

KEY MESSAGES



October 29—November 9

SBR TREX Talking Points

1. SBR TREX builds capacity:

SBR TREX is an intensive two-week training exchange, which combines practical training in prescribed burning, also called controlled burning, with indoor learning and discussion. Participants' earn qualifications and gain experience in wildland fire operations. The fire exchange programs began in 2008 to ease the bottleneck for the nation's fire workforce.

2. SBR TREX engages and builds a support network of diverse fire practitioners:

Over 70 wildland fire professionals from around the world will descend on northern Pickens County, South Carolina to set up base camp at Table Rock Wesleyan Camp and Retreat Center. The training will focus on elevating diversity in intellect, talent and perspective so participants can go back home to share lessons learned.

3. SBR TREX focuses on collaboration:

Natural resource managers from 10 different public and private lands serve as hosts, inviting teams of TREX participants to burn on their lands. Teams will travel into 5 counties on both sides of the NC/SC border to conduct much needed controlled burns. More than 40 burn locations are prepared and available across partner lands for this training.

4. SBR TREX addresses complex fire problems:

Controlled burning reduces fuels, which in turn lessens negative impacts of future wildfires. Fittingly, the SBR TREX takes place during the two-year anniversary of the historic Pinnacle Mountain Fire at Table Rock, S.C. and the Party Rock Fire at Lake Lure, N.C.

5. SBR TREX is bringing fire back to the mountains:

SBR TREX, the first of its kind to be held in the Appalachians, is taking place here because fire is part of Appalachian forests. Fire used to occur regularly in the mountains, but things changed in the last century. We know now fire has multiple benefits such as restoring forest health by improving plant and wildlife communities, and supporting the function of water supplies and recreation.

Why is media training important?






Public understanding and support for the work that fire workers do is critical to the success of our mission to manage fire and conduct controlled burns.

Every fire worker - from local volunteers to agency leaders in Washington, D.C., and everyone in between - is responsible for helping educate people about fire management.

Emergency response and natural resource professionals are among the most trusted sources of information for the public as it pertains to fire in natural areas.

But why interviews and why me?

You are the subject matter expert, and the public respects and listens to your opinion. In fact, studies show that fire fighters are more believable than many other sources of information.

	Messenger	% Total Believable
	Park Rangers	76%
	Fire Fighters	76%
	Local Fire Fighters	61%
	State Foresters	59%
	The U.S. Forest Service	57%



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