



October 28, 2011

Memorandum

To: Wildland Fire Leadership Council (WFLC)

From: Wildland Fire Executive Council (WFEC)

Subject: Implementation Scenarios for the Communication Framework

The Wildland Fire Executive Council designated a Cohesive Strategy Communication Workgroup via Tasking Memorandum on September 2, 2011. The tasking states: *In order to effectively implement the National Cohesive Wildland Fire Management Strategy process (hereafter referred to as the Cohesive Strategy) the development of a unified communication guidance and direction document is critical.*

The Communication Workgroup developed a Communication Framework which is targeted for use by individuals, agencies, organizations, governmental bodies, and interested stakeholders to use as a roadmap for effective communication and collaboration activities related to the Cohesive Strategy. The framework is attached for your reference.

Implementation of the Communication Framework will involve coordination of communication and collaboration activities, from the development of collateral materials to advice and direction to different agencies on how information should be shared within their organizations. Implementation can be approached in several ways depending on the outcome desired. The broadest and most comprehensive focus requires a higher level of resources to be assigned. The workgroup has developed *Implementation Scenarios for the Communication Framework* for discussion and consideration by the WFLC at the upcoming meeting.

We look forward to discussing the scenarios with you at the November meeting in Denver, Colorado.

*Prepared by Mary Jacobs, WFEC Liaison to the Communication Workgroup*