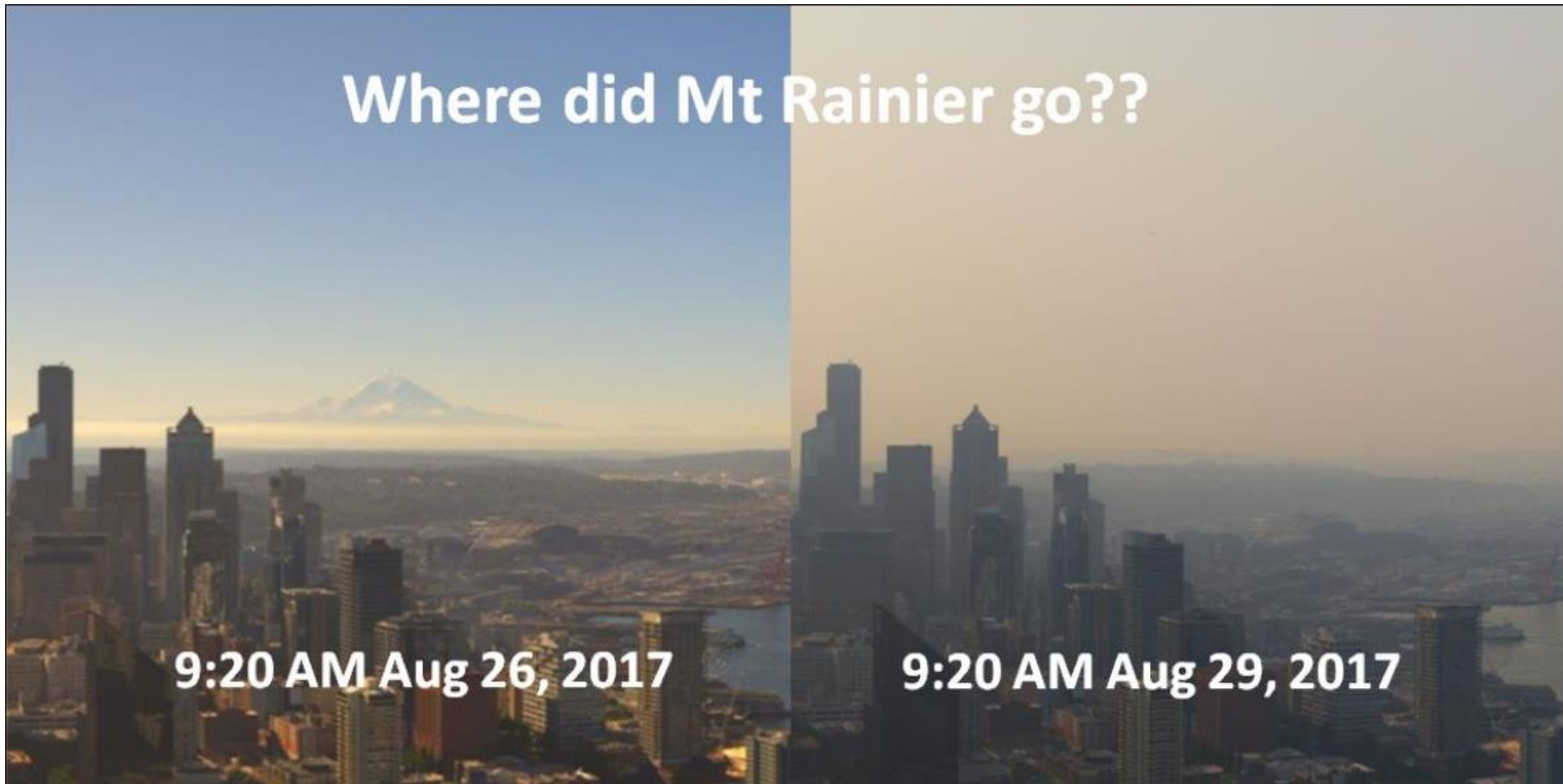


**Where did Mt Rainier go??**

**9:20 AM Aug 26, 2017**

**9:20 AM Aug 29, 2017**



# WILDFIRE SMOKE IN AN URBAN AREA OR “I DON’T THINK WE ARE IN MONTANA ANYMORE”

2019 Smoke Management in the Northwest  
March 29, 2019  
Craig Kenworthy

WILDFIRE SMOKE IN AN URBAN AREA  
OR “I DON’T THINK WE ARE IN  
MONTANA ANYMORE”

# 4.1 MILLION PEOPLE/ 4 LESSONS

1. Dealing with the public and the media
2. Roles
3. Beware of unawareness
4. Overpromising on tools vs. telling the hard truth

WILDFIRE SMOKE IN AN URBAN AREA  
OR "I DON'T THINK WE ARE IN  
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# OUR REGION

- 70% of homes have no A/C
- Public used to some wintertime PM
- Languages – Spanish, Vietnamese, Russian, Chinese, Somali, Korean, Ukrainian, Amharic, Punjabi, Tagalog and several more
- We have two seasons – rain and August 14<sup>th</sup>

WILDFIRE SMOKE IN AN URBAN AREA  
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# DEALING WITH QUESTIONS

- Social media or why Facebook Live cannot be your only friend
- You think this is hell? Try being a forecaster
- How to get out of going to a wedding

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# ROLES

- Who gives info only?
- Who advises?
- Who issues orders?
- Finger pointing is not a good contact sport

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# UNAWARENESS

- Urban population
- % of people who have a forestry degree vs. those who think they do
- Offered solvers or why that idea of invading Canada is off the table

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# OVERPROMISING ON SOME TOOLS **VS. THE TRUTH**

- Prescribed fire is not a statin
- It's a lifestyle change, a lifelong one
- <https://changingclimate.ca/CCCR2019/>
- Why FWI should be the scariest acronym you'll ever read
- If we aren't clear and careful we'll end up with the worst of both worlds

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# IN SUMMARY

- Have a social media plan
- Decide way in advance who is doing what
- Be prepared for the unaware
- Tell them what tools can help but aren't a panacea
- And tell them what is going to happen if we don't get our act together

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