



SOUTHERN Fire Exchange

A JFSP Knowledge Exchange Consortium



FIRE LINES

A Joint Newsletter of the Southern Fire Exchange and the Southeastern Section of the Association for Fire Ecology

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Learn more about our [Partners](#) and the [JFSP Knowledge Exchange Consortia](#).

Visit the SFE Resource Center
www.southernfireexchange.org



One Message, Many Voices

The southeastern United States is comprised of ecosystems that require frequent fire to remain healthy, and for this reason prescribed fire is key to land management across the region. Failing to effectively communicate with citizens, decision makers, new residents, and visitors about the purpose and benefits of prescribed fire can lead to misconceptions and mistrust, and ultimately cause a decline in the use of prescribed fire as a management tool.

A public education campaign, *One Message, Many Voices*, has been launched in the Southeast to raise awareness and understanding of our natural lands and the role that prescribed fire plays in land management and wildfire risk reduction. This concerted regional effort is funded by the US Forest Service through the Southern Group of State Foresters and is led by a steering committee of State Fire Chiefs from Florida, Georgia, and South Carolina. What makes this project unique is the use of research and innovative marketing techniques, which have created a prescribed fire awareness campaign that is unlike campaigns of the past.



By partnering with Tall Timbers Research Station to research and review available information on public awareness of prescribed fire, and conducting focus groups and surveys to design and test effective messages, the project has resulted in a variety of educational products: two websites, television and radio announcements, an educational video, bumper stickers, billboards, and other printed materials. The websites, VisitMyForest.org and GoodFires.org, provide information about forest recreation opportunities in the viewer's local area and the benefits of using prescribed fire as a management tool to maintain healthy ecosystems and reduce wildfire risk. The project has been implemented by state agencies in 13 southern states, and the group is working to continue spreading the message through increased public service announcements.

All land management agencies, organizations, and prescribed fire councils are encouraged to promote the websites to their audiences and distribute program materials. Contact your state forestry agency for more information.

To learn more about what influences public opinion of prescribed fire, participate in an upcoming webinar presented by Sarah McCaffrey, Research Social Scientist with the US Forest Service, on November 16, 12pm to 1pm EDT. [Click here](#) for more information.



Partner Spotlight: Southeast Fire Ecology Partnership

Bringing together natural resource management agencies and organizations since 2004, the Southeast Fire Ecology Partnership (SEFEP) promotes fire ecology training, education, research, and collaborative projects. Specifically, the group's mission is "to serve as a reference point for fire ecology issues and to support collaborative research, training, and education efforts within the field of fire ecology, especially in the southeastern United States." Partnership members include the National Park Service, the US Fish and Wildlife Service, the US Forest Service, Tall Timbers Research Station, and The Nature Conservancy. *continued on page 2*

PARTNER SPOTLIGHT *continued from page 1*

Through meetings, conferences, and projects, SEFEP members work to identify current issues and research needs, and develop joint proposals to advance fire ecology information and knowledge exchange. These members also play an important role in developing, presenting, and supporting fire-related trainings, courses, and workshops for natural resource professionals. In this way, SEFEP hopes to integrate science-based information into fire and land management decisions and actions. For more information, visit www.talltimbers.org/sefep/index.html.

Online Resource: Fire Research Institute

The Fire Research Institute (<http://fireresearchinstitute.org>) is a not-for-profit wildland fire library with over 80,000 documents and materials from around the world. Jason Greenlee, a retired fire scientist who now lives in Hawaii, has developed this immense database in the last 38 years. The online database is searched by any word you type into the search line, so pick those words carefully. “Fire” by itself will probably give you all 80,000 citations! The more words you use, the narrower you can make your search. Database citations for many of the publications and documents also include an abstract. FRI publishes a free monthly digital newsletter (write to fire_research_institute@hotmail.com to get on the mailing list) that lists all new entries into the database. FRI accepts donations of any wildland fire documents or publications that you might want to contribute, and these constitute a donation to an educational institution for tax purposes. You can also find 120,000 names, addresses and phone numbers of people involved in wildland fire around the world on the FRI website. Be sure to check out the FRI website, check for your publications, and check your contact information for accuracy. Let Jason know if you have additions or changes.

On the Reading List

SELECTING FIREWISE SHRUBS TO REDUCE WILDFIRE RISK

Jointly developed by USFS InterfaceSouth and the University of Florida, this new fact sheet is an excellent resource for learning how to select firewise shrubs for landscaping in the Southeast. After describing general shrub flammability characteristics and research that carefully tested plants in a fire research facility, the fact sheet classifies 34 common southern landscaping shrubs as having low, moderate, or high flammability. Color photos and general plant information are provided for each shrub. [Click here](#) to view this fact sheet, which is part of the Fire in the Wildland-Urban Interface series (all fact sheets in this series are available at www.interfacesouth.org/products/fact_sheets).

RESTORING FIRE TO THE LONGLEAF PINE FOREST

Very few old-growth longleaf pine forests remain today, with only a handful of those stands considered virgin, unlogged forests. Before being clear cut in 2008, the Flomaton Natural Area in Escambia County, Alabama was the only one of these sites where long-term research had been conducted to explore the effects of reintroducing prescribed fire into the forest. A JFSP Fire Science Brief, published in January 2009, summarizes this 15-year research endeavor by recounting the history of the Flomaton site and describing the carefully planned process they used to reintroduce fire. The authors, John Kush at Auburn University and J. Morgan Varner at Humboldt State University, report the benefits of reintroducing fire into the ecosystem and the challenges of these treatments—noting that heavy accumulated fuel loads, especially on forest floors, required special consideration during planning and mop-up. [Click here](#) to view this Fire Science Brief, which contains links to several related publications and web resources and author contact information, if you’d like to learn more.

Reminders

SFE MINI-GRANTS

Applications for the Southern Fire Exchange mini-grant program are now being accepted! [Click here](#) to learn program details and download the application.

WOODLAND LANDOWNER SURVEY

Together with the American Forest Foundation and the Longleaf Alliance, the World Resources Institute recently launched an online survey for southern woodland owners about issues related to management of small family forests and hypothetical options for management assistance. They will use the data gathered to design incentive programs that help family woodland owners conserve and sustainably manage their lands. Consider taking this survey if you are a woodland owner, or sharing the survey link if you have landowner audiences:

<http://southernforestsurvey1.org/r/survey.html>

UPCOMING EVENTS

Visit the [SFE Calendar](#) to learn more about upcoming workshops, trainings, field trips, demonstrations, and other opportunities. To add an event to our calendar, please send the event information to sfe@ifas.ufl.edu.

SFE Fall Webinar Series

Hosted by the Forestry and Natural Resource Webinar Portal

Using the SFE Resource Center

September 28, 12pm to 1pm (EDT)

Using Smoke Prediction Models

October 19, 12pm to 1pm (EDT)

Prescribed Fire and the Public

November 16, 12pm to 1pm (EDT)

Interagency Fuel Treatment Decision Support System

December 14, 12pm to 1pm (EDT)

Prescribed Fire Council Meetings

North Carolina PFC Annual Meeting

August 16-17, 2011

Wilkesboro, North Carolina

Georgia PFC Annual Meeting

September 29, 2011

Tifton, Georgia

South Carolina PFC Annual Meeting

September 29, 2011

Florence, SC

Workshops

Smoke Management Workshop CAFMS

August 24, 2011

Charlottesville, VA

Fuel Management Workshop SFE, UF, and CFEOR

September, 2011 (Date TBA)

Olustee, Florida

Conferences

2nd Annual Shortleaf Pine Conference

September 20-22, 2011

Huntsville, Alabama

9th Symposium on Fire and Forest Meteorology

October 18-20, 2011

Palm Springs, California

38th Annual Natural Areas Conference

November 1-4, 2011

Tallahassee, Florida

Exploring the Mega-fire Reality Conference

November 14-17, 2011

Tallahassee, Florida