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Department of the Interior  
National Park Service  
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Bridger-Teton National Forest

# Teton Interagency Fire Management

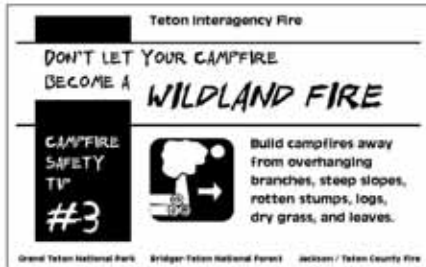
## Community Assistance Grant Funds Fire Prevention Advertising



Fire prevention messages found their way into new locations in the Jackson Hole area this summer, reminding local residents and visitors to use caution with campfires. A National Park Service Fire & Aviation Management Community Assistance Grant allowed the Teton Interagency fire prevention program to reach additional communities and utilize a new method of advertising.



A series of campfire safety ads was developed and published in five newspapers, running from the first week of July through the end of August. A total of five advertisements comprised the series. "We've run fire prevention ads in the past, but this year we focused specifically on campfire safety," noted Fire Education Specialist Lori Iverson, who secured the funding. "We felt it was important to target the source of many of the human- caused fires in the area." Last summer, fire prevention ads were published in the *Jackson Hole News & Guide* daily and weekly newspapers only, but this year's grant allowed the addition of the *Star Valley Independent*, *Kemmerer Gazette*, and *Pinedale Roundup*. The five periodicals have a combined circulation of over 30,000 and serve many communities near the Bridger- Teton National Forest and Grand Teton National Park.



Fire prevention specialists also collaborated on three large- screen movie advertisements, running the slides before every film showing at ten theaters in Jackson, Pinedale, and Kemmerer. Two of the slides focused on reducing human- caused fires while the third encouraged defensible space. "It's a fire prevention campaign we've always wanted to try," said Nan Stinson, Fire Prevention Technician for the Bridger- Teton National Forest. "Before a movie starts, you've got a pretty captive audience." Stinson worked with the locally based Hatch Marketing firm to customize the ads, which featured the logos of Grand Teton National Park, Bridger- Teton National Forest, and Teton County Fire Department. The ads ran in theaters for 3 ½ months beginning in early July and reached approximately 89,000 viewers. To promote the advertising to internal staff, three free movie passes were awarded to Grand Teton National Park personnel who entered a drawing after reading an article in an in- park newsletter that described the project.



Area interagency fire prevention personnel meet several times each spring to coordinate staffing at community events, schedule shared resources, and develop new ideas for disseminating fire prevention messages. "We share ideas within our local area and from within the region," explained Fire Prevention Officer Dean Burnham, "because we all have the same message and desired outcomes."

