

## **REHABILITATION**

**0684**

(September 1991)

The aftermath of a major incident is almost as newsworthy as the incident itself. For example, the department frequently reseeds grass to prevent erosion. These operations are visually powerful, make good stories for reporters, and deliver positive messages about the department's commitment to resource management.

If the reseeded is done by helicopter, information officers can guide reporters en masse to the drop area to get a good view of the action. Some units may consider offering rides to the reporters as well.

It is usually a good idea for information personnel to develop a fact sheet which would include the purpose of the operation, the type of seeds used, conditions necessary for germination, timeline for results to be expected (for possible follow-up stories), and other facts of interest.

Anyone who will be fielding media questions should be as knowledgeable as possible about the idea behind the particular operation as well as the department's position on active resource management.

## **ESTABLISHMENT OF OPERATION PHOENIX**

**0684.1**

(September 1991)

The disastrous forest fires of 1987 caused unprecedented damage to national forests in California. The rehabilitation efforts required were equally unprecedented.

The Forest Coordination Council, consisting of agency heads from government and industry, decided that this disaster provided an opportunity to communicate with the people of California about the management and protection of California's resources. Out of that council came Operation Phoenix.

Operation Phoenix is a joint effort of government agencies, private industry, community programs, and individual volunteers who work to help the forests recover. Activities such as tree planting, stream bed clearing, and camp ground repairing are as much a media event as a resource rehabilitation effort, for it is important to show people how CAL FIRE recovers resources lost to fire. However, equal emphasis must be given to the cooperation angle to show that government, private industry, and individual citizens all have a stake in protecting our wildlands, and that we can all be involved in recovery.

Detailed information about Operation Phoenix is available from the Sacramento Headquarters Information office. See [Section 0683.2](#), Operation Phoenix, for more information.

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