

**MINNESOTA INCIDENT COMMAND SYSTEM
2022 PUBLIC INFORMATION WORKSHOP**

Tuesday, March 15

1015 MNICS Board/Task Force updates –MNICS Task Force Chair, BJ Glesener

- Recommends that everyone get experience at MIFC to see how things operate
- Keep up on training in technology. The use of Inciweb and other improved mapping tools is expanding.
- Fire Academy schedule week of June 6. May need assistance with Public Information. This is a good opportunity for trainees

1030 MNCC & Type 3 Teams Updates – Tasha Woodwick, MNCC Assistant Center Manager

- FIRENET – Login.gov users need to complete and upload the security refresher from the Wildland Fire Learning Portal before fire season
- Training on how to use FIRENET is available from the portal
- IROC – Interagency resource ordering capability. Refresher on Wed. March 16
- NERV Rentals – operational again for 2022. Reservations made by dispatch
- For ADs: Great Lakes Hub Program. SM.FS.R9GRTLKADHUB@USDA.GOV. One stop shop
- Sponsoring Officials -designated State or FS employee who has authority to request names for Ads. MN DNR – Paul Lundgren, BJ Glesener and Larry Himanga. USFS – Chase Marshall, Ben Roy and Mike Rice
- Availability. Regular agency – follow normal procedure. AD Resources use Great Lakes Hub. Team Members – coordinate with supervisors and call or email MNCC
- If you only want to go out National if name requested – put yourself down as available Local. Otherwise you will be called on for any national incident.
- MNICS III Team Rosters – encourage trainees and alternates to get experience. Can go for a shorter duration in MN than if leaving the state to help a Type II or Type 1 Team.

1100 Superior National Forest update – Joanna Gilkeson, Superior National Forest

- 2021 was a crazy fire season locally!!
- LOTS of snow
- Moose collaring study
- Greenwood fire – is it out? Logger reported wood still burning inside cut maple
- Updating the forest website so it will be easier to use
- Will ramp up messaging on preventing wildfires – expect lots of visitors again
- Forest News: Minerals withdrawal; reduced quota in BWCAW...

1115 Chippewa National Forest Update – Michelle Heiker, Chippewa National Forest

- Prescribed burns planned – help may be needed

- LOTS of snow
- 94 red-carded people on the Chippewa
- 38 ADs between Chippewa and Superior
- Need for more PIOs on the Chippewa. Michelle is working on recruitment
- Chippewa employees assisted with Superior fires in 2021 but no large fires on the Chippewa
- Incident Communication Plan for the Chippewa – updated each year
- Forest website being updated

1130 MIFC/State of MN update – Leanne Langeberg, MNICS/ MN DNR

- Review of 2021: Season onset – March 5; First Red Flag – March 20, First MNICS Type 3 team to Oxcart on March 30
- Easier now to get numbers for the situation report – call Leanne!
- Generally we see a decrease in fire in June – but 2021 was relentless
- Drought conditions began to build in 2020 and deepened as season progressed
- Fuel and fire behavior advisories – posted on MNCC website
- Burning restrictions went into place early in 2021
- Aircraft were a big part of 2021 season. Began staffing in March 16
- In 2021, three MNICS teams rostered, 2 Eastern Area and 1 Northern Rockies Type 2, Type 3 IMTs from two other states
- MN preparedness level was at 4-5 for 93 days
- Looking forward - drought is shifting from West to East
- About half the state is in abnormally dry to moderate drought conditions
- Could have another busy season – depends on how much rain we get
- IRPG was updated – ordered for cache
- Let Leanne know if interested in assisting at the fire center!

1230 Inciweb Updates – Leanne Langeberg, MNICS/MN DNR

- How to get into Inciweb and Administrative side
- State will start using Inciweb for state fires this year
- Start in iNAP Portal – will need to do security awareness training
- Inciweb update coming!
- Should we use for all prescribed fires? – more discussion needed on the Superior

**1245 Pathway to PIO qualification: PIO Technician and beyond - Tim Engrav, Superior National Forest
- Leanne Langeberg, MNICS/MN DNR**

See infographic PIO roles_courses_qualifications
See Infographic Prepare for PIO Assignment

S-110 – Wildland Fire Orientation. good refresher training for everyone. Required for PIOT

1300 Preparing for single resource PIO in/out-of-state assignment - Tim Engrav, *Superior*

Check out Ready, Set, Communicate infographic!

**1330 PIO Incident Organizer – Peg Robertsen, *Superior National Forest*
PIO Kit- Group Discussion – Leanne Langeberg, *MNICS/MN DNR***

Bring the PIO Incident Organizer along on your next incident. Full of great information! Available on the MNICS PIO Working Team website under Workshop and at nifc:

<https://mnics.org/wpress/left-sidebar-menu/administrative/mnics-coordination/working-teams/imwt/>

<https://www.nifc.gov/sites/default/files/pio/documents/PIO-IncidentOrganizer.pdf>

The Chippewa and the Superior NF have Incident Organizers as well

Wednesday, March 16

0915 Digital Media Tips (videos, pictures) – Hanna McBrearty, U.S. Fish & Wildlife Service

Photography

- Always use Landscape and not Potrait when filming with phone
- Lighting is critical.
 - “Tap on screen” in camera phone to change lighting, swipe up or down for brightness
 - Avoid harsh light
 - Put subject at the edge of a shaded area when outside or by window if inside
- Composition
 - Put the subject off center
 - Turn on the grid function in camera settings on phone
 - Minimize distractions in background
 - Tell the story. Is the setting important? If not, zoom in on subject
 - Try different angles
 - Add a human element
- What is the purpose of the photo or video? Catching attention? Sharing a message?

Videos

- May want to hire a videographer
- Can use a Smart Phone and a tripod – don’t need expensive equipment
- Have a Plan – creating a storyboard will save time and help you get the shots you need
- Identify Objective and have key messages. Check with task force members for help with key messages
- Pre-production tips
 - Have batteries charged
 - Memory card empty
 - Know your equipment
 - Lenses clean
- Shooting – consider lighting, audio, composition
- Audio – avoid wind, machinery... Use a wired microphone
- Composition – use a tripod. Splice shots from two videos together later if needed
- Subject – focus on the face!
- Editing
 - Import to media library: video clips and audio files
 - Export to mp4 and upload
 - Edit Tools: Imovie – free, Windows Movie Maker, Adobe Premiere Pro and more

Accessibility training and workshops: <https://webaim.org/>

Audio description training and tools: <https://unidescription.org/>

0945 Social Media Tips – Joanna Gilkeson, Superior National Forest

- Find your agency contact – who is responsible for what?
- Work with the PAO to figure out roles and responsibilities
- Don't confuse work media with social media – remind others working on incident
- Have a schedule for social media postings
- Platforms: Facebook, Facebook Live, Twitter, Flickr, Inciweb, Forest Website
- Forest Service has social media guidance
 - Photos and videos must have captions and credits
 - Photos must have alt text to be 508 compliant
 - Videos must have closed captioning – keep videos short to reduce time for this
- Avoid tagging or linking to organizations asking for donations – list partner but do not tag
- Creating content
 - use folks in the field
 - create photo/video submission process
 - use maps
 - multiple updates per day. If no news – share a photo
 - Facebook Live
 - Look for proactive opportunities to educate the public
 - Operational videos
 - At a minimum, post the daily update
 - Statements from leadership with videos
- Do
 - Try to post daily
 - Be responsive
 - Double check your posts
- Don't: use photos without PPE, ask for donations, be alarmist
- What posts resonated last year??
 - Posts that acknowledge local support
 - Latest on closures and changes to the fire
 - Truth-telling posts
 - Posts that describe "fire language"

The IRPG issued 01/2022 includes Social media considerations - pg 101. <https://www.nwcg.gov/sites/default/files/publications/pms461.pdf>

1015 Minnesota Fire Weather and Season Forecast – Travis Verdegan, MN DNR

- 2021. Fire kicked up in April and stayed high throughout summer
- Setting the stage: there will always be a Spring fire season. When will it start? How busy? Characteristics? (ex. Grass) When will it end?

- Spring weather patterns are often considered the wildcard
- 2022
 - Minnesota Fall Conditions Wet: above average western side, below average in SE. Above average overall for MN.
 - Wisconsin – below average wet conditions statewide
 - Early Winter Snow – Much above average for MN and above average WI.
 - Mid Winter Snow– drier than average for MN and WI
 - Late Winter Snow – average for MN, below average for WI
 - Early Spring – mostly dry for northern MN
 - Winter Temps – above average earlier but then dropped for MN and WI
 - Drought Outlook – drought remains but some improvement in MN. Persists out West. Dry air will come our way from drought conditions out West
 - WI may need help this year
 - Heavy snowpack - grassy areas less flammable
- Summary: MN is in a good position
 - Greater chance for average to late start to fire season.
 - Exception may be in the SE.
 - Returning trend towards drought could come given current conditions.
 - Recent drought trends over MI and WI could be significant and impact MN
 - Spring weather patterns are always the wildcard
- Large scale global climatic trends may mean summer drought development in the Upper Midwest

1045 Incident Commander’s perspective – Jeb Backe and Ernie Schmidt, MNICS Type 3 Team ICs

- PIO is the Face of the Incident
- Face-to-face, visiting the locals in the café, is so important
- PIO can bring important info back to the IC
- Good communication from PIO back to IC is key
- PIO group can augment other functions if they need help and have time
- Don’t hesitate to talk with IC if public is asking for different information delivery
- Liaison officer is a valuable addition to MNICS teams and works closely with PIOs
- Always room to help with MNICS teams
- Type III Teams provide a different learning experience compared to Type I and II

1120 508 Compliance – Hanna McBrearty, U.S. Fish & Wildlife Service

- “agencies must give disabled employees and members of the public access to information comparable to the access available to others”
- “A picture is worth a thousand words” is only true for some
- Accessible design benefits everyone
- Assistive technology – screen readers as example
- Easier to do 508 compliance on the front end

- Social media: don't overuse caps. Limit emoji use. Use camel-case for multi-word hashtags (capitalize first letter of each word), put hashtags and mentions at the end
- Alt text descriptions describe the image – see presentation for tips on writing Alt-Text
- Maps – start with broad terms. It is ok to share a jpg and write 'a map of'
- Create accessible documents. Use built-in formatting tools
- Run an Accessibility check in Word. Under Review tab
- Can also use read aloud function – will highlight spaces, etc. that should be removed
- To convert to PDF use Save As – make sure 'preserve accessibility' is checked
- Need to mark headers and data cells
- Videos – closed captioning that is accurate and synchronous. Provide audio descriptions or adequate narration
 - Tip: build pauses into your video so you can add audio at later time
 - How to provide audio description: Build-Make-Add. Make uses two videos. Add is adding a second audio track to same video (available soon).
 - Facebook Live – make sure speaker repeats question
- Summary:
 - Images must have alt-text
 - Utilize tools such as formatting, accessibility checker, auto-captioning
 - Bake it in, don't bolt it on!