**Incident Information Plan**

For:

Oil Pad Complex

Prepared by Robyn Broyles

*June 20, 2011*

This Incident Information Plan outlines the communication strategy for the Oil Pad Complex. It also delineates information roles and responsibilities.

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Robyn Broyles, Public Information Officer (Trainee)

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Mike Dueitt, Incident Commander

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Background/Introduction

The Oil Pad Complex, initially comprised of North, Oil Pad, Bundschu South and Kissimmee Billie lighting caused wildfires started the evening of June 13th in the Big Cypress National Preserve, approximately 20 miles north of Ochopee, Florida. The Florida Division of Forestry, Seminole Tribe of Florida and the U.S. Fish and Wildlife Service were involved with fire initial suppression activities. The National Park Service requested a Type 2 Incident Management Team (IMT) to manage the 10,457 acre complex. On June 17, a transfer of command from the local unit to the Southern Area Type 2 Incident Management Team, led by Mike Dueitt, Incident Commander took place. When the Team arrived, the fire was burning in various Preserve habitats which included Pinelands, Sawgrass Prairie, Hardwood Hammocks, Cypress Domes and Strands.

Purpose

This Incident Information Plan sets the framework for communicating about the Oil Pad Complex wildfires. This plan delineates the information roles and responsibilities during the incident. The primary communication goal is to provide timely and accurate information to key internal and external audiences about the incident. This plan identifies the objectives, key messages, talking points, roles, tasks, key audiences, and evaluation responsibilities necessary to help accomplish this communication goal.

**Objectives**

* Provide accurate and timely information to key internal and external audiences about the Complex.
  + Provide daily updates, news releases and other critical information to the Preserve Interpretation lead and incident personnel. External information will be distributed through pre-established Preserve contact lists.
  + Provide info to the public and community by means of established trap-lines, the National Park Service Website and InciWeb. The IMT will use existing Preserve key messages to communicate information to the public to ensure consistent messaging.
  + Advise Incident Management Team personnel of any information regarding public concerns, complaints, or rumors.
  + Directly provide information to the public through personal contacts and posted information.

* Delineate information roles and responsibilities for the Complex.
  + Provide training opportunities for Information Officer trainees assigned to the information function.
* Provide documentation (examples: photos, videos, media stories) of the information function on the Complex.

Key Messages

1. The Southern Area Incident Management Team is providing for the safety of firefighters and the public in all aspects of the management of the incident.
2. The Southern Area Incident Management Team is working hard to protect threatened and endangered species such as the red-cockaded woodpecker and the Florida panther by using minimal suppression tactics, protecting panther dens and protecting cavity trees.
3. Realizing critical wildfire conditions taking place throughout the state of Florida, we are managing the fires as cost-effectively as possible while protecting values at risk.
4. To minimize smoke impact to I-75, fire crews are working hard to put the fires out.
5. Big Cypress National Reserve has a long fire history. Wildlife has adapted to its presence, just as people have.

Tasks

* The Oil Pad Complex information function will be established in the Big Cypress National Preserve Headquarters. Their Contact information is: 239-695-4120

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| **Action** | **Date** | **Responsibility** | **Notes** |
| Prepare daily updates and other emergency information as needed. | Daily and when needed. | PIO |  |
| Post Situation Report, Daily Updates and pertinent info to incident bulletin boards | Daily | PIO | * Situation Report * Update * Map * News Clippings |
| Respond to media requests | As needed | PIO |  |
| Send Daily updates to NPS Interpretation to email to contact lists. | Daily, after update is completed. | PIO | Includes Map |
| Include information in IAP | As opportunities arise. | PIO |  |
| Attend Meetings | Daily and as needed. | Lead PIO | Morning Briefing (0700), Command and General Staff (1330), and Planning Meetings (1800) |
| Update InciWeb and NPS websites | Daily | PIO | Include maps and Photos where appropriate |
| Trap lines | Daily | PIO |  |
| Perform administrative information duties | Ongoing | PIO | Prepare Communication Plan, Transition Plan, & maintain daily 214 docs, and manage arising situations |
| Community relations | When Needed | PIO | Coordinate Public meetings, employee meetings, community events & tours of camp |
| Acknowledge contributors to incident |  | PIO | Create and Print Certificates |
| Collect/ compile information | Ongoing | PIO | Take and compile photos, talk with incident personnel and the public, morning briefings |
| Document Incident | Ongoing | PIO | * Updates * Trapline information * News clippings * Media contacts * Photographs * Public meetings * General messages * Unit logs * Certificate information |
| Training | Ongoing | PIO Trainees | Perform tasks to gain proficiency in PIO functions |

Key Audiences

Key external audiences to be kept informed of the Complex include the general public within the community, recreationists and in-holders. Internal audiences include the Florida Division of Forestry, Seminole Tribe of Florida, U.S. Fish and Wildlife Service, Southern Area Incident Management Team, other incident personnel and cooperators.

Evaluation

The members of the information function, in cooperation with the Incident Commander and other team members, will be responsible for monitoring feedback from internal and external audiences related. This will be done by personal contacts, email, web posting and phones. Information Officers will also be responsible for evaluating the effectiveness of the information function and associated roles and responsibilities during the incident. This is accomplished through morning and evening briefings/debriefings. Finally, recommendations will be made to improve the information function for future incidents.

**Information Officers**

**Oil Pad Complex Wildfire**

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| **Name** | **Agency** | **Contact Information** | **IOF Qualifications** |
| Catherine Hibbard | Fish & Wildlife Service | 413-531-4276 | PIO2 |
| Robyn Broyles | Bureau of Indian Affairs | 208-596-0767 | PIO2 (T) |
| Emma Andrews | National Park Service | 443-370-9222 | PIOF (T) |
| Jill Wilson | National Park Service | 239-438-2614 | PIOF (T) |
| Mel Johnson | AD | 407-230-4572 | PIOF (T) |
| Ryan Stubblebine | National Parks Service | 404-354-5648 | PIOF (T) |