

I. Agency	A. Agency Administrator
	B. Cooperators
	C. Staff
	D. Fire Staff
	E. PIO Contact
	1. local / regional media contacts
	2. PIO Trainees
	3. Supplies
	a. maps
	b. grazing maps
	c. special use maps
	d. local contacts
	4. final mailing of Certificates and Thank You Letters?
II. Information Flow	A. Who sends INCIweb - ?
	B. Who sends news releases
	1. tracking contacts?
	C. Local Issues?
	D. Key Messages?
	1. Information Priorities
	a. Specific Fire (incident):
	(1) area / road closures

	b. The regional area:
	c. National Programs:
III. Political concerns	
IV. Strategies:	A. What is current information program?
	B. What are Audience Priorities?
	C. elected official contacts
	D. Tactics:
	1. releases
	2. interviews
	3. group meetings
	4. trapline outlets
	5. info centers
	6. JIC
	7. VIP tours
	8. media tours
	9. PSA
	10. INCIweb &/or local websites
V. Audience / Method Crosswalk chart	
	A. Internal Audiences:
	1. State / FSO Contacts

	2.	Front Line / Desk Contacts
	3.	Incident Personnel
	4.	Contractors
	5.	local Dispatch
	6.	NIFC
	B.	External Audiences:
	1.	GACC Contact
	a.	NIFC
	2.	Political Contacts
	3.	media
	4.	visitors
	5.	residents
	6.	local/state elected officials
	7.	local/state govt operations
	8.	congressional offices
	9.	landowners
	10.	community leaders
	11.	law enforcement
	12.	tribal
	13.	grazing permittees
	14.	SUP holders
	15.	existing traplines?

VI. Monitoring Effectiveness	
---	--