

# Public Information Officer Subcommittee

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## Meeting Minutes: 9/26/2019

### Attendees:

Robyn Broyles (BIA), Rudy Evenson (BLM), Candice Stevenson (FWS), Jan Lemons (NPS), Sean Collins (IAFC), Brian Harris (USFS)

### Also in Attendance:

Terry Jenkins, Communication, Education and Prevention Committee Chair, sat in for Tina Boehle; Deb Fleming attended as NWCG Liaison;

### Old Business

1. Roll Call/Self Check-in
  - Decision making process requires a quorum of 2/3rds, (5 people)
    - i. Terry Jenkins, CEPC Chair, called in for Tina Boehle
2. Approval of last meeting minutes, All. Rudy moved to approve, Robyn seconded. Notes from August approved as minutes.
3. Deb update on NWCG. Terry reported that individual position descriptions are being moved forward. PIOSC is being used as an example for other groups to tackle this task. Good job team! Another call for chairs is coming up in the next 2 weeks. The fire investigation subcommittee of CEPC had a lot of turnover and is continuing to recruit; they are getting a lot of retirees, which is somewhat problematic for succession planning.
4. Social Media tasking update. Candace, Catherine, Jan. Sean noted that this went out for comment. Rudy noted a comment from BLM, which is recorded on a document in the same folder as the social media draft document. Sean noted that this will close on 10/1, after which we should address comments and then at our next subcommittee call discuss whether to move it forward as a completed document. The group agreed to this plan.
5. PIO Incident Organizer update - Deb, Jan, Jesse. Sean suggested this may be a winter project, as it does not have any urgent drivers at this time. Jan mentioned the FEMA "tips for PIOs" document that Kerry is working on; Sean suggested addressing it separately under its own heading.
6. Finalize IPD's - Robyn. Robyn reported that PIOSC IDPs are with OWF to identify redundancies and clarifications. She sent PIOF, PIO2, and PIO1. PIO3 will be addressed when its turn comes (it has another new position proposal in line ahead of it.) Sean's only comment on the draft IDPs was to ask whether we needed to include citations in the text or as an addendum (on PIOF and PIO2?) Sean also added that he commented on the PIO1 for more definition. Robyn replied that NWCG wanted sources left in text for their purposes. Terry said that ultimately NWCG would remove the citations for the final drafts. Robyn said they are only left in there now for our own reference during the final revision phase, and will confirm with Leigh Anne that they will be removed for final drafts. Sean then turned to the PIO1 draft for comments. In discussing Sean's suggested edit to "prepare and mobilize" involving "other incidents in the area that may be impactful," Robyn pointed out that NWCG would like us to then edit the T2 IPD as well since it's also relevant; in the end the suggested edit was deleted. Sean's subsequent edits fell into the same category as being applicable to the other levels as well; he noted that his main goal was trying to substantiate differences between T1 and T2. Robyn replied that she

and Leigh Anne had a long discussion about this topic, and basically they decided that complexity differences would be outlined in the Red Book (per her email.) Sean agreed to delete his proposed edits and use the Red Book note. No other comments or questions were brought forward. Rudy moved the T1 good to go and Brian seconded; the group approved this one to be moved forward. **[At this point Sean had a fire call and had to leave the call. However, Candice had called in by this time, so the group still had a quorum.]** Robyn surveyed the group to see if anyone had comments on the other IDPs; hearing none, Robyn moved to finalize IPDs and send to NWCG; Rudy seconded. Without opposition, the group moved to send the IPDs to NWCG as final. Robyn will send to Leigh Anne today.

7. New position proposal Update - Leigh Anne. The group agreed to review and comment for discussion on the next call.

8. SME to work on task books with FEMA - Kerry/Adrienne. Neither were on the call so this item was tabled until the October call.

9. SME to work on a safety message campaign with FEMA - Brian

#### 60-SECOND VIDEOS

<https://youtu.be/dBiWzmww8kw>

[https://youtu.be/RWl6\\_vxQIPQ](https://youtu.be/RWl6_vxQIPQ)

<https://youtu.be/R7mNcocJsIM>

Brian reported than an interagency group has been convened to work on all-hazard evacuation warnings similar to the wildland fire “ready-set-go” model. The concept is to get people to develop evacuation plans; FEMA is working on PSAs for this. In several disasters, including the Camp Fire of 2018 and Hurricane Katrina, people did not have evacuation plans. Brian provided some footage and contacts for the PSAs linked above. The intent is to finalize these videos in the next month or 2. They are trying to develop a tag line; the draft for this now is something like, “Fires move fast, what’s your plan?” Graphic is still being developed. These will be video and radio PSAs. Brian noted that PIOSC was invited into the process too late to include significant content suggestions, so at this point it’s mainly for our awareness. Candice asked if Brian is going to continue working with this group; Brian replied that the group will dissolve after this project is complete. Robyn also agreed to share this info with the NIFC External Affairs group as an FYI for them.

#### New Business

1. NIMS Integration Committee - Brian, Kerry

[https://www.fema.gov/media-library-data/20130726-1824-25045-3342/fema\\_517\\_basic\\_guidance\\_for\\_public\\_information\\_officers\\_pios\\_2007.pdf](https://www.fema.gov/media-library-data/20130726-1824-25045-3342/fema_517_basic_guidance_for_public_information_officers_pios_2007.pdf)

Brian reported that he and Kerry listened in on the NIMS conference call about this. He thought this document is best used for recruiting purposes at this time. Since it was published in 2007, it is very short on digital media. The NIMS committee is updating it and has asked PIOSC to provide input on

how to update it. There is a potential place in it for our social media guidance as well. In her email of 9/25, Kerry asked all PIOSC members to send her comments by Oct. 1, so please respond to her directly and individually by email before that date. Brian also noted that the PIO Organizer could become an official NIMS publication as well.

2. Terry noted that the FEMA group working on the evacuation PSAs will probably delay some things. Some things will go out in October for fire prevention month, but some of the overall products may be delayed a bit.

#### Action Items:

1. Rudy will take approved notes and move to meeting minutes.
2. All-please email comments on FEMA PIO document directly to Kerry by October 1.
3. All-please review the PIO3 “new position” write-up and add comments as requested in Adrienne’s email. Be ready to discuss this document with edits on our next call on Oct. 24.
4. All-please be ready to discuss any comments or edits to the social media document and move it forward on the next call.

#### Other Business/Agenda Items for Next Call

Date for next call:

October 25th 3pm EDT. 12pm PDT.