

Natural Resources and Environmental Issues

Volume 12 *University Education in Natural Resources*

Article 43

2004

Communication strategies for fire management: A video-based program for creating effective citizen-agency partnerships

Ryan Gordon

Department of Forest Resources, Oregon State University, Corvallis

Bruce Shindler

Department of Forest Resources, Oregon State University, Corvallis

Follow this and additional works at: <https://digitalcommons.usu.edu/nrei>

Recommended Citation

Gordon, Ryan and Shindler, Bruce (2004) "Communication strategies for fire management: A video-based program for creating effective citizen-agency partnerships," *Natural Resources and Environmental Issues*: Vol. 12 , Article 43.

Available at: <https://digitalcommons.usu.edu/nrei/vol12/iss1/43>

This Article is brought to you for free and open access by the Journals at DigitalCommons@USU. It has been accepted for inclusion in Natural Resources and Environmental Issues by an authorized administrator of DigitalCommons@USU. For more information, please contact digitalcommons@usu.edu.



Communication Strategies for Fire Management: A Video-based Program for Creating Effective Citizen-Agency Partnerships

Ryan Gordon¹ and Bruce Shindler²

Communication Strategies for Fire Management: Creating Effective Citizen-Agency Partnerships is a video-based program we are producing to provide resource professionals with specific tools for working collaboratively with the public on fire and fuel management. The production utilizes real world examples from successful federal agency (USDA Forest Service, BLM, and National Park Service) outreach programs to showcase effective communication activities from forest communities. The purpose is twofold: 1) To examine essential attributes of good communication in developing citizen-agency partnerships, and 2) To use innovative examples from local management units to help demonstrate these attributes in action.

Culture, in the anthropological sense, refers to the shared beliefs and practices of a community. If we accept the presence of an agency culture that exists independently from the community at large, then the video program's design must consider culture on two basic levels. First, delivery of the production's key points should be appropriately adapted for an audience immersed in an institutional (agency) culture. Second, the program needs to provide specific tools that enable land managers to bridge the gap that often exists between the agency and community at large. In an effort to effectively address these constraints, footage of existing, on-the-ground activities that exemplify creative communication strategies and approaches to forging durable, citizen-agency partnerships provide the primary source of information content for the video program. This footage is set against interviews with key players—both agency personnel and citizens—that discuss issues, ideas, and concepts related to the innovative communication strategies showcased in the video program. A field guide will also accompany the video to provide a summary of key learning points and a set of guiding principles for practical application.

¹Department of Forest Resources, Oregon State University, Corvallis, OR 97331, 541-737-2375, Ryan.Gordon@oregonstate.edu

² Department of Forest Resources, Oregon State University, Corvallis, OR 97331, 541-737-3299, Bruce.Shindler@oregonstate.edu