FS, Ad Council and Euro RSCG (participating contractor) met to formally kick-off the PSA campaign, review issues, target audiences and discuss next steps related to the initial exploratory research.
 - Campaign announcement and rollout is planned for the time period of “Get Outdoors Day” in June 2009.
- The objective of the campaign is to create a **“Reconnecting Kids with Nature”** campaign to compel today’s families to personally experience our nation’s places and spaces, and to tangibly reconnect parents and especially children with nature, creating a lifelong interest and a legacy of stewardship.
 - The FS pursued and approved this campaign because the agency believes a disconnect from nature is rising in Americans, especially in our children. With rising safety concerns and more parents working outside of the home, many children have no opportunity for unstructured play outdoors. Without the chance to interact with nature in a hands-on way, it is difficult for them to understand nature’s intrinsic values— beauty, wildlife, tourism, recreation, and health benefits—and comprehend its worth in providing the pillars of ecological life-support such as clean air and water.
- The campaign includes a multimedia plan covering a three-year period in alliance with a volunteer advertising agency that will develop a communications strategy for the national campaign, create and produce multimedia creative executions off this strategy, disseminate these to national media outlets and monitor media response. **Specific task and objectives are as follows:**
 - Task 1- Develop a Public Service Campaign Strategy
Objective: The primary campaign message will encourage youth to actively engage in outdoor activities particularly tied to nature and preservation. Although the primary messaging is aimed at “tweens,” kids age 8-11, the Ad Council and the ad agency may consider developing a complimentary message possibly targeting parents/caregivers through a media mix to effectively reach them.
 - In order to develop the communications strategy and primary campaign message best suited for our intended target the Ad Council will first undertake exploratory research to gain further insight into the issue and the mindset of the target.
 - Task 2 – Create and Produce Appropriate Multimedia Products Supporting the Campaign Strategy

Objective: The Ad Council will develop and produce the multimedia elements that comprise a public service education campaign based on the campaign strategy.

-- The multimedia campaign will include, but is not limited to the following elements: television, radio, print, web banners and out-of-home PSAs and a dynamic youth-targeted website to further engage and educate tweens.

-- Task 3 – Disseminate Media Products to National Media Outlets

Objective: To disseminate the multimedia campaign elements to national media outlets in order to gain exposure of the campaign through donated media.

-- The Ad Council will distribute PSA materials to more than 33,000 media outlets in order to effectively communicate the nature message to the widest possible audience. The Ad Council will manage the process, as well as develop and distribute targeted packaging with advertising elements to all national media outlets.

-- The Ad Council will implement a comprehensive public relations effort to promote the public service campaign to draw national media attention to the campaign launch.

-- Task 4 – Monitor and Report on the Results of the Media Dissemination Effort

Objective: To measure and report on the results of the media dissemination effort and track key communications metrics in order to ascertain the efficacy of the campaign.

-- The Ad Council will evaluate campaign effectiveness based on three factors: (1) donated media, (2) consumer response to a website or toll free number and (3) changes in attitudes and reported behaviors as measured through pre- and post-wave tracking of the campaign.

-- Based on these evaluations, the Ad Council will recommend to the Forest Service how to optimize the campaign for future efforts.

- Milestone participation by the Chief, US Forest Service.

-- January 09 -- Task 1 – Review of exploratory research and draft Campaign Strategy

-- March 09 – Task 2 – Review multimedia product plan and design

-- May 09 – Task 3 – Review plan for dissemination of products and rollout planning for announcement of the campaign.

-- August 09 – Task 4 - Review evaluation of campaign effectiveness.

poc/ Leslie Weldon/ Stana Federighi/Safya Samman/1 Dec 08

Talking Points for the Chief Ad Council Cooperative Agreement Update

The Proposal: On 2 Sept 08 the Advertising Council, Inc. (Ad Council) submitted a proposal to provide the U.S. Forest Service a public service advertising (PSA) campaign focused on reconnecting kids with nature and creating stewards of nature for tomorrow

- On 20 Oct 08 a cooperative agreement between the FS and the Ad Council was approved and signed.
- On 18 Nov 08, the FS, Ad Council and Euro RSCG (participating contractor) met to formally kick-off the PSA campaign, review issues, target audiences and discuss next steps related to the initial exploratory research.
- Campaign announcement and rollout is planned for the time period of “Get Outdoors Day” in June 2009.

The Objective: The objective of the campaign is to create a “**Reconnecting Kids with Nature**” campaign to compel today’s families to personally experience our nation’s places and spaces, and to tangibly reconnect children and parents with nature, creating a lifelong interest and a legacy of stewardship.

The FS pursued and approved this campaign because the agency believes a disconnect from nature is rising in Americans, especially in our children. With rising safety concerns and more parents working outside of the home, many children have no opportunity for unstructured play outdoors. Without the chance to interact with nature in a hands-on way, it is difficult for them to understand nature’s intrinsic values— beauty, wildlife, tourism, recreation, and health benefits—and comprehend its worth in providing the pillars of ecological life-support such as clean air and water.

The Campaign: The campaign includes a multimedia plan covering a three-year period in alliance with a volunteer advertising agency that will develop a communications strategy for the national campaign, create and produce multimedia creative executions off this strategy, disseminate these to national media outlets and monitor media response.

Task 1- Develop a Public Service Campaign Strategy

Objective: The primary campaign message will encourage youth to actively engage in outdoor activities particularly tied to nature and preservation. Although the primary messaging is aimed at “tweens,” kids age 8-11, the Ad Council and the ad agency may consider developing a complimentary message possibly targeting parents/caregivers through a media mix to effectively reach them.

In order to develop the communications strategy and primary campaign message best suited for our intended target the Ad Council will first undertake exploratory research to gain further insight into the issue and the mindset of the target.

Task 2 – Create and Produce Appropriate Multimedia Products Supporting the Campaign Strategy

Objective: The Ad Council will develop and produce the multimedia elements that comprise a public service education campaign based on the campaign strategy.

The multimedia campaign will include, but is not limited to the following elements: television, radio, print, web banners and out-of-home PSAs and a dynamic youth-targeted website to further engage and educate tweens.

Task 3 – Disseminate Media Products to National Media Outlets

Objective: To disseminate the multimedia campaign elements to national media outlets in order to gain exposure of the campaign through donated media.

The Ad Council will distribute PSA materials to more than 33,000 media outlets in order to effectively communicate the nature message to the widest possible audience. The Ad Council will manage the process, as well as develop and distribute targeted packaging with advertising elements to all national media outlets.

The Ad Council will implement a comprehensive public relations effort to promote the public service campaign to draw national media attention to the campaign launch.

Task 4 – Monitor and Report on the Results of the Media Dissemination Effort

Objective: To measure and report on the results of the media dissemination effort and track key communications metrics in order to ascertain the efficacy of the campaign.

The Ad Council will evaluate campaign effectiveness based on three factors: (1) donated media, (2) consumer response to a website or toll free number and (3) changes in attitudes and reported behaviors as measured through pre- and post-wave tracking of the campaign.

Based on these evaluations, the Ad Council will recommend to the Forest Service how to optimize the campaign for future efforts.

Milestone participation by the Chief, US Forest Service.

- January 09 - Task 1 - Review of exploratory research and draft Campaign Strategy
- March 09 - Task 2 - Review multimedia product plan and design
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poc/ Leslie Weldon/ Stana Federighi/Safya Samman/1 Dec 08

AD Council “Reconnecting Kids with Nature” Campaign



December 3, 2008

The Advertising Council, Inc. (Ad Council) submitted a proposal in September to provide the Forest Service a public service advertising (PSA) campaign focused on reconnecting kids with nature and create stewards of nature for tomorrow through a cooperative agreement.

The participating contractor is Euro RSCG. They are the company who will donate time and expertise to develop the PSA campaign. They are highly regarded and produce advertising for a wide range of companies including Jaguar, Ritz, and Charles Schwab.

The campaign is a three-year project to multimedia products through an alliance with a volunteer advertising agency that will develop a communications strategy for the national campaign, create and produce multimedia creative executions off this strategy, and disseminate these to national media outlets and monitor media response.

Rollout of campaign is planned for “Get Outdoors Day” in June 2009.

The Objective: to create an advertising campaign to compel today’s families to personally experience our national forests and green spaces and to tangibly reconnect children and parents with nature, creating a lifelong interest and a legacy of stewardship.

Specific Tasks in 2009

Task 1- Develop a Public Service Campaign Strategy

Objective: The primary campaign message will encourage youth to actively engage in outdoor activities particularly tied to nature and preservation. Although the primary messaging is aimed at “tweens,” kids age 8-11, the Ad Council and the ad agency may consider developing a complimentary message possibly targeting parents/caregivers through a media mix to effectively reach them.

In order to develop the communications strategy and primary campaign message best suited for our intended target the Ad Council will first undertake exploratory research to gain further insight into the issue and the mindset of the target.

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Based on these evaluations, the Ad Council will recommend to the Forest Service how to optimize the campaign for future efforts.

Recommended Participation by the Chief

- January 09 - Task 1 - Review of exploratory research and draft Campaign Strategy
- March 09 - Task 2 - Review multimedia product plan and design
- May 09 - Task 3 - Review plan for dissemination of products and rollout planning for announcement of the campaign.
- August 09 - Task 4 - Review evaluation of campaign effectiveness.

AD Council “Reconnecting Kids with Nature” Campaign



January 29, 2009

The Advertising Council, Inc. (Ad Council) submitted a proposal in September to provide the Forest Service a public service advertising (PSA) campaign focused on reconnecting kids with nature and create stewards of nature for tomorrow through a cooperative agreement.

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The campaign is a three-year project to multimedia products through an alliance with a volunteer advertising agency that will develop a communications strategy for the national campaign, create and produce multimedia creative executions off this strategy, and disseminate these to national media outlets and monitor media response.

Rollout of campaign is planned for “Get Outdoors Day” in June 2009.

The Objective: to create an advertising campaign to compel today’s families to personally experience our national forests and green spaces and to tangibly reconnect children and parents with nature, creating a lifelong interest and a legacy of stewardship.

The Work: we envision the work in four phases before the end of 2009: 1. Complete exploratory research and draft a Campaign Strategy, by end of January. 2. Develop multimedia product plan and design by the end of March. 3. Plan the dissemination of products and rollout of the campaign by the end of May. And, 4. complete the evaluation of campaign effectiveness and make necessary adjustments by the end of August.

Briefing Today: review the outcomes of the exploratory research and the draft campaign strategy.

Next Steps:

Develop multimedia product plan and design by the end of March.

Plan the dissemination of products and rollout of the campaign by the end of May for “Get Outdoors Day” in June 2009.

Complete the evaluation of campaign effectiveness and make necessary adjustments by the end of August.

Chief's Talking Points – April 28, 2008 Audio Bridge

- Over the past 18 months I have talked a lot about the challenges we face as land managers in the era of climate change. Today I want to take a little time to talk to you about what the Forest Service is doing and what your role is in this effort.
- Clearly climate change has become part of the mainstream public dialogue and the debates about causes and affects are certainly lively to say the least.
- Our scientists and resource specialists continue to gather data and refine models to help us better plan for future scenarios.
- Last December the Forest Service Climate Council was created and is working hard to define our role in addressing the problems and to develop policy for our agency.
- One of the tasks identified by the NLT was to significantly increase our employee's knowledge and understanding about climate change. Our goal is to provide all employees with a basic understanding of climate change and the vocabulary associated with it. We also want employees to begin to grasp what role the Forest Service will play in the future.
- A team has drafted an information and education plan and throughout the 6-8 months we will be implementing a series of programs and products aimed at raising the collective knowledge of our agency about climate change.
- To kick off this education effort, I have designated May 20, 2008 as the Forest Service Climate Change Awareness Day. You have a role to help make this effort a success.
- The plan for awareness day is for all units to gather together and spend a couple hours discussing climate change and the implications on your unit. You can gather as a District, ID Team, So family Meeting, Station meeting; whatever is most convenient on the 20th.
- We will be providing you with the premier of the animated video *The Forest Service and Climate Change* that will serve as a foundation for your discussions. As a group, watch the video and then engage in some dialogue about climate change and the role your unit can play in addressing it. The video will be available for downloading off the FS web in the next couple week.
- My goal with Climate Awareness Day is to raise the level of consciousness of our employees and begin the important discussions about how a changing climate will affect the management of our nation's forests and grasslands.

- Our objectives are not to come up with all the right answers, but rather to discover the best questions we need to ask ourselves. I truly believe in the talent and innovation of our workforce and I want to put that talent to the test as we take on this huge challenge.
- For some of you and many of our employees, the information in the video may be a review. Many of our employees are skeptical about the entire climate change issue. That's ok. We need to consider the wide range of opinions and ideas to be successful.
- Now I realize that some units will have unavoidable conflicts with the May 20th date. We have made the video downloadable so you can present it at a time that is more convenient. But please make an effort to accomplish this on or near May 20th.
- Let me conclude by saying I am reaching out to line officers and program managers because you are vital to making this effort a success. Your employees will know if you consider this just another new initiative or a top down mandate. On the other hand, they will respond if you provide the leadership and allow for creativity and innovation to address the problems we face with climate change.
- I will say something you have probably heard me say before: I believe history will judge us by how we respond to the challenges of climate change.
- With that, we can take a few questions if you any.

Update on Forest Service Competitive Sourcing Efforts

Background

A Feasibility Study is an objective analysis of existing functions within the organization that is used to identify whether potential opportunities exist for improvement in efficiency or cost savings.

Recommendations for improvement may include a public-private competition, business process re-engineering or other means of gaining efficiency.

Data calls for feasibility studies include establishing time spent on incident response by potentially affected employees.

Status of Ongoing Studies

- Communication Functions (photography/web)
 - Only public-private competition that has been conducted since FY 2004
 - Competition announced June 29, 2006
 - Announcement expected by June 2007
- Aviation and Other Airborne Activities – Feasibility Study complete, findings and recommendations accepted by the Chief in May 2007
- NEPA – the feasibility study is underway, scheduled for completion by August 2007
- Interagency Dispatch and Related Activities for Wildland Fire Officers and Interagency Fire Training
 - Functions identified for feasibility studies
 - Studies began in May 2007
 - Expected completion January 2008
 - Forest Service has the lead on Dispatch, DOI has the lead on Training
- Fleet Management – an initial feasibility study was completed in May 2006; follow-up work is ongoing to address recommendations from the initial study with expected completion in July 2007.
- Geospatial Service Technical Center feasibility study completed in FY 2006, proposing High Performing Organization (HPO) designation

Budget and Expenditure Information

			\$ in thousands	
FY 2007	JobCode	BLI*	Planned	Actual**
Competitions & Related Activities				
Competitive Sourcing Program Office	IDP4CS	Pool	\$443.8	\$192.6
Communications Study	IDP3CA	Pool	900.0	491.3
SUBTOTAL			\$1,343.8	\$683.9
Feasibility Studies				
NEPA	NFTM22	NFTM	\$175.0	\$93.0
	NFVW22	NFVW	175.0	30.4
	NFPN22	NFPN	175.0	161.0
	CMRD22	CMRD	175.0	14.0
Subtotal			\$700.0	\$298.4
Fleet Management	WCWC24	WCF	\$1,000.0	\$176.9
Geospatial Service Technology Center	NFIM24	NFIM	***	\$42.1
Computer Applications Development	NFIM22	NFIM	\$380.0	0.0
Aviation and Other Airborne Activities	WFPR25 WFPR81	WFPR	\$1,200.0	****

* BLI:

Pool	Cost Pools
NFTM	NFS, Forest Products
NFVW	NFS, Vegetation and Watershed
NFPN	NFS, Planning
CMRD	Capital Improvement & Maintenance, Roads
WCF	Working Capital Fund
NFIM	NFS, Inventory & Monitoring
WFPR	Wildland Fire Management, Preparedness

** Through March 31, 2007 (second quarter)

*** Additional contractual support was required to prepare the proposal to designate the Geospatial Service Technology Center as a High Performing Organization. This was not in the initial budget, but was funded by reducing other WO operating costs.

**** Costs for the Aviation study were not initially charged to a unique job code. Accounting adjustments are underway to move transactions for this work into the correct job code.

**Draft Talking Points for Chief Dale Bosworth
For the Competitive Sourcing Study for the Communication Functions
Thursday, March 9
Holiday Inn – Capitol
550 C Street, S.W.
Mercury Room, Second Floor**

- Well, thanks for inviting me to meet with you today.
- It's been a long week for you. I understand that you started on Tuesday with teambuilding and visioning and now are at the end of two days of training on the A-76 process.
- It's been a long week for me, too. I testified before the House Appropriations Committee this morning and I'm glad that's behind me.
- Talking about the budget, though, has relevance to what you are working on. I believe the tight budgets that all of the domestic programs are facing is sort of "the fifth threat." We just have to find ways to organize for the future with tighter budgets and probably fewer people.
- Competitive sourcing is one tool to help us increase cost-effectiveness. It provides a framework to study, guide and assist with business process improvement efforts.
- There is a lot of apprehension about doing anything new. Especially something like competitive sourcing. It's certainly not the way we're used to doing business. But I am convinced that we need to streamline and use technology to figure out ways to operate efficiently for the future.
- While this may be a painful process for many of us, I see the value in looking at how we can become a better agency in terms of efficiency and processes.
- I don't know if all of you know this, but Stana vetted your names with me and other members of the ELT. I know that you are the some of the most talented and skilled people in the Public Affairs and management arenas. And I am glad that you could be part of this effort.
- I want you to know that I care about the outcome.
- And I want to personally thank you for participating.
- The functions being studied are valuable to the agency. We need excellent communication products to tell our story about natural resources and the benefits our research provides to the public. We're looking for efficiencies, though, and some of these functions are available commercially.
- I'm glad you're working on the team, but it seems to me you have a second, equally important job...to tell your coworkers that we want to do what's best for the agency and them.
- I hope this week has been a good investment for you to get to know each other and to begin to understand the process that you are entering into.
- I know that Stana is committed to creating a caring environment and doing the job right. She envisions an open and transparent process. I hope that you carry out the second part of your job, and share your experiences with your colleagues and help them understand what the process is about.
- I will support you in any way that I can to help you do a quality job on this study.

Question and Answer

Talking Points for Secretary Veneman Medford Oregon Presidential Event

Overview of Current Efforts

Firefighters are doing an outstanding job this year in controlling 99.7 percent of wildfires on initial attack, despite the extreme conditions we have experienced this year.

So far this year 1,932,000 acres have been treated with thinning or prescribed burning to treat hazardous fuels. The agencies expect to treat 2.5 million acres by the end of the year. This is a 30 % increase from the previous year. In addition, we have protected an additional 2.5 million acres of federal and private land from the insects and disease that contribute to fire hazards.

More than \$2.2 billion in funding was provided in 2002 for fire prevention, suppression and restoration. That's \$743 million more than was available in 2000. This funding has paid for a total of 17, 080 fire fighting personnel, 4,900 more than were available in the 2000 fire season. These funds also provided 377 additional fire engines, as well as additional aircraft, bulldozers, water tenders and other equipment.

On May 23, 2002, Secretary Norton and I signed an historic agreement with 17 western governors, county commissioners, state foresters, and tribal officials on a plan to make communities and the environment safer from wildfires by coordinating our efforts.

On June 25, 2002, Secretary Chao, Secretary Norton and I, along with the National Federation of Federal Employees, signed the National Apprenticeship Standards for the first-ever National Interagency Joint Apprenticeship Program for wildland fire. The new program will provide a pool of trained fire fighters and fire managers to meet future needs for the protection of communities and natural resources.

The Administration is providing more than \$428 million in fire prevention, preparedness, and suppression assistance this year to thousands of communities throughout the nation.

The President's Initiative

The President's announcement today is very timely in light of the fire season we are now experiencing. The Chief of the USDA Forest Service has taken steps to identify the statutory, regulatory and administrative factors that are impeding full implementation of the National Fire Plan and the Cohesive Fuels Treatment strategy. These factors are addressed in the agency's report "The Process Predicament" issued last month. I have asked the Chief to accelerate his efforts.

Chief Bosworth has directed Deputy Chief Tom Thompson to oversee an agency team charged with finding ways to do two things: 1) make natural resource decisions more efficiently and effectively, and; 2) engage local and national interests in a more collaborative decision-making process.

I have directed that their efforts will include actions that target internal agency management and processes and emphasize working with other agencies such as USDI, CEQ, and EPA to streamline interagency consultations and approvals, particularly on forest health projects.

I have asked Under Secretary Mark Rey and Chief Dale Bosworth to report their findings to me in 30 days. Mr. Rey and Mr. Bosworth will also work with the USDI task group formed by Secretary Norton to provide a unified USDA/USDI report to the President.

USDA is also working with all interested parties to resolve the legal and procedural problems that have undermined the promise of the Northwest Forest Plan. Unfortunately this plan has failed to live up to its promise because of costly delays and litigation to the detriment of local communities. We will shortly be announcing reforms to the Northwest Forest Plan as a result of this effort.

USDA looks forward to working with the Department of the Interior and the Congress to design a regulatory and administrative system that will allow us to carry out the President's Strategy for healthy forests so the American people, their property and our environment will be safe and healthy for generations to come.



Talking Points for Forest Service Chief Gail Kimbell Forest Conservation PSA Campaign

- 1. Why is the Forest Service launching this PSA campaign with the Ad Council?**
 - There is currently a lack of connection between Americans, particularly children, and nature.
 - Research shows that a decreased interaction with nature as a child contributes to a decreased interest in protecting and conserving our country's natural resources later in life.
 - The U.S. Forest Service is launching the national PSA campaign with the Ad Council to encourage our nation's youth and their parents to re-connect and engage with nature.
- 2. How do you hope this new public service advertising campaign will connect with families?**
 - Research conducted for the development of this campaign found that the majority of children have positive associations with nature and wish they could spend more time outdoors.
 - However, there is a need for greater motivation, guidance and awareness about how to get outdoors and the benefits of experiencing nature first-hand.
 - Regardless of whether you live in a rural, urban or suburban area, there are wonderful natural spaces within an hour of where you live, which most people don't realize.
 - Our new public service campaign will motivate children and provide the resources to help them spend more time outdoors and discover nature. Most importantly, the campaign is about creating first-hand experiences in our forests that will establish a life-long love of nature.
- 3. Why are children today spending less time outdoors and more time inside?**
 - U.S. children today spend 50 percent less time outdoors than they did 20 years ago.

- This is due to several factors including population shifts from rural setting to metropolitan areas, urban growth, safety concerns, an increase in working parents and the development of new interactive technologies that capture kids' free time in more sedentary ways.

4. What are the benefits of children and teens getting outside and experiencing nature?

- The benefits of spending time outdoors and experiencing nature are far-reaching and life-long.
- Time spent in nature gives children the ability to engage in unstructured and adventurous play, improving their physical and mental health and emotional well-being. It also engenders in them a conservation ethic and concern for nature.
- There is a whole new world for children to discover in nature. The new PSAs beautifully depict children engaging with nature and encourage them to discover the forest, "where the other you lives."

5. Why do you hope that by visiting our National Forests the next generation will appreciate the environment and become better caretakers of our natural resources?

- According to experts, children who fish, camp and spend time in the wild are much more likely to grow up to be environmentally-committed adults.
- By encouraging children and their families to personally experience nature and outdoor opportunities, we can create a desire to protect and preserve our natural resources—ultimately motivating Americans to find ways to be more conscious of and engaged with nature throughout their lives.

6. Our country has many National Forests. Tell us a little bit about the wonders of those spaces and how exciting and educational it can be for families?

- Our 155 National Forests and 20 Grasslands provide children and families a wide range of opportunities for learning, fun and excitement!
- Opportunities include backpacking in remote wilderness areas, mastering an all-terrain vehicle over a challenging trail, enjoying the views along a scenic byway, or fishing in a great trout stream, to mention just a few.

7. What role does the new website play in the campaign and what can people find there?

- The PSAs direct children and their parents to visit a new interactive website, www.DiscoverTheForest.org, where they can find ideas for outdoor activities, as well as educational and conservation information.
- At the website, families can also access a nature finder tool through which a zip code search allows them to find local forests and parks.
- The website is a wonderful resource for families to find ways to discover nature together.

Fire Situation Talking Points

- Oklahoma is experiencing its driest weather stretch on record since 1895. Due to these conditions, a statewide burn ban has been in effect since January 5.
- Over 1,700 fires have burned over 430,000 acres of land since November 1. This equates to more than 1% of Oklahoma's total land base.
- Over 230 structures have been lost and more than 600 have been damaged.
- This is not your normal fire season. All of this has transpired since November 1 and fire season has hasn't even begun yet.
- The majority of these fires were human caused and were preventable.
- Don't be complacent. Help your local firefighters by being responsible.
- Wildfire – not in my backyard.

**WASHINGTON OFFICE/REGIONAL OFFICES/NORTHEASTERN AREA
TRANSFORMATION**

6/12/07

KEY MESSAGES

Forest Service Leadership recognizes and agrees on several key issues confronting the Agency. These issues have brought us to a critical choice point in the Agency's history that impacts our ability to move forward.

- Employees---our most important resource---are asking for clear mission direction and some are feeling overwhelmed.
- It is becoming increasingly difficult to provide effective mission delivery and services to the American people.
- Our operating costs are rising significantly, and our buying power is declining.
- The Agency is not positioned to effectively deal with important current and emerging issues facing the Forest Service.
- We're not always integrated effectively.
- There is an abundance of duplication of functions; responsibility and authority are not always aligned.

Many initiatives are currently underway which will help us address these urgent issues. One of these is the WO/RO/Northeastern Area Transformation.

- This Transformation will focus on designing fundamentally different ways of delivering integrated leadership, direction, and oversight at the WO/RO/Area levels.
- All Staff areas at the WO/RO/Area levels and detached units are included.
- Enterprise Teams, Albuquerque Service Center (Program Delivery), and Research Stations are not included.

Leadership will provide significant guidance, oversight, and decisions for this Transformation, as well as leading communication with employees throughout the effort.

- A framework and expectations were established to guide the WO/ RO/Area Transformation Team's work.
- The WO/RO/Area Transformation Team will provide draft WO/RO/Area organizational options to Leadership in mid-July for review and refinement. A blueprint of an agreed upon organizational option and estimated cost savings will then be developed by the end of September 2007 for decision by Leadership.
- Forest Service employees know best about the work they do and where organizational efficiencies can be gained. As such, we will be relying on them for ideas and suggestions for organizational improvement.

National Fire Prevention Education Team
Area Command/Incident Management Team Procurement Briefing

Talking Points

October 10/22/05

Fire Prevention Education Team Activation

Regional Emphasis – Mission Development

- Regional task force developed consistent approach to the mission - pre-event
- Teams mobilized – Texas (1), Mississippi (3), Louisiana (4), Virginia (1-3)
- Mobilization was national/regional and national assistance
- Mobilization – Local management/Incident management
- Incident Management Support for those teams requested by IMT/Regions
- Fire Prevention Education Teams are self sufficient within procurement authority

The Katrina Assistance Team, Hammond LA

- Mission – To develop a Fire Prevention Public Awareness and Hazard Mitigation Program covering the 3 Parish's of Southeastern Louisiana
- Ordered by the Type II IMT
- Support committed for the team by the IMT
- Support transitioned to the Type III IMT
- Delegation of Authority executed by the NFPET/Local Management
- Procurement Plan developed and approved
- Team proceeded with procurement fundamentals as per buying/supply unit instructions
- Support for implementation for other than incidental procurement suspended by the Area Command

National Mobilization and relationships with Incident Management/Area Command Teams

- Establish national recommendations as to the feasibility of Fire Prevention Education Teams to adequately function as part of this mobilization process
- Develop operational guidance to the Geographic Area Coordination Centers and Regional Fire Prevention/Mitigation Coordinators as to the functionality of this relationship
- Brief the Branch Chief, Fire Prevention, Washington Office/Forest Service Regional Coordinator on operational standards no later than 10/24/05
- Prepare recommendations no later than 12/5/05
- Provide briefing to the NWCF (WFEWT) no later than 12/5/05

NEPA FEASIBILITY STUDY TALKING POINTS

September, 2007

Audience: Forest Service Employees

- The Feasibility Study Team has finished their work and submitted their final report to the Executive Leadership Team and the Deputy of National Forest Systems. Recommendations from the report have been accepted by the Deputy for NFS and recommended to the Chief for acceptance. The Chief has sent out a formal request for comments from the Station Directors and Regional Foresters before making a final decision regarding how to implement the recommendations.
- Up until now, the A76 “firewall” has prevented regular communication about the NEPA Feasibility Study, and there are still portions of the report that can not be released until after a final decision has been made on the future phases of this effort. However, the Chief and her Deputies consider this project too important not to release as much as possible to agency employees. The report sent out to everyone has been edited to protect any procurement sensitive information. The redacted information could be harmful to the agency’s competitive position if it were available to potential competitors in the event of an A-76 competition.
- Note that the “To Be” organization described in the Feasibility Study Report is merely conceptual. Further analysis and verification of work data and employees engaged in doing NEPA will have to be done before designing a new organization.

The comment period is open for 30 days. If individual employees would like to comment, they must follow the protocols of their individual R/S/As. This will ensure that the responsible line officer concurs with all comments submitted by his/her R/S/A. Comments will only be considered if submitted in accordance with standard agency correspondence practices, through the appropriate line officer or acting.

Comments or ideas on additional ways to improve how we do NEPA are welcome. These types of comments will be gathered by the Regional Points of Contact and used during the next phase of reinventing NEPA. Many employees told the Feasibility Team that the way we do NEPA needs to change. Tell us how. The most useful comments will be those that recognize the need for change and comment on the proposed methodology.

Do not use track changes to comment - please use a separate word document and tie comments by reference, when necessary, to specific report sections.

Each Region, Station or Area's official comments to the Chief will be compiled at the R/S/A level and submitted under signature of the responsible line officer.

R/S/A comments directly related to the report recommendations, or to the chief's pending implementation decision, will be considered before a final decision letter is signed by the Chief.

- It will take approximately 18 months to complete the final efficiency and effectiveness analysis, regardless of whether it is done under an A76 or by BPR. Many employees will be interviewed regarding the type of duties they perform and others will participate as team members or subject matter experts. The level of participation and communication will depend on the Chief's final decision on study type, with BPR a much more open process.
- Once a final decision has been made by the Chief, a letter will go out requesting nominees for team members and announcing the next 18 months of work. The projected start-up of the next phase is December 1.
- The union has received a copy of the report. The Feasibility Study Team had a full time union representative team member, representing employee concerns.
- Employees should contact their R/S/A points of contact with questions. Any inquiries from the press or public should be sent through public affairs officers individual units, who will in turn work through the standard channels for press releases or discussions with the media.



Tips For Forest Visitors Summer 2007



Forest visitors should be exceedingly careful when visiting; note your location and be prepared to reach a paved road, parking lot or other developed areas should a fire occur.



If you pull over and park to use a cell phone or to provide maintenance to your car, etc, make sure that the underside of your vehicle (IE catalytic converter) is not in contact with brush or grass (but also not on the roadway!). On steep mountain roads and during long drives the underside of your car becomes very hot and can start a fire if it comes in contact with dry grasses or brush.



If you're towing a boat or Off-Highway Vehicles, secure any chains between your vehicle and the trailer make sure the chains are not dragging on the pavement, if sparks find dry brush, YOU can be held liable for fire suppression costs.



Check both air pressure and wear on your tires before coming to the Forest; tire blowouts and brake failure (anything producing sparks) while coming down steep mountain roads (and even freeway mountain passes) are responsible for several fire starts each year.



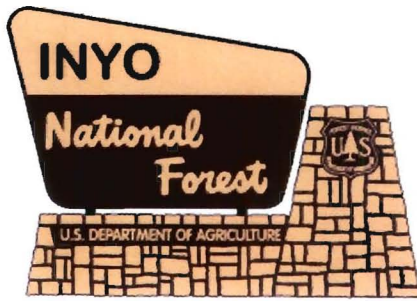
While operating Off-Highway Vehicles (OHVs), chainsaws, etc, make sure you have a functioning, USDA-approved spark arrester installed on the machinery.



If a large (on-going) fire occurs on the Inyo, information will be available at www.inciweb.org , to which a link will be available from the Inyo NF homepage (www.fs.fed.us/r5/inyo)

*Thank
You!*

The patience and vigilance of responsible national forest users and our army of Forest Service volunteers will help get us through this difficult time of such extreme fire conditions



Common Fire Related Questions and Answers: Summer 2007

Q

What is considered a campfire?

A

A campfire is a fire, which is:

- Used for cooking, personal warmth, lighting ceremonial or esthetic purposes.
- Includes wood fire, barbeque and charcoal in hibachi.

Q

What is a developed site?

A

Areas established and maintained for purposes of recreation (camping, picnicking, an entrance sign, posted numbered sites and toilets etc.).

Q

Can I have a campfire in a developed site?

A

During low and moderate stages of fire danger, campfires are allowed.

- During high fire danger, campfires are restricted to specific developed sites.
- During extreme fire danger, campfires may not be allowed in any areas
- Check with your local fire department or Forest Service office for current restrictions.

Q

What determines the raising and lowering of forest use restrictions?

A

- Weather factors such as rain, temperature, humidity, and wind directly affect fuel conditions and the possibility of a fire becoming large quickly.
- The availability of fire fighting resources.

Q

What determines whether forest use restrictions will be imposed?

A

The current and expected weather conditions.

Q

What determines whether forest use restrictions will be removed?

A

Generally we consider lowering restrictions after we receive adequate moisture/perception across the forest, and have a forecast of more to come.

Common Fire Related Questions and Answers:

Q

What will happen to me if I violate forest use restriction regulations?

A

- You could be cited for any violation to forest use restrictions. Violation of these prohibitions is punishable by a fine or imprisonment or both.
- You may also be charged for any fire suppression costs.

Q

Can I have wood and charcoal fires?

A

Yes, at the current time, but only in developed recreation sites. This could change in the future.

Q

Can I ride my four-wheeler on a forest road?

A

On designated routes only. Check with your local Forest Service office before you go.

Q

Can I use a chainsaw for personal use fuel wood gathering?

A

You must first call (760) 873-2555 and go to the Public wood cutting information option. Chainsaws are allowed in areas that are open; however they must always be equipped with a USDA FS approved spark arrester and a valid wood gathering permit is required.

Q

What is a spark arrester?

A

A spark arrester is a device that traps or pulverizes exhaust carbon particles to a size below 0.023 inch in diameter, as they are expelled from an exhaust system. Trap-type Spark Arresters must have a method for removal of accumulated carbon particles. Only USDA Forest Service approved spark arresters are allowed.

Q

Can I smoke while on National Forest lands?

A

Yes, as long as you:

- are in an enclosed vehicle or building
- are in a developed recreation site
- at designated smoking area
- are stopped in an area at least three feet in diameter that is barren or cleared of all flammable materials.
- ***When restrictions are in effect you must be in an enclosed vehicle or building.***



Field Contact Key Points Summer 2007

The Eastern Sierra Mountains have not received a significant accumulation of rainfall in over a year.



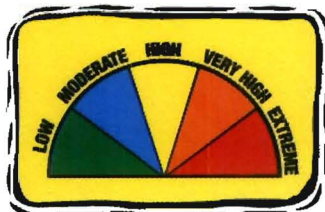
The moisture level in vegetation is below average (as of mid-July) is at levels generally not seen until late summer /early fall. This is due to historically low rainfall totals over the season

The Inyo National Forest has burned over 40,000 acres to date.



This year (2007), the Inyo National Forest went into fire restrictions on June 29th due to the low vegetation moisture levels, as a result of extremely dry conditions.

Due to low humidity levels, low fuel moisture in vegetation and high winds we have experienced more Red Flag warnings than in the past.



Fire Danger Levels on this forest are based on environmental conditions such as weather and fuel moisture in vegetation and on human factors such as availability of firefighting resources and national forest visitation .

Low fuel moisture levels combined with low relative humidity actually increase the possibility of ignitions of fire in the Forest, especially in grasses and other fine vegetation.



Fire PSA Talking Points
John Burwell, State Forester
Theme: Cost

- Oklahoma is drier than it has been in more than 100 years.
- Over 1,700 fires have burned more than 430,000 acres of land since November 1. This equates to more than 1% of Oklahoma's total land base.
- This is not your normal fire season.
- The majority of these fires were human caused and preventable.
- Unfortunately, wildfires come with a high cost – one that we can't afford, and one that has to be borne by us as taxpayers.
- Please take extra precaution to prevent human-caused wildfires.
- Wildfire – not in my backyard

Fire PSA Talking Points
John Burwell, State Forester
Theme: Firefighter Safety

- Oklahoma is drier than it has been in more than 100 years.
- Over 1,700 fires have burned more than 430,000 acres of land since November 1. This equates to more than 1% of Oklahoma's total land base.
- This is not your normal fire season.
- The majority of these fires were human caused and preventable.
- Each time one of our firefighters responds to a preventable fire, he is risking his life and personal safety unnecessarily.
- Please help yourself and our dedicated firefighters by doing your part to prevent wildfires.
- Wildfire – not in my backyard

Meeting with Joel Holtrop re: Quartet!
Wednesday, July 1st

Talking Points:

1. Successful decisions made

- Completed Charter!
 - Mission, vision, core values, roles and responsibilities, and operating norms (group discussed, edited, and agreed upon these)
 - Group came together, worked on and finished charter, and has self-motivated to attend meetings and coordinate activities
 - Developed regular once-a-week meeting times with agendas and recorded notes
- Bolstering MKIW for the future and coordinating logistics for 2009
 - Coordinated to get out 2009 announcement to project leads
 - Facilitated G&A process/budgeting process to 2009 recipients
 - Handled challenges in funding delays, developed process for handling project challenges/modifications
 - Successfully coordinated to reallocate R10 MKIW funds when original recipient returned money
 - Sharing staff/resources to facilitate MKIW logistics for 2009
 - Reviewed assessment tools and created process for 2009 to collect, analyze, and disseminate data from the MKIW projects
 - Coordinating to inform/guide inter-deputy in shaping strategic plan for MKIW for future years—including sound evaluation, focused goals, concrete performance measures
- Kids in Woods
 - Staff will work with policy analysis inventory to categorize youth programs into functional groups; potentially apply assessment tools from MKIW to other FS youth programs to determine outcomes obtained
 - Coordinating meetings to merge youth program databases
 - Conducting Interagency/Interdepartmental meetings and sharing information within Quartet to learn about DOI's youth efforts and youth office development

2. *Questions Remaining: Optional to include*

- How would ELT like us to respond to DOI's youth office and their cooperation outreach?
- Whom should the Quartet be consistently reporting to/receiving direction from in guiding our coordination efforts?

Bureau of Land Management Issues Stage 1 Fire Restrictions

Because of the extreme fire conditions currently occurring in Southeast New Mexico, Stage 1 fire restrictions will go into effect on Monday, April 28 at --- (time) on all Bureau of Land Management administrated lands in(locations).

Under Stage 1 restrictions, fires are prohibited except in fire grates within developed recreation sites. This includes charcoal and wood fires. Fires fueled solely by liquid petroleum are allowed. Smoking is allowed only in enclosed vehicles or areas of cleared flammable materials.

Talking points

- It doesn't take much for a fire to get going with high temperatures and low humidity.
- People need to be aware of how dry it is and to do whatever they can to avoid starting a fire.
- Take extra precaution when working or recreating outdoors. Crush smokes dead out, use your ashtray, never leave a campfire unattended, never stop or park your vehicles in areas clear of vegetations such as tall grass, ensure your vehicle or equipment has a properly installed and operating spark arrester, and observe all fire restrictions.
- Make sure trailer safety chains do not drag, this can cause sparks as you drive down the highway.
- Always be prepared by carrying a shovel, bucket and fire extinguisher when working or recreating outdoors.

Fort Stanton is still in Stage 2 fire restrictions.

Angeles National Forest
Talking Points, Fire Season 2004
Compiled by PAO, w/ J. Noiron

1. What's ahead for us in terms of the fire season?

Because of the dry conditions we could be in for a long fire season.

Nothing is "normal" right now:
Southern California is experiencing abnormally dry conditions.

We're into our 5th straight season of drought.

The low amount of moisture in the Forest is more like what we expect in September or October. The Crown Fire alone burned 6,000 acres in just three hours – this rate of spread is simply unheard of.

Even the wet areas – the riparian zones along streams and lakes – are abnormally dry.

Nighttime isn't normal either. Historically the humidity rises and winds die down at night and we're able to make progress on fire suppression. That hasn't been the case this year. On the last three wildfires there were high winds and low humidity at night – we saw significant fire progression at night - that's not normal.

It is only July which means we could have another 5 months of fire season – that's a scary thought.

2. What can people do to get ready? What is the Forest Service doing to get ready?

The fires that occurred over the last two weeks could happen anywhere in and adjacent to the Angeles National Forest or any of the other three Forests in So Cal.

No one living in fire prone areas are immune.

The good news regarding fire suppression readiness is that here in the LA basin area we are as ready as we possibly could be for whatever mother nature hands us.

We have increased suppression staffing on the Angeles (meaning more engines and more crews located in the field).

Plus we have a tremendous cooperative organization for emergency response with Los Angeles County Fire, CDF, and OES, ANF and other state and local cooperators. Our interagency teams are up and ready.

But people who live near the Forest need to be ready, too.
If you live in fire prone area, be ready to evacuate – make decisions now on what you would do if you were evacuated - what would you want to take with you?

Gather your heirlooms, important papers, medications now.

Have a plan for evacuating your animals, and think about what supplies they might need – gather them up now.

Contact someone outside the area, who can help you if you do get evacuated– arrange for that support now.

For those of us who work in the public safety sector, people always always come first. If evacuations are needed, that is the priority. We focus whatever resources necessary to save lives, even if it means letting structures burn. So the faster we can evacuate people from a threatened area the faster our firefighters can get back to the business of fire suppression.

Since the vast majority of our wildfires are human caused, whether it be intentional or unintentional, people need to be aware of their actions – personal awareness is critical – we need the public's help.

If you are in or around the forest, think about

- How could your actions contribute to starting a fire? Something even as harmless as mowing dry grass could start a fire.
- Let people know where you are going.
- Report suspicious behavior.
- Always know where you are, how to get out in the event of a wildfire.

3. What about closing the Forest? What's the likelihood of that?

Contrary to recent rumors, at this time, the Forest is not closed.

We have, however, put fire restrictions into effect on the Angeles.. Open fires, campfires, lanterns, and gas & propane-fueled camp-stoves are now prohibited in most parts of the Forest.

These fires are costly to all of us.

We have had three back-to-back wildfires (Pine, Foothill, Crown) in less than two weeks which burned over 35,000 acres and cost taxpayers nearly \$25 million.

There were a few days when these fires were costing well over \$1million/day. We're not done yet – putting the fire out is only the first piece of work. We still have all the damage assessments and rehab work to do. That costs money too.

Then there are the potential costs to repair flood and erosion damage when the rains do come.

These fires are extremely costly, not only financially, but the damage it causes to the natural resources, the soil, water, wildlife.

I must say, though, that if drought conditions worsen and we continue to have fires, closing the Angeles National Forest is an option we may need to consider.

The San Bernardino National Forest – our neighbor to the east – just implemented a partial closure of the Forest, in an effort to prevent accidental fire starts.

We need the public's help – please do what you can to prevent a fire start and secondly, please support us as we make these tough decisions about closures.

4. Rehab

We send interagency teams of specialists out to assess the resource damage caused by the fire. They assess damage to soil, water, vegetation, wildlife, and structures on both public and private lands.

The Forest Service focuses on the federal (public) lands, the Natural Resource Conservation Service (NRCS) focuses on the private lands.

From the assessment we develop emergency rehab plans.

The plans describe what actions need to be taken immediately to protect resources or infrastructure and provide for public safety after a wildfire. Examples of treatments include installing water bars, silt fences, hay bales, removing brush/debris from stream crossings, repairing bridges, culverts, guardrails, roads (etc).

5. Use of Aircraft

I've heard that many people believe that it's the aircraft (airtankers, helicopters with water and retardant) that put the fires out. This is not true. Aircraft are tremendous assets, and help make our firefighters on the ground safe, but the truth is it's the ground forces that put the fires out.

It's the on the ground fire lines and the back burning that puts fires out. Our dozer crews and fire line crews are the unsung heroes. The water and retardant from aircraft do indeed help slow fires down and provide safe zones to give our ground forces a fighting chance against a wildfire. We need both ground and air power, but the ground forces have the most direct affect.

TALKING POINTS

JUNE 28-29, 2002

Funeral Services

- The accident is under investigation.
- These five individuals---Bart Bailey, Jacob Martindale, Daniel Rama, Retha Shirley, and Zach Zigich--- are all being honored as fallen firefighters. The fire-fighter community makes no distinction as to who their employer was.
- These individuals are part of the extended Forest Service Family. As such we are honoring them through support and service to the families.

Information/Talking Points
Firefighter Vehicular Accident
Update – June 26, 2002
8:30 a.m.

On Friday afternoon June 21, 2002 a Grayback Forestry, Inc. van was involved in a single vehicle roll over accident near Parachute, Colorado enroute to the Hayman wildfire complex southwest of Denver, Colorado.

Arrangements:

The Forest Service is assisting as escort in the return of the deceased. Late Tuesday arrangements were made with Grayback for a FS jumper plane to bring the deceased home mid-day on Wednesday. The plane will stop in Boise with the body of Jacob Martindale and then will continue to the La Grande Fire Center. At La Grande pall bears in nomex will respectfully transfer the bodies of Daniel Rama, Retha Shirley and Bartholomew Bailey into funeral home hearses for transport. The Sawtooth National Forest is handling arrangements for transport of Zachary Zigich, via commercial airline. If you would like to participate, please be at the fire center, in nomex or uniform long sleeve at 12:00.

A family liaison has been designated as a Forest Service point of contact for each family. The liaison will coordinate with John Schuyler to ensure family wishes are respected in regard to arrangements, media inquiries, and privacy. A summary of funeral information, and other family needs and wishes is continually being update as additional information is received. Bobbe Bilyeu is coordinating this summary. After final funeral arrangements are made, that summary will be included in this update.

Employees will be given administrative leave to attend services that are open to the public. Please wear a uniform or nomex and contact Tanis if you plan to attend. We are being asked to sit as a group.

Daniel Rama

Liaison – Sonja Hess, Bob Mason, Priscilla Synan
Public Church Service scheduled for Friday, June 28, 10:00 a.m. at the Church of Nazarene, 1250 Hughes Lane, Baker City. Reception and meal will follow service.

Retha Mae Shirley

Liaison – Larry Aragon, Nick Lunde, Meg Mitchell
Service will be held Saturday, June 29, 11:00 a.m. at the Joseph High School, Joseph.

Bartholomew Bailey

Liaison – Cliff Curtis, Cindy Schildknecht, Dainey Beeks
Service will be held Saturday June 29, 2:00 p.m. at the Church of the Nazarene, 1250 Hughes Lane, Baker City.

Arrangements by Gray's West & Company Funeral Home, Baker City

Jacob Brent Martindale

Family liaison – Guy Pence, FMO and Clark Fleege, Acting Public Affairs, Boise National Forest

Viewing: Thursday, June 27, 6:30 – 9:00 p.m. at Summers Funeral Home Ustick Chapel.

Service: Friday, June 28, 10:30 a.m. at McCillan and Shamrock LDS Church.

Zachary Zigich

Services are pending through Reynolds Funeral Home in Twin Falls, Idaho.

The Boise and Sawtooth National Forests will be responsible for arrangements on their forests.

Who to Contact:

Wallowa-Whitman NF staff continue assisting Grayback personnel with the funeral arrangements. They will also assist individuals and the families of those involved in the accident as appropriate.

Portland TV crews arrived in the La Grande/Baker City area shortly after the accident and currently remain in the area. It is anticipated some media crews will be present at the funerals. Additional print media (The Denver Post) is also here and will likely to remain in the area for several days.

Leslie Habetler for Grayback will now handle formal media relations. Leslie arrived in the local area on Monday, June 24, 2002.

If the media approaches you it is suggested that you refer them to our Public Affairs staff in Baker City, John Denne, 541-523-1246 or Angelica Johnson, 541-523-1364.

A clearinghouse for information has been established through the Wallowa-Whitman NF Public Affairs Office in Baker City, Oregon. This office will work in coordination with the public affairs specialist (Leslie Habetler) working for Grayback.

Additional information:

Please be aware that we recognize the deceased are fallen firefighters and we are referring to them in this way.

Grayback Forestry, Inc. has established a memorial fund through the Wildland Fire-Fighter Foundation for the five firefighters. Contributions can be sent to the foundation at 1310 Vista Avenue, Boise, Idaho 83705. Donations can be made to any U.S. Bank location or at the foundation website, www.wffoundation.org. Donations can be

specified for individual families. For more information, contact Vicki Minor at 208-424-1111 or visit the website.

We ask each of you to pay close attention to all aspects of your health and safety, and that of your co-workers.

There has been and continues to be considerable confusion over some aspects of this accident and subsequent events. Please remember investigation teams are on-site and will release information as appropriate. If you hear rumors or speculation, please check this information through the district ranger or staff officer.

We would ask that you seek assistance through the forest concern (EAP) program if you feel the need. These recent events are stressful to all of us. We can, and will, comfort and support the victims and their families. We all play a critical role in establishing a positive and safe work environment.

The names of the deceased are:

Daniel Rama, 28, Baker City, Oregon
Retha Mae Shirley, 19, Baker City, Oregon
Jacob Brent Martindale, 20, Boise, Idaho
Zachary Zigich, 20, Twin Falls, Idaho
Bartholomew Bailey, 20 Corvallis/Baker City, Oregon

Injured:

Brandon Fiala, 20, Twin Falls, Idaho
Anthony Kyle, 32, La Grande, Oregon

Treated and released:

Megan Helm, 21, La Grande, Oregon
Robert Heins, 20, Burley, Idaho
Jason Staten, 20, Baker City, Oregon
Patrick Shore, 25, La Grande, Oregon

Information/Talking Points
Firefighter Vehicular Accident
Update – June 25, 2002
9:30 a.m.

On Friday afternoon June 21, 2002 a Grayback Forestry, Inc. van was involved in a single vehicle roll-over accident near Parachute, Colorado enroute to the Hayman wildfire complex southwest of Denver, Colorado.

The van involved in the roll-over was carrying 11 individuals at the time of the accident. The accident is still under investigation by the Colorado State Police. A Forest Service investigative team is on site in Colorado as well.

Late Saturday, 51 individuals returned to the Grayback facility in La Grande, Oregon. They were flown in a Forest Service chartered aircraft from Grande Junction, Colorado to Pendleton, Oregon, and then transported by bus to La Grande, Oregon.

Arrangements:

The Forest Service is assisting as escort in the return of the deceased. Responsibility for the transportation of the deceased will transition from Region 2 to Region 6 and Region 4 in Boise. Boise National Forest will be coordinating the media when the deceased arrive at Boise. It is anticipated the deceased will arrive on Wednesday.

A family liaison has been designated as a Forest Service point of contact for each family. The liaison will coordinate with John Schuyler to ensure family wishes are respected in regard to arrangements, media inquiries, and privacy. Employees will be given administrative leave to attend services that are open to the public.

The Boise and Sawtooth National Forests will be responsible for arrangements on their forests.

Daniel Rama

Liaison – Sonja Hess, Bob Mason, Priscilla Synan

Service scheduled for Friday, June 28, 10:00 at the Church of Nazarene, 1250 Hughes Lane, Baker City.

Gray's West Company Funeral Home

1500 Dewey Ave

Baker City, OR 97814

Retha Mae Shirley

Liaison – Larry Aragon, Nick Lunde, Meg Mitchell

Service will be held at the Elks Club in Enterprise. Tentative time -11:00 (not confirmed)

Bollman Funeral Home

315 W. Main Street

Enterprise, OR 97828

Bartholomew Bailey
Liaison – Cliff Curtis, Cindy Schildknecht
Service pending
Arrangements by Gray's West Company Funeral home, Baker City

Jacob Brent Martindale
Family liaison – Guy Pence, FMO and Clark Fleege, Acting Public Affairs, Boise
National Forest
Service pending
Summers Funeral Home
Boise, Idaho

Zachary Zigich
Service pending
Twin Falls, ID

Who to Contact:

Wallowa-Whitman NF staff assisted local Grayback personnel throughout the weekend. They will continue in this role as needed. They will also assist individuals and the families of those involved in the accident as appropriate.

Portland TV crews arrived in the La Grande/Baker City area shortly after the accident and currently remain in the area. It is anticipated some media crews will be present at the funerals. Additional print media (The Denver Post) is also here and will likely remain in the area for several days.

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location or at the foundation website, www.wffoundation.org. Donations can be specified for individual families. For more information, contact Vicki Minor at 208-424-1111 or visit the website.

Grayback will be holding family meetings and a critical stress debriefing for their employees on Tuesday in La Grande and John Day.

There has been and continues to be considerable confusion over some aspects of this accident and subsequent events. Please remember investigation teams are on-site and will release information as appropriate. If you hear rumors or speculation, please check this information through the district ranger or staff officer.

The Forest currently has approximately 95 individuals off-Forest on fire assignments. Considering the severe fire conditions in the western United States the Region will be engaged in fire related operations for several more months. We ask each of you to pay close attention to all aspects of your health and safety, and that of your co-workers.

We would ask that you seek assistance through the forest concern (EAP) program if you feel the need. These recent events are stressful to all of us. We can, and will, comfort and support the victims and their families. We all play a critical role in establishing a positive and safe work environment.

The names of the deceased are:

Daniel Rama, 28, Baker City, Oregon
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Jacob Brent Martindale, 20, Boise, Idaho
Zachary Zigich, 20, Twin Falls, Idaho
Bartholomew Bailey, 20 Corvallis/Baker City, Oregon

Injured:

Brandon Fiala, 20, Twin Falls, Idaho
Anthony Kyle, 32, La Grande, Oregon

Treated and released:

Megan Helm, 21, La Grande, Oregon
Robert Heins, 20, Burley, Idaho
Jason Staten, 20, Baker City, Oregon
Patrick Shore, 25, La Grande, Oregon

Firefighter Vehicular Accident Talking Points

A.M. - Monday, June 24, 2002

These are the Facts:

On Friday afternoon June 21, 2002 (approximately 5:15pm Mt. time) a Grayback Forestry Inc. van was involved in a single vehicle roll over accident near Parachute, Colorado enroute to the Hayman wildfire complex southwest of Denver, Colorado.

The van was one of eight vehicles traveling together; a group of approximately 70 firefighters (three 20 person Grayback Forestry Inc. crews) were dispatched from the La Grande fire center at approximately 4pm on June 20, 2002.

The van involved in the roll over was carrying 11 individuals at the time of the accident. The names of these individuals have been released by the Colorado State Police and the accident itself is still under investigation. A Forest Service investigative team will be on site in Colorado as well.

The names of the deceased are as follows;
Daniel Rama, 28, Baker City, Oregon
Retha Mae Shirley, 19, Baker City, Oregon
Jacob Brent Martindale, 20, Boise, Idaho
Zachary Zigich, 20, Twin Falls, Idaho

Injured:
Bartholomew Bailey, 20 Corvallis/Baker City, Oregon
Brandon Fiala, 20, Twin Falls, ID
Anthony Kyle, age unknown, La Grande, Oregon
Patrick Shore, 25, La Grande, Oregon

Treated and released:
Megan Helm, 21, La Grande, Oregon
Robert Heins, 20, Burley, Idaho
Jason Staten, 20, Baker City, Oregon

On Saturday at approximately 9:45pm, 51 individuals returned to the Grayback facility in La Grande, Oregon. These folks were flown in a Forest Service chartered aircraft from Grande Junction, Colorado to Pendleton, Oregon, and then bused to La Grande, Oregon.

Wallowa-Whitman NF staff assisted local Grayback personnel throughout the weekend. They will continue in this role as needed. They will also assist individuals and the families of those involved in the accident as appropriate.

What The Forest Service is Doing:

The Forest Service is also assisting in the return of the deceased. The Wallowa-Whitman NF will notify employees of pending funeral arrangements as they become known. Employees will be given administrative leave to attend services that are open to the public.

A clearinghouse for information has been established through the Wallowa-Whitman NF Public Affairs Office in Baker City, Oregon. This office will work in coordination with a public affairs specialist working for Grayback.

There has been and continues to be considerable confusion over some aspects of this accident and subsequent events. Please remember investigation teams are on-site and will release information as appropriate. If you hear rumors or speculation, please check this information through the district ranger or staff officer.

Portland TV crews arrived in the La Grande/Baker City area shortly after the accident and have continued to remain in the area through out the weekend. Additional print media (The Denver Post) is also here, and will likely to remain in the area for several days.

Contacts:

It is suggested if you are approached by any of these individuals that you refer them to our Public Affairs staff in Baker City, John Denne 541-523-1246 or Angelica Johnson 541-523-1364.

Formal media relations will now be handled by Leslie Habetler for Grayback. Leslie will arrive in the local area Monday June 24, 2002.

This is the second time in the last week that the Wallowa-Whitman NF has been touched by tragedy. Earlier, a C-130 tanker based in La Grande, Oregon crashed killing all three on board. Our hearts and prayers go out to all those affected by these events.

The Forest currently has approximately 75 individuals off Forest on fire assignments. Considering the severe fire conditions in the western United States the Region will be engaged in fire related operations for several more months. We ask each of you to pay close attention to all aspects of your health and safety, and that of your co-workers.

We would ask that you seek assistance through the forest concern (EAP) program if you feel the need. These recent events are stressful to all of us. We can, and will, comfort and support the victims and their families. We all play a critical role in establishing a positive and safe work environment.

I want to thank everyone for joining us at today's special event. Before I turn it over to Chief Tidwell to make his remarks, I want to provide a little context on how we all wound up in this room this morning. About a month ago, Donna Drelick on my staff came into my office saying she had a "great idea" she wanted to run by me. She said that she had just read a People Magazine article in which actress Betty White – when asked what she would have been doing had she not got into show business – answered that "she always wanted to be a forest ranger when she was a little girl but they didn't let little girls do that way back then. "

Donna said we ought to make Betty White an honorary forest ranger. I said this was indeed a great idea, but good luck getting through to Betty White. People of her star power are surrounded by layers of agents, and I highly doubt you'll get through to her. A month later, thanks to Donna's creativity, perseverance and diplomacy, here we are. Donna, take a bow.

With that, let me turn it over to the Chief of the US Forest Service, Mr. Tom Tidwell.

Talking Points for Oct. 20-21 Meeting with Public Affairs Directors

Welcome, thanks for coming. Great day and a half in front of us.

Quick overview of the agenda – speak now or hold your peace on suggested late agenda changes

--Reality TV requests (Jennifer)

--Strategic Messaging (Suggest we weave it into all of our discussions, ie, what is the **larger** goal of any of these campaigns?)

--Climate Change with Dave Cleaves

First off, it's GREAT to see everyone. The regional visits I've had have been informative, energizing and helpful.

We find ourselves at a key time to continue to form our collective public affairs team into a well-oiled machine.

- 1) Staffing up in Washington
- 2) Getting to know all of you and working to correct past problems
- 3) Using my position on the NLC to affect cultural communications change throughout the Agency

Leo's Dream:

Roving reporters (pio's) across the country feeding information into our Communications Timeline, allowing us to collectively plan and execute major communications campaigns using all of our tools to tell the Forest Service story. (Regional amplification a la Leavitt/Gochnour)

Always keep an eye on the ball of four priorities:

- 1) All lands
- 2) Water
- 3) Climate Change
- 4) Jobs

And the "fifth Beatle," or Billy Preston, is Safety. Fire is always there, too.

What's getting in the way of Leo's dream:

An autonomous, decentralized agency

Time zones

Too cumbersome a review process with both WO and USDA OC

Varying levels of skill, political acumen in the PAO ranks