

Instructor Presentation Plan

Course: Florida's Certified Pile Burner Program

Unit Number: 6

Presentation Title: Public Relations

Presentation Time: 40 Minutes

Presentation Objectives:

Upon completion of this presentation, the participants will:

1. Understand public relations.
2. Improve public perceptions.
3. Develop a positive image.
4. Plan for public relations.
5. Create better community relations.
6. Work with the media successfully.
7. Learn to deal with smoke complaints.

Handouts:

Presentation Outline	Aids and Cues
Title Slide	06-01-CPB-PPT
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Introduction The public's perception of burning is generally negative. They see trees cut and burned for no apparent reason except that they stand in the way of progress. They see or smell smoke and ash and know that it contributes to pollution, and they don't like it.	06-03-CPB-PPT 06-04-CPB-PPT

Presentation Outline	Aids and Cues
Improving Public Perception Improve the public perception of the use of fire as a tool. Routine maintenance of property utilizing pile burning is an environmentally sound practice. Controlled burning can be an effective way to dispose of unwanted vegetation because it saves space in landfills, and helps prevent illegal dumping. It also saves valuable fuel by eliminating the hauling of the material to dump sites. This is why we need to manage our burning practices better. The public's adverse reaction to a mismanaged burn could stop your burning and cause you an expensive alternative. Cooperation with the neighbors will result in better relations with them and ease the burden if problems do occur. Anticipate wind direction, smoke dispersion, and make sure that your piles don't smoke excessively. Identify your project with a sign. Let the public know how to get a hold of you if they have a problem. Your positive attitude will go a long way with the public, they might not agree with what you are doing but they will appreciate your willingness to talk with them and explain your project. Always be professional- your appearance, your language, your mannerisms will all improve your public relations and help you accomplish your goals. Be prepared- have all the necessary tools, equipment, trained personnel and safety devices on scene. When you are adequately prepared, your burn will be successful. Teamwork- a hardworking team of dedicated professionals will make sure all of your bases are covered. Be sure everyone in your organization from the equipment operators to the office staff knows how to answer basic questions about your burn.	06-05-CPB-PPT 06-06-CPB-PPT 06-07-CPB-PPT
Public Relations Planning Research- Identify the issues, Identify the available resources, Identify "the players" Plan of Action- Write the Action Plan: Detail the Who, What, Where, When you will communicate. Implementation- Actually doing the PR project: Calling folks, Submitting articles, Hanging notices on doors, speaking to Civic Groups. Evaluation- Did your Public relations campaign work? You'll soon find out. Listen to the press and the neighbors, did you get any complaints? Successful public relations mean you have created a favorable public image. A periodic assessment is appropriate for individuals, contractors and land management agencies. Have an understanding and appreciation of the human impact. Put yourself in their shoes. Ash in	06-08-CPB-PPT 06-09-CPB-PPT 06-10-CPB-PPT 06-11-CPB-PPT

Presentation Outline	Aids and Cues
your pool, on your car, your asthmatic child, your clean clothes on the line. Be aware of the smoke could have on health. Particulate matter fewer than 10 microns PM10 is carcinogenic and can cause serious health problems for children and the elderly. It is important to give neighbors a chance to close windows to prevent smoke from entering the house or just to go somewhere else for a while. Tell when and why you will be burning to give neighbors the appropriate time to prepare. They may not like the fact that you plan to burn but will appreciate the consideration you have given them. (Draft a <i>Sample letter</i> for future use) Dear Neighbor..... Dealing with Smoke Complaints You may need to wait to burn another day or after the front passes or after the sea breeze kicks in to prevent unwanted smoke drift. Smaller piles create less smoke, wet or dirty piles create much more smoke, try to let your piles dry and sift the dirt out as good as possible. Courtesy will get you everywhere. Remember your neighbors live here too and they can cause problems for you if they are treated poorly. Simple courtesies like advanced notice, and watching your smoke can make a big difference. If you are in charge of the burn, you should be the one responding to the complaint personally. This will give credibility to your burn and possibly ease the neighbors' minds. Review Presentation Objectives Upon completion of this presentation, the participants will: 1. Understand public relations. 2. Improve public perceptions. 3. Develop a positive image. 4. Plan for public relations. 5. Create better community relations. 6. Work with the media successfully. 7. Learn to deal with smoke complaints. Questions	06-12-CPB-PPT 06-13-CPB-PPT 06-14-CPB-PPT 06-15-CPB-PPT 06-16-CPB-PPT

