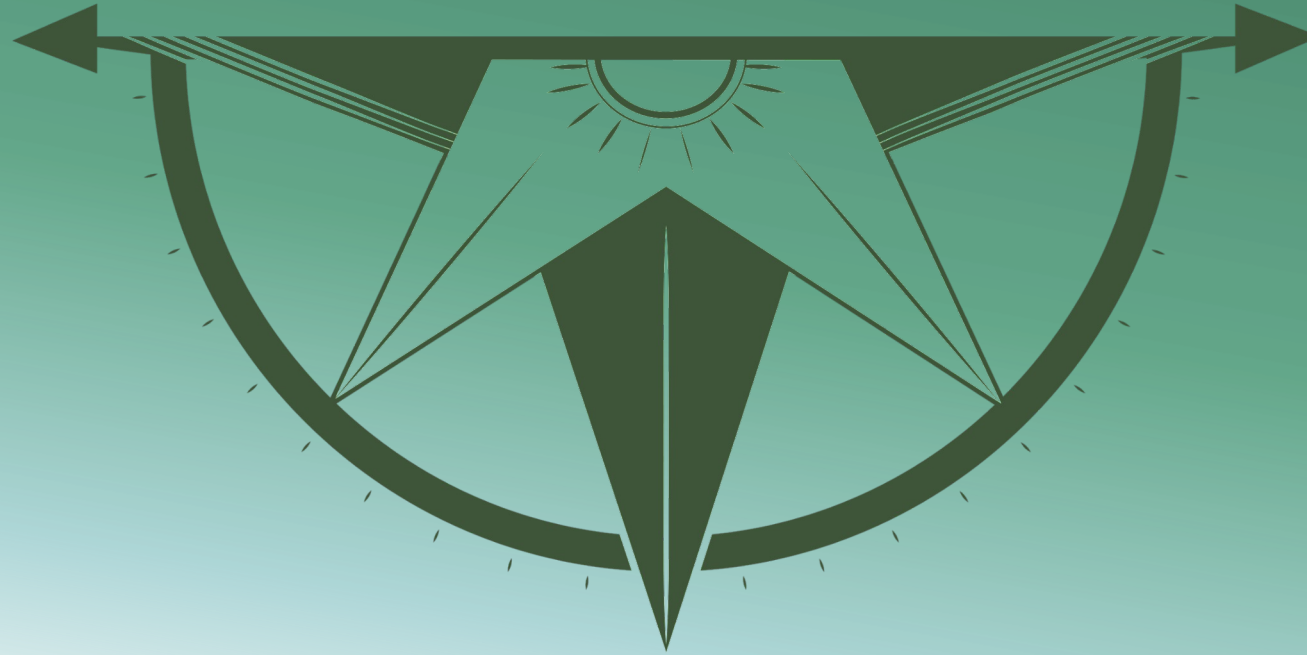


NC DART



Unified Messaging During a Wildfire

Jen Buntz

National Forests in North Carolina
Disaster Assistance Recovery Team

Unified

Why do we talk to the public?



- **Safety**
- **Support**
- **It's the right thing to do.**



The State of Trust

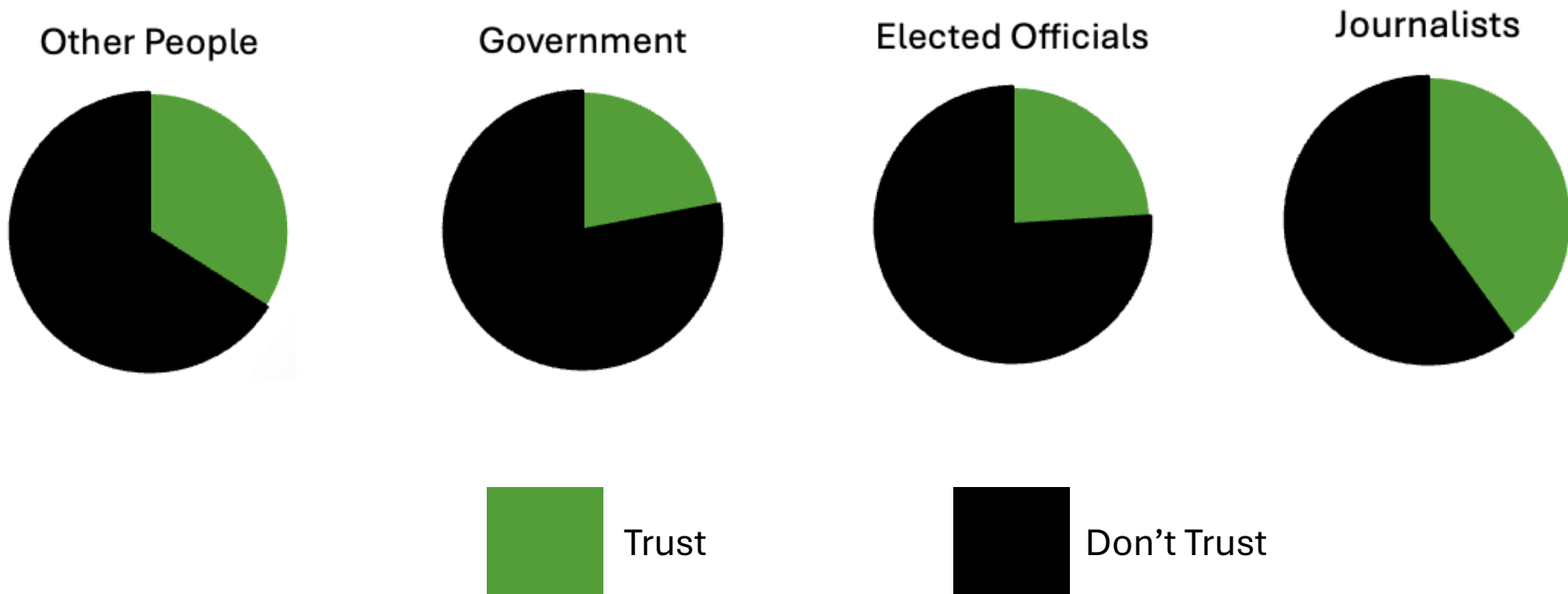


Trust



Don't Trust

The State of Trust



Based on Pew Research, National Election Studies, Gallup Polls, Surveys

**How do we
build trust?**



3 Elements of Trust

- 1.
- 2.
- 3.



3 Elements of Trust

1. Information

2.

3.



3 Elements of Trust

1. Information
2. Credibility
- 3.



3 Elements of Trust

1. Information
2. Credibility
3. Warmth



Parts of a message



LANGUAGE



METHOD



MESSENGER



CONTENT

~~Parts of a message~~ TRASH



Parts of a consistent, unified message



LANGUAGE

- KEY TERMS
- PLAIN LANGUAGE
- TRANSLATION NOT TRANSCRIPTION



METHOD

- SHARE IT EVERYWHERE, MORE THAN ONCE
- SHARE STRENGTHS
- PROVIDE COVER



MESSENGER

- DEFINE A LEAD (IMT) AND DIRECT PEOPLE THERE
- PLAN PRE-SEASON



CONTENT

- OBJECTIVE FACTS
- SHARE THE SAME RESOURCES
- MAKE IT MEANINGFUL

Why do we talk to the public?

- Because we need them to be informed and trust us

How do we build trust?

- Delivering good information reliably and warmly

How do we deliver that information?

- Consider the message and deliver it with many voices

How can we be more unified?

- Commit, plan, and find the space for it



NC DART



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BUILDING RESILIENCE INTO RECOVERY



Southern Blue Ridge Fire Learning Network
www.sbrfln.com



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Prescribed Fire Training Exchange (TRES)
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