

# Summary Report

## Nevada Wildfire Awareness Month 2017



University of Nevada  
Cooperative Extension

Prepared by:  
Sonya Sistare  
Living With Fire Program  
University of Nevada Cooperative Extension



Nevada Wildfire Awareness Month (NWAM) 2017 was held May 1 - 31, with events and activities taking place throughout the state. This twelfth annual effort, originally held as a week-long observance, was expanded in 2014 to the entire month of May. Utilizing grant funds from the Bureau of Land Management, Nevada Division of Forestry and U.S. Forest Service, University of Nevada Cooperative Extension's *Living With Fire Program* coordinates this collaborative effort each year. Additional funding, support from corporate sponsors and in-kind contributions from program partners all helped to increase the effectiveness and impact of the many events and activities conducted.

This year's message was "Wildfire! Prepare. Anticipate. Evacuate." Members of the planning committee designed this message in an effort to encourage residents of Nevada's wildfire-prone communities to prepare their homes and families for wildfire, anticipate environmental conditions and take precautions on Red Flag Warning days, and evacuate quickly when asked by emergency responders.

Efforts included 189 events and activities with 9,974 participants at those events, while 866,120 others were reached indirectly via newspaper articles, public service announcements, social media and other methods of communication. This report summarizes the events and activities that occurred as part of NWAM and includes a list of the 179 collaborators, 43 individuals from 21 entities on the planning committee, in-kind contributions, and a list of all events and activities by county.



## Collaborators

*Air Methods Advantage ~ American Red Cross/Elko ~ ArrowCreek HOA ~ Barrick Gold - Cortez Mine ~ Battle Mountain Day Care ~ BFE Screen Printing & Embroidery ~ Bodines Casino ~ Bonanza Casino ~ Bureau of Land Management ~ Caliente Volunteer Fire Department ~ Canyon Pines HOA ~ Care Flight ~ Carson City ~ Carson City Community Center ~ Carson City Fire Department ~ Carson City High School ~ Carson Now ~ Carson Valley Inn Hotel & Casino ~ CASA ~ Casino Fandango ~ City of Caliente ~ City of Elko Fire Department ~ City of Fernley ~ Churchill County ~ Clark County ~ Clark County Fire Department ~ COD Casino ~ Crescent Valley/Beowawe Firewise Community ~ Crescent Valley Fairgrounds ~ Crescent Valley Volunteer Fire Department ~ Cumulus Media ~ Desert Sky Adventures ~ Diamond Mountain Future Farmers of America ~ Douglas County Community Emergency Response Team ~ Douglas County Emergency Management ~ Douglas County Flood Management ~ Douglas County School District ~ Douglas County Sheriff's K-9 Unit, Motorcycle Patrol, Mounted Posse and Mobile Dispatch ~ Douglas County Seratoma ~ East Fork Fire Protection District ~ Eclipse Pizza Co. ~ Eclipse Running ~ Elko County ~ Elko County Ambulance ~ Elko County Fire Protection District ~ Elko County Fair ~ Elko Daily Free Press ~ Elko Mining Group - Ruby Hill Mine LLC. ~ Ely Lions Club ~ Eureka County ~ Eureka County 4-H ~ Eureka County Department of Natural Resources ~ Eureka County Emergency Medical Services ~ Eureka County School District ~ Eureka County Public Works ~ Eureka County Sheriffs Office ~ Eureka/Diamond Valley Firewise Community ~ Eureka Fairgrounds ~ Eureka Lions Club ~ Eureka Volunteer Fire Department ~ Firewise Communities USA ~ Fizio ~ Friends of Mt. Charleston ~ Friends of Smokey Bear ~ Galena Forest ~ General Moly/Eureka Moly ~ Governor Brian Sandoval ~ Humboldt County ~ KKOH NewsTalk 780/Reno ~ KOLO 8 News Now/Reno ~ KRNV My News 4/Reno ~ KTVN 2/Reno ~ KXNT 840AM/Las Vegas ~ Lake Mead National Park Service ~ Lakeview FAC Network Community ~ Lander County ~ Lander County School District ~ Las Vegas 51s Baseball ~ Lincoln County ~ Lincoln County Department of Emergency Management ~ Lincoln County Fire Protection District ~ Logandale Fire Rescue ~ Lyon County ~ Marine Mountain Warfare Fire Department ~ Mercy Air ~ Mesa View Home Health and Hospice ~ Metro Volunteer Police ~ Mineral County ~ Moana Nursery ~ Moapa Valley Community Emergency Response Team ~ Moapa Valley Progress ~ Montreaux ~ Mound House Fire Adapted Community ~ Mountain Resort Television Tahoe ~ Mt. Charleston Fire Protection District ~ Mt. Charleston Resort and Lodge ~ National Weather Service ~ Nevada Air National Guard ~ Nevada Appeal ~ Nevada Cattlemen's Association ~ Nevada Department of Conservation and Natural Resources ~ Nevada Department of Education ~ Nevada Department of Transportation ~ Nevada Department of Wildlife ~ Nevada Division of Emergency Management/Homeland Security ~ Nevada Division of Forestry ~ Nevada Division of Insurance ~ Nevada Fire Chiefs Association ~ Nevada League of Cities ~ Nevada Magazine ~ Nevada Real Estate Inspectors Association ~ Nevada State Fire Marshal Division ~ Nevada State Flood Control ~ Nevada State Parks ~ Northeastern Nevada Fire Prevention Group ~ North Lake Tahoe Fire Protection District ~ North Lyon County Fire Protection District ~ Nye County ~ NV Energy ~ Palomino Valley Auxiliary Fire Department ~ Panaca Market ~ Peas & Carrots Child Care ~ Pershing County ~ Pioneer Crossing Casino/Dayton ~ Pioneer Crossing Casino/Fernley ~ Pioneer Crossing Casino/Yerington ~ Raines Market/Eureka ~ Reach Medical ~ Record Courier*

*Red Lion Hotel and Casino/Elko ~ Reno Gazette-Journal ~ Republic Services/Las Vegas  
~ Siera Ham Radio Operators ~ Sierra Front Wildfire Cooperators ~ Sierra Nevada  
Association of Realtors ~ Silver Lake Volunteer Fire Department ~ Skyland Fire Adapted  
Community ~ Smith Library ~ Smith Valley/Mason Valley Conservation District ~ Smith  
Valley Fire Protection District ~ Southwest Gas ~ Sparks Fire Department ~ Sparks Nugget  
Hotel & Casino ~ State Farm Insurance ~ State Fire DC Specialities ~ St. James Village ~  
Storey County ~ Storey County Fire Protection District ~ Storey County School District ~  
Super Burrito ~ Tahoe Douglas Bomb Squad ~ Tahoe Douglas Fire Protection District ~  
Tahoe Network of Fire Adapted Communities ~ Tahoe Resource Conservation District ~ The  
Brewer's Cabinet ~ The Progressive Rancher ~ Truckee Meadows Fire Protection District ~  
U.S. Forest Service ~ University of Nevada Cooperative Extension ~ University of Nevada,  
Reno ~ Walker Lake Volunteer Fire Department ~ Washoe County ~ Washoe County  
Emergency Management ~ Washoe County School District ~ Washoe County Regional  
Animal Control ~ Washoe County Regional Parks Bartley Ranch ~ Washoe County Senior  
Center ~ Washoe County Sheriff's Community Emergency Response Team ~ Washoe Lake  
State Park ~ Washoe Tribe ~ Washoe Valley Alliance ~ Wells Propane ~ West Washoe  
FAC Network Community ~ White Pine County ~ White Pine County Fire ~ Winnemucca  
City Fire Department ~ Winnemucca Community Garden ~ Winnemucca Rural Fire  
Department ~ Zephyr Cove Post Office*

## Planning Committee

### *Bureau of Land Management*

Carrie Bilbao ~ Zach Ellinger ~ Rita Henderson ~ Dennis Terry ~ Vanessa Marquez ~  
Bradley Milam ~ Clint Mothershead

### *Carson City Fire Department*

Dave Ruben ~ Rodd Rummel

### *City of Elko Fire Department*

John Holmes

### *Clark County Fire Department*

Larry Haydu

### *Elko County Fire Protection District*

Steven Hamilton

### *Eureka County Department of Natural Resources*

Jessica Santoyo

### *Lincoln County Fire Protection District*

Rick Stever

### *Mt. Charleston Fire Protection District*

Jorge Gonzalez

### *Nevada Department of Education*

Randi Hunewill

### *Nevada Division of Emergency Management*

JoAnn Kittrell

### *Nevada Division of Forestry*

Raul Arroyo ~ Anna Higgins ~ Ryan Shane ~ Brett Waters

### *North Lake Tahoe Fire Protection District*

Mark Regan

### *Silver Lake Volunteer Fire Department*

Dale Hildebrandt

### *Skyland Fire Adapted Community*

Ann Grant

### *Storey County Fire Protection District*

Patty Blakely

### *Tahoe Resource Conservation District*

Marybeth Donahoe

### *Truckee Meadows Fire Protection District*

Amy Ray ~ Denise Reynolds

### *University of Nevada Cooperative Extension*

Juan Cervantes ~ Lindsay Chichester ~ Elwood Miller ~ Marilyn Ming ~ Christine

Nazarechuk ~ Jamie Roice-Gomes ~ Sonya Sistare ~ Ed Smith

### *U.S. Forest Service*

Jennifer Diamond ~ Susan Greenleaf ~ Naaman Horn ~ Erica Hupp ~ Dawn Swinney

### *Washoe County SAR Volunteer*

Ross Rytting

### *West Washoe Wildfire Preparedness Group*

Mel Holland

## Key Results

- Events or activities took place in all of Nevada's 17 counties.
- 23 proclamations or resolutions were issued in support of NWAM: 17 from counties, two from cities, two from fire protection districts, one from the Nevada League of Cities and Municipalities, and for the ninth year in a row a multi-state proclamation was issued proclaiming May as Wildfire Awareness Month in eight cooperating states. This collaborative effort included California, Idaho, Montana, Nevada, Oregon, South Dakota, Utah and Washington.
- 189 events or activities were held as part of NWAM, which included public events, media activity, promotional efforts, and proclamations and/or resolutions.
- 9,974 people attended community events and 2,202 others received information via direct mail or distribution.
- 866,120 indirect contacts were made via newspaper articles, school flyers, social media efforts and other methods of communication.
- 43 individuals from 21 entities participated on the planning committee.
- 179 partners collaborated on these efforts.
- Reported in-kind contributions from federal and non-federal sources totaled \$29,909.

## Events by County

### Carson City



The Carson City Fire Department and Lakeview Fire Adapted Community collaborated on a community cleanup event on May 6. The community leader applied for and received one of the 150 project funding awards from State Farm Insurance and the National Fire Protection Association for this event, held in conjunction with National Wildfire Preparedness Day. The fire department provided curbside pickup and free disposal of hazardous wildfire fuels that residents had cleared from their properties to create defensible space. Residents of 18 properties participated in the fuels collection, with Carson City Community Emergency Response Team (CERT) volunteers assisting the Fire Department in loading slash materials into eight trailers. Together they collected 8,740 pounds or 4.37 tons of material. Afterwards, an appreciation picnic was held at a Lakeview resident's home, where 36 neighbors, volunteers and fire department representatives interacted and celebrated the successful event. Funds from the award were used to promote the event, provide safety gear, refreshments and lunch for participants and volunteers. Promotional efforts included door-to-door distribution of an event flyer and copy of the *Living With Fire Program's* publication, [Fire Adapted Communities - The Next Step in Wildfire Preparedness](#) to homeowners at all 230 homes in the community.



*Homeowners, CERT volunteers and fire department representatives worked together as a community.*

The Washoe Tribe held an Earth Day event on May 6 at their Stewart Indian Colony facilities. Representatives from the Bureau of Land Management (BLM)-Carson District, and U.S. Forest Service (USFS)-Humboldt Toiyabe National Forest, along with others were on hand to provide wildfire awareness and fire prevention information to participants.



*Information booths were on hand for the community event at the Stewart Indian Colony.*

A Wildfire Awareness Day was held at the Nevada Legislature on May 8. A multi-agency information booth in the front foyer provided the opportunity for 330 legislators, staff, and members of the general public to receive educational materials and to talk one-on-one with agency representatives from BLM, Nevada Division of Forestry, and USFS, along with representatives of University of Nevada Cooperative Extension's *Living With Fire Program*. During the floor sessions of both the Senate and Assembly, several community leaders and agency representatives sat with their Senator or Assembly person, and were introduced and recognized for their efforts.



*Assemblywoman Tolles welcomed and recognized community and agency representatives during the opening floor session.*



*A multi-agency information booth was provided in the front foyer of the Nevada State Legislature Building during the Wildfire Awareness Day event.*

Governor Sandoval held his 2017 Fire Season Briefing on May 23. During this briefing, Ed Smith, Cooperative Extension's Natural Resource Specialist and *Living With Fire Program* Co-manager, provided a wildfire awareness presentation to the Governor along with 40 federal, state and local fire professionals and others in attendance. Representatives from the Air National Guard; Federal and State agencies; local firefighting entities; National Weather Service-Reno; and University of Nevada, Reno also gave presentations during the briefing. Following the briefing, Governor Sandoval signed the Multi-state Proclamation declaring May as Wildfire Awareness Month in each of the eight participating states.



## Clark County



The Bureau of Land Management (BLM)-Southern District collaborated with the Las Vegas 51s Minor League Baseball Team to sponsor wildfire awareness outreach during 13 home games in May. More than 73,000 participants at those games had the opportunity to receive free educational material on fire prevention, wildfire awareness and preparedness, and other helpful tips and information.

Clark County Fire Department's Logandale Volunteer Fire Rescue held an open house at Station 73 on May 5. The station was open to community members to meet and greet their local firefighters and representatives from other emergency resources, personnel and others. Attendees could climb on fire engines, explore helicopters, ambulances, police and park ranger vehicles as well as meet Smokey Bear. Participants included Air Methods Advantage, BLM, Community Emergency Response Team volunteers, Mercy Air, Mesa View Home Health and Hospice and University of Nevada Cooperative Extension's *Living With Fire Program*. Organizers carefully planned the event to coincide with the popular Bowler May Day Festival taking place nearby that evening, giving community members the opportunity to take advantage of both events and enjoy hot dogs and refreshments at the open house before the Festival.



*Participants could explore vehicles and fire engines outside and visit with various informational tables inside the fire station during the Logandale open house.*

The Mt. Charleston Fire Protection District, community volunteers, BLM, Metro Volunteer Police and others worked together to conduct their annual Pine Needle Clean-Up Day event on June 3. More than 200 residents and volunteers filled four dumpsters donated by Republic Services with pine needles, cones and other hazardous wildfire fuels. They collected 160 cubic yards of debris, significantly helping to reduce the wildfire threat to this community. Participants celebrated the successful event with a BBQ, thanks to donation from the Mt. Charleston Volunteer Fire Department and Mt. Charleston Resort and Lodge. Special acknowledgment to community leaders Liz Clagget, Ron Clagget, and Ron Padden for their outstanding efforts on this event.

## Douglas County



Ann Grant, community leader of the Skyland Fire Adapted Community, applied for and received one of the 150 project funding awards from State Farm Insurance and the National Fire Protection Association. The funds were used to hold a collaborative wildfire awareness and education day on May 6 at the Zephyr Cove Post Office, where everyone in the area receives their mail. Other community partners included the Tahoe Douglas Fire Protection District,

U.S. Forest Service (USFS)-Lake Tahoe Basin Management Unit, Mountain Resort Television Tahoe, Tahoe Resource Conservation District and Tahoe Network of Fire Adapted Communities. Unfortunately, inclement weather helped to limit the number of participants to 31. However, those in attendance appreciated the information and opportunity to talk one-on-one with the experts on hand. Also, the event was featured on an episode of Mountain Resort Television Tahoe, expanding the message into the homes of locals and visitors to the area.



*A collection of photos from the event held at the Zephyr Cove Post Office as part of Wildfire Community Preparedness Day.*



*The Care Flight helicopter and Smokey Bear were favorites among the event's participants.*

The Douglas County Community Emergency Response Team (CERT) organized a Safety Day Event on May 13, at Lampe Park in Gardnerville. The CERT display provided FEMA preparedness information and other equipment that would help families survive an emergency if they had no assistance from first responders. CERT also brought their firefighter rehabilitation trailer, which is used when firefighters are battling a fire, along with the *Living With Fire Program's* Ember House Youth Activity. Other agencies who participated include East Fork Fire Protection District, Tahoe Douglas Bomb Squad with Gunner the explosives canine, USFS with Smokey Bear, Bureau of Land Management-Carson City District, Nevada Division of Forestry (NDF), Care Flight who landed in the nearby ballfield to kick off the event, Douglas County Flood Control, Southwest Gas, NV Energy, Douglas County Sheriff K-9 Unit and Motorcycle Patrol, Siera Ham Radio Operators and Douglas County Mounted Posse. Seratoma also participated and provided food for attendees.

Participants received a card that needed to be signed off by each of the 16 displays. Completed cards were drawn as an hourly raffle for good plant choices from the NDF Nursery. More than 125 adults and children received preparedness information during the event, encouraging them to take action to be prepared in advance of an emergency. Promotional efforts included flyers (shown below) distributed in various locations, a message displayed on digital signs at the COD Casino in Gardnerville and Casino Fandango in Carson City, and sandwich boards printed courtesy of Casino Fandango and posted on the main roads leading to the park the day of the event.



*A local resident brought his restored 1950s-era ladder truck to proudly display the flag during the event.*



*CERT volunteers staffed the information booth during the event (shown above), as well as the Living With Fire Program's Ember House Youth Activity (shown left).*

The USFS held a Campfire Safety Event at Douglas County School District's Jacks Valley Elementary School. They reached more than 500 students and their teachers.

## Elko County

The City of Elko Fire Department and Elko County Fire Protection District held their 1st Annual Spring Creek Wildfire Awareness Safety event at the fire station. Others represented at the event who provided preparedness and prevention information included the American Red Cross, Bureau of Land Management (BLM)-Elko District, Elko County Ambulance, NV Energy, Reach Medical Helicopter, State Fire DC Specialties, U. S. Forest Service (USFS), and Wells Propane. A local State Farm Insurance office donated hot dogs and water for participants to enjoy. Approximately 125 people from the community participated in the event.



*A variety of displays and informational booths (shown above and left) were provided at the Spring Creek event to help residents prepare for wildfire and other emergencies.*

An Environmental Education Week was held at the Elko Fair Grounds mid-May. Collaborators included the BLM, Nevada Division of Forestry, Nevada Department of Wildlife, and the National Weather Service - Elko. Participants received information on a variety of environmental concerns, including wildfire awareness and preparedness tips. The number of participants was not counted during the event.



Local firefighting partners of the Northeastern Nevada Fire Prevention Group participated in an Elko Touch-A-Truck event on May 27, reaching more than 800 participants. Partners included representatives from BLM, City of Elko Fire Department, Nevada Division of Forestry, and USFS. While children enjoyed exploring the many fire engines, brush trucks and other emergency services vehicles, adults had the opportunity to talk one-on-one with their local firefighters and other representatives in attendance.

## Eureka County

The Eureka County Department of Natural Resources (DNR) and Eureka County Firewise Communities coordinated and conducted a Safety Fair and Poster Contest at Eureka Elementary School. The effort began with school presentations teaching the three elements of this year's theme to 141 students in April. They received information to take home, including *Living With Fire Program* publications on evacuation preparation and flyers about upcoming events. The students were also given information about the Poster Contest, which was to best depict the theme. Winners were announced during the May 5 community event.



*The winning posters were displayed during the May 5 event in Eureka.*



*Smokey Bear enjoyed a ride in his balloon during the Crescent Valley event.*

A Smokey Bear Hot-Air Balloon Event was planned for Eureka on May 3. High wind conditions, however, prevented the balloon from being inflated. It was successfully launched in Crescent Valley early on May 5 and provided rides to 75 residents and volunteers.

The Eureka County DNR and Eureka/Diamond Valley Firewise Community held their annual Eureka County Firewise Community Day on May 5 at the Eureka Fairgrounds. More than 200 participants interacted with volunteers, agency representatives, Future Farmers of America (FFA) youth from Diamond Valley and others about ways to prepare for wildfire, anticipate wildfire conditions, and evacuate quickly and safely in the event of a wildfire. Exhibits and activities were provided by the Bureau of Land Management (BLM)-Battle Mountain District, Eureka County Emergency

Medical Services, Eureka County Sheriff's Office, Eureka County 4-H, Nevada Division of Forestry (NDF), Elko Mining Group - Ruby Hill Mine LLC, University of Nevada Cooperative Extension's *Living With Fire Program* and the U.S. Forest Service (USFS)-Austin Ranger District. The FFA students provided free fire-resistant plants and assisted at all booths and kid's activities, including the *Living With Fire Program's* Ember House Youth Activity. Everyone who visited the exhibits received a t-shirt imprinted with this year's message and were invited to enjoy a free barbecue lunch prepared by the Eureka Lions Club. The event concluded with a free raffle drawing of donated prizes and announcement of the winners of the Poster Contest.

Promotional efforts included a flyer distributed with the Plain Talk Newsletter; direct mailing to 621 residences of the event flyer, followed by a second mailing of a promotional postcard; a message about the event posted on the Eureka County Fairgrounds sign throughout April and early May; and posters and banners displayed throughout the community and the firehouse in Eureka.



*Participants at the Eureka event could visit with many of the agency and county representatives in attendance. The Friends of Smokey Bear trailer is visible in the background.*



*Donated raffle prizes included weed killer and spray applicators to help homeowners create defensible space on their property and prepare for wildfire.*



*A message on the Eureka Fairground sign along with awareness banners helped to promote the May 5 event.*

The Eureka County DNR and Eureka County Firewise Communities coordinated and conducted a Safety Fair and Poster Contest at Crescent Valley Elementary School. The effort began with school presentations teaching the three elements of this year's theme to 50 students in April. They received information to take home, including *Living With Fire Program* publications on evacuation preparation and flyers about upcoming events. The students were also given information about the poster contest, which was to best depict the theme. Winners were announced during the May 6 community event.



*A display of the many raffle prizes given away to participants.*

The Eureka County DNR and Crescent Valley/Beowawe Firewise Community coordinated the Crescent Valley/Beowawe Firewise Community Day, held at the Crescent Valley Fairgrounds on May 6. Approximately 115 participants visited the various exhibits, engines and youth activities during the event. Exhibits, engines and activities were provided by representatives from Barrick-Cortez Mine, BLM-Winnemucca District, Crescent Valley Volunteer Fire Department, Eureka County Sheriff's Office, Eureka County 4-H, FFA students and Cooperative Extension. Smokey Bear was on hand to visit and take photos. Everyone was invited to enjoy a free barbecue lunch prepared by the Crescent Valley Golden Oldies. The event concluded with a free raffle drawing of donated prizes and an announcement of the winners of the Poster Contest. Promotional efforts included a flyer distributed with the Plain Talk Newsletter; direct mailing to 340 residences of the event flyer, followed by a second mailing of a promotional postcard; and posters and banners displayed throughout the community.



*There were plenty of opportunities to explore engines and other equipment during the event.*

## **Humboldt County**

The Bureau of Land Management (BLM)-Winnemucca District, Fire and Helitack from the Nevada Division of Forestry (NDF), and Winnemucca Rural Fire Department participated in the Grass Valley Fire Education Day on May 17. The number of participants was not reported.

Representatives from BLM and NDF also participated in the Humboldt County Ecology Fair held mid-May at the Community Garden in Winnemucca. More than 260 area students participated in this educational event.

---

## **Lander County**

The Bureau of Land Management (BLM)-Desert Basin Zone gave three presentations to local children on fire prevention and wildfire preparedness in partnership with the Lander County School District and Battle Mountain Day Care. They reached more than 550 students in the Battle Mountain area with their presentations.

On May 18, BLM also conducted their annual Mill Creek Environment Day event. This annual event has been taking place for more than 25 years, reaching approximately 50 students with a variety of hand-on activities addressing fire safety, plants, wildlife and other topics.

---

## **Lincoln County**

The Caliente Volunteer Fire Department hosted a Fire Station Open House with the assistance of the Bureau of Land Management-Ely District on May 6. As part of the event, participants could leave any yard waste at the street and the city's waste management service would pick it up outside of their normal schedule. Participants were required to sign up for this service in advance. Both of these activities were promoted in advance by the City of Caliente via social media, and flyers were distributed during the City Council meeting on April 20. There were approximately 20 participants at the Open House and only a few homeowners took advantage of the free pick-up of their yard waste.

The Lincoln County Fire Protection District was instrumental in obtaining a proclamation from the County in support of Nevada Wildfire Awareness Month, as well as securing permission to post our message graphic on the Panaca Market's digital sign.



## Lyon County



*A wildfire awareness display in the Smith Library included Living With Fire Program publications and an evacuation instruction bandana.*

A wildfire awareness and information display was set up throughout May in the main area of the Smith Library, courtesy of the Smith Valley Conservation District. This community is a small, rural ranching community, with the library often serving as a gathering spot. They estimate 850 local residents visited the library during the month.



*The Ember House Youth Activity was at the North Lyon County event in Fernley.*

The North Lyon County Fire Protection District sponsored a wildfire planning meeting at the fire station in Fernley on May 1. There were 12 participants who received training from the Fire Protection District's Community Emergency Response Team on the wildfire awareness topics of how to prepare for wildfire, anticipate wildfire conditions, and evacuate quickly when asked.

The Mound House Advisory Board held a fire safety meeting on May 2, which included presentations by the North Lyon County Fire Protection District and University of Nevada Cooperative Extension. There were 31 residents in attendance.

The Smith Valley Fire Protection District held their Seventh Annual Fire Station Open House on May 13. Supported by the Bureau of Land Management-Carson City District, Smith Valley Conservation District and U.S. Forest Service, 20 participants met with volunteer firefighters and received free educational materials to help them prepare their home for wildfire.

The Nevada Division of Forestry and Smith Valley Conservation District conducted a field tour on May 16 to review progress and results of ongoing fuels reduction projects. There were 20 participants on the tour.

## Nye County

The U. S. Forest Service (USFS)-Tonopah Ranger District provided wildfire awareness and fire prevention information during the Jim Butler Days event on May 27. They also transported Smokey Bear during the parade. The annual event celebrates the founder of Tonopah and honors the town's historic past. With many activities taking place throughout the day, including the parade and mining competition, the USFS estimated interacting with 300 people.

## Storey County

Peas & Carrots Child Care conducted their annual "Children's Day on the Comstock, with over 200 participant at the Virginia City event. Fire prevention information was provided by the Storey County Fire Protection District (FPD) and wildfire awareness and preparedness information was provided by University of Nevada Cooperative Extension's *Living With Fire Program* and their Ember House Youth Activity. Additional support for the event was provided by CASA, Storey County and others.

Storey County FPD organized two ember awareness days for elementary schools in their district. The first was held at Hillside Elementary School on May 17 with assistance from Cooperative Extension. Approximately 50 students and their teachers participated by listening to a presentation in the multipurpose room, followed by the *Living With Fire Program's* interactive Ember House Youth Activity. Students learned fire prevention and wildfire awareness tips to reduce the risk of home ignition from embers during a wildfire.



*Children learned to be ember aware during a school presentation and activity at Hillside Elementary School.*

The second event at Hugh Gallagher Elementary School reached 140 students and their teachers. It was encouraging to see that many of the students were familiar with the activity and remembered much of the information from prior years. Some even participated in the presentations and we hope they brought the message home to their parents.



*The Ember House Youth Activity at Hugh Gallagher Elementary School.*

## Washoe County

A wildfire awareness presentation was given by Ed Smith, University of Nevada Cooperative Extension's natural resource specialist, during the Media Training Day held on May 3. Participants learned about the many *Living With Fire Program* resources they might find helpful during a wildfire incident, such as the evacuation recommendations located on the website. A total of 35 representatives from the media participated in the event, which was organized by North Lake Tahoe Fire Protection District with support from the Sierra Front Wildfire Cooperators.



Cathy Glathar with the Palomino Valley Auxiliary Fire Department (PVAFD) applied for and received one of the 150 project funding awards from State Farm Insurance and the National Fire Protection Association (NFPA). A community event was held on May 6 at the Truckee Meadows Fire Protection District's (TMFPD) volunteer fire station. Dale Hildebrandt, arborist, fire mitigation and rehab specialist and Silver Lake fire volunteer, gave a Survivable Space Assessment presentation. The residents who attended learned about what to do before, during and after a wildfire with an emphasis on how to prepare their homes and property in ways that will help them survive a wildfire. Attendees took home an assortment of fire safety and emergency preparedness publications, evacuation to-go bags, and bandanas with an evacuation checklist printed on them. Educational materials were provided by the *Living With Fire Program*; *Ready, Set, Go!*; and other programs. Due to the project funding award, six lucky winners received a reflective address number sign installed at their homes by volunteers from the PVAFD.



*Participants received training on how to conduct a survivable space assessment.*

Cooperative Extension and Nevada Division of Forestry (NDF), with additional support from Moana Nursery, held their annual Junk the Junipers event on May 6. The event was conducted at the NDF Eastlake/Washoe Valley location. A total of 80 households participated, bringing in 155 truckloads of ornamental junipers and other hazardous wildfire fuels they had removed from their property for free disposal. Participants received a coupon from Moana Nursery, valid for 30 percent off of a good plant choice replacement shrub. NDF crews collected the fuels to be chipped or burned at a later date. Promotional efforts included a flyer that was distributed in the

community and via social media and email by NDF, Cooperative Extension and community partners such as the Washoe Valley Alliance and others. Also, a Facebook Live! post conducted by Cooperative Extension's *Living With Fire Program* received 346 views. This event continues to grow each year with a slight increase in participation over last year.



*Vehicles were lined up well before the 8 a.m. start time for this popular event.*



*The resulting mountain of junipers and other dangerous wildfire fuels collected during the day.*



Community leader Sue Markert applied for and received one of the 150 project funding awards from State Farm Insurance and NFPA. On May 6, the River Mount Park Fire Adapted Community Group held a clean-up/educational day aimed at removing fuels around homes and educating homeowners. The award was used to purchase gloves, trash bags and pre-emergent herbicide. With assistance from Cooperative Extension's *Living With Fire Program*, the group obtained a free, thirty-yard dumpster from Rubbish Runners to dispose of yard waste. Starbucks donated a carafe of coffee, and a resident donated muffins. A representative from NDF was available to give advice and performed five defensible space inspections for homeowners. Homeowners took advantage of the free disposal opportunity and cut down and transported two trailer loads of elm trees to the NDF Junk the Junipers site in Washoe Valley. Educational materials and giveaway items were provided to homeowners by NDF and *Living With Fire Program*. Following the event, residents attended a potluck lunch. Promotional efforts included flyers that were distributed via email and direct mail to homeowners in this community.

Rubbish Runners to dispose of yard waste. Starbucks donated a carafe of coffee, and a resident donated muffins. A representative from NDF was available to give advice and performed five defensible space inspections for homeowners. Homeowners took advantage of the free disposal opportunity and cut down and transported two trailer loads of elm trees to the NDF Junk the Junipers site in Washoe Valley. Educational materials and giveaway items were provided to homeowners by NDF and *Living With Fire Program*. Following the event, residents attended a potluck lunch. Promotional efforts included flyers that were distributed via email and direct mail to homeowners in this community.



*Residence of River Mount Park discuss plans for the event.*



*An NDF representative conducts a defensible space inspection during the community event.*



*Ed Smith presented to the Washoe County department heads during the Open House.*

A representative from the *Living With Fire Program* gave a wildfire awareness presentation to Washoe County's department heads during the Cooperative Extension's Open House event on May 10. During the open house, more than 100 county and University of Nevada, Reno (UNR) employees visited the many displays and learned about the variety of available programs and services.

The Washoe Valley Alliance community group organized their 4th Annual Celebrate Washoe Valley event on May 13 at Washoe Lake State Park. Collaborators at the event provided displays of information and services and included the Bureau of Land Management (BLM)-Carson District, NDF, Cooperative Extension's Master Gardener Program and *Living With Fire Program*, and many others. More than 350 people attended the event throughout the day.



*The Celebrate Washoe Valley event brought the community together, and provided education and fun at the same time.*

The Northern Nevada Wildfire Awareness Multi-hour Trail Run event was held on May 13 at Bartley Ranch Regional Park. It was hosted by Cooperative Extension's *Living With Fire Program* in partnership with BLM-Nevada State Office and Desert Sky Adventures. A total of 149 runners competed in either the one, three or six hour category to see how many laps around the one-mile flat, dirt trail loop they could complete in the chosen amount of time. There were solo runners as well as teams in each category. Funding for race management was provided by a Community



*Smokey Bear started the race for the 3-hour runners.*

Assistance Agreement from BLM-Nevada State office in cooperation with Cooperative Extension's *Living With Fire Program*. Desert Sky's proceeds from participant fees totaled more than \$4,400 and were donated to the Wildland Firefighter Foundation. Additional contributions included breakfast burritos, evacuation to-go bags and race t-shirts funded by a Good Neighbor Citizenship Grant from State Farm Insurance, and adult refreshments courtesy of the Brewer's Cabinet. Additional sponsors included Eclipse Running, Eclipse Pizza, Fizio, and Super Burrito.

In addition to the runners, approximately 150 others came out to cheer them on and participate in the Wildfire Awareness and Fire Prevention Treasure Hunt, coordinated by the U. S. Forest Service (USFS)-Humboldt Toiyabe National Forest. Participants completed their scavenger hunt card by visiting with each of the program partners' display or activity, which included engines from BLM, NDF, and TMFPD, prevention trailers from the Nevada State Fire Marshal and USFS, and tables of information from Washoe County Regional Animal Services and Cooperative Extension's *Living With Fire* and Radon Programs. Completed cards could be turned in for a collapsible water bottle, courtesy of BLM. Washoe County Sheriff's Office CERT volunteers assisted with parking and traffic control throughout the event.



*BLM crews showed children how to work the hose nozzles during the race event.*



*A TMFPD firefighter answered questions from a curious boy.*

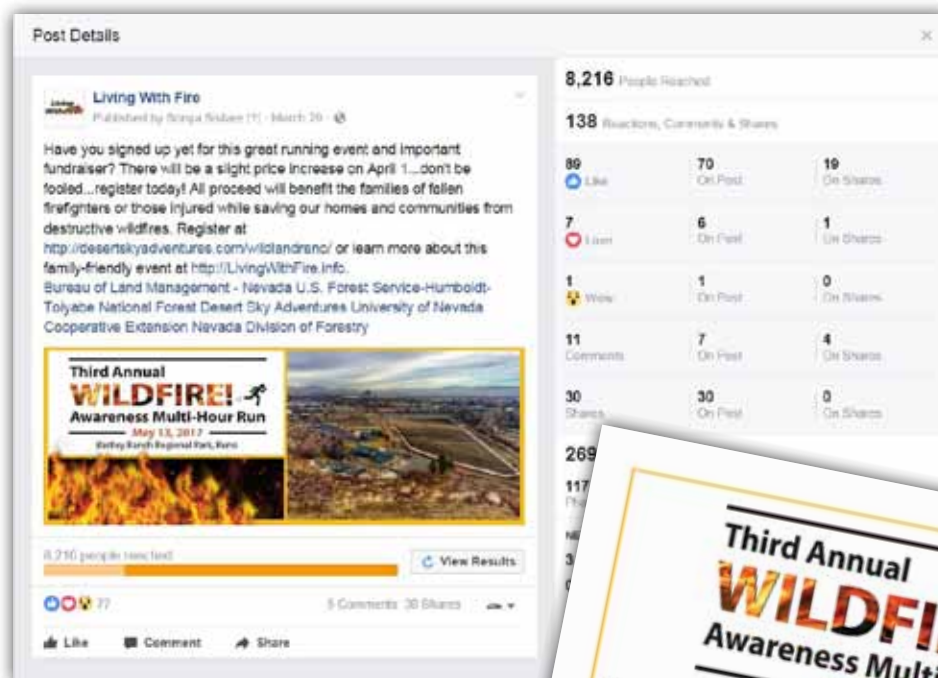


*Children learned fire prevention tips at the prevention trailers from both the State Fire Marshal Division and USFS.*



*Washoe County Regional Animal Services provided information on how to prepare for animal evacuation during emergencies.*

Promotional efforts for the race included flyers and announcements distributed via email and social media, more than 2,000 flyers included in race packets of earlier races that Desert Sky Adventures was involved in, a media release, and two paid ads on Facebook. The first, posted in late January to announce that registration had opened reached 4,196 people, and the follow-up was posted in March and reached 8,216 people. The week before the race, a flyer was also distributed to all of the students at Huffaker Elementary School located adjacent to the park, to encourage participation in the “Treasure Hunt” activity. The race event was also posted at the park entrance sign as a coming event. Samples of the promotional efforts are shown below.



Cooperative Extension's *Living With Fire Program* held a community event for 68 residents in Washoe Valley at the Toiyabe Golf Club on May 18. Many of them were affected by recent wildfires in the area. The presentations included: wildfire experience and lessons learned during the Little Valley Fire from West Washoe Valley resident Mel Holland; tips for safe evacuation from TMFPD's Denise Reynolds; the importance of reviewing and understanding homeowners' insurance policies from the Nevada Division of Insurance's Rajat Jain; an update on ongoing fuels reduction projects from NDF's Anna Higgins; and an update on the Little Valley Fire post-fire rehabilitation from Washoe County's Cheryl Surface. Dr. Aaron Kenneston, Washoe County Emergency Management and Homeland Security, was on hand to answer questions many residents had about issues with the emergency notification system and other concerns identified during recent emergencies. Everyone enjoyed appetizers and refreshments funded by a Good Neighbor Citizenship Grant from State Farm Insurance. Promotional efforts included a post card mailing, flyer distribution at earlier events and throughout the community, email notification, and via social media.



*Participants received information about evacuation preparation.*



*Rajat Jain answered many questions regarding homeowner insurance from concerned residents at the event.*



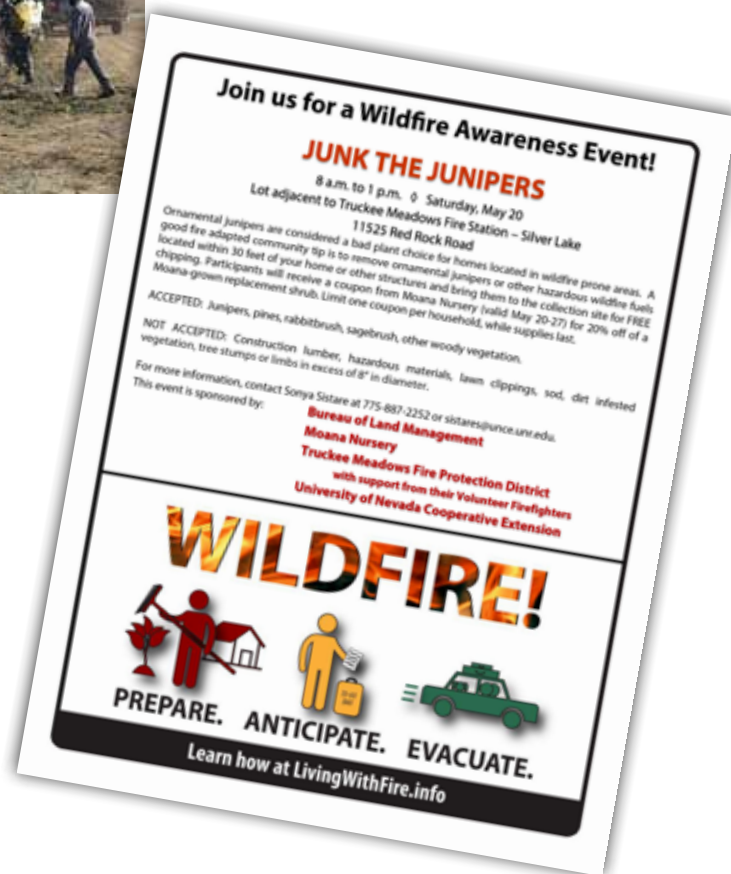
The Silver Lake Volunteer Fire Department Inc., in cooperation with BLM-Carson City District, TMFPD, Cooperative Extension, and Moana Nursery, collaborated on their annual Junk the Junipers event on May 21. The event was held in the lot adjacent to TMFPD’s Silver Lake Fire Station. A total of 49 households participated, bringing in 103 truckloads of ornamental junipers and other hazardous wildfire fuels they had removed from their property for free disposal. Participants received a coupon from Moana Nursery valid for 30 percent off of a good plant choice replacement shrub. BLM crews collected and chipped the brush during the event, leaving the chipped materials on site for residence to use. Cooperative Extension and volunteer fire department representatives staffed the event, distributing *Living With Fire Program* publications as participants exited the area. This event has grown since last year with a slight increase in participation over last year.



A community volunteer helped greet participants and distributed *Living With Fire Program* materials and evacuation instruction bandanas.



BLM crews chipped the materials on site.



A promotional flyer was distributed throughout the community and via social media by event sponsors.

The communities of St. James's Village and Galena Forest collaborated to hold a Fire & Emergency Preparedness Training on May 20. A series of presentations were given to 30 participants at the TMFPD's ArrowCreek Fire Station. The presentations included: wildfire experience and lessons learned during the Little Valley Fire from West Washoe Valley resident Mel Holland; preparedness tips from Cooperative Extension's Dr. Elwood Miller; an update on current and future fuels reduction projects from the USFS's Anna Belle Monti; effective evacuation during a wildfire from TMFPD's Amy Ray; and details about the Code Red emergency notification system from Washoe County Emergency Management and Homeland Security's Dr. Aaron Kenneston.



*Homeowner affected by the Little Valley Fire shares his lessons learned.*



*Adults and children alike enjoyed the Ember House Youth Activity while learning about the dangers of embers during a wildfire.*

The ArrowCreek Home Owners Association (HOA) Fuels Management and Fire Safety Committee held their first Wildfire Awareness Event on May 21 at the Club at ArrowCreek. ArrowCreek recently updated their Community Wildfire Protection Plan and became a member community of the Nevada Network of Fire Adapted Communities. They also have an ongoing fuels reduction project in place and used this event to celebrate their successes and increase community awareness on how to prepare for wildfire and possible evacuation. Community partners included Cooperative Extension, NDF, TMFPD, and USFS, who all brought a variety of engines, information, Ember House Youth Activity, and Smokey Bear. Community members were encouraged to visit with each of the booths in order to enter the raffle drawing for great prizes donated from local businesses and others. The HOA also provided a delicious BBQ lunch for all participants.



*Smokey enjoyed participating in the Reno Rodeo Reading Roundup event at Washoe County schools.*

BLM-Carson City District partnered with the Reno Rodeo Association and Reno Rodeo Foundation to participate in Reno Rodeo Reading Roundup assemblies held at 14 at-risk Title I elementary schools located in Washoe County during May. The Reno Rodeo Reading Roundup is a literacy program for first grade students that focuses on their version of the three R's – Reading, Rodeo, and Responsibility. During the assemblies, representatives from BLM provided instructions on fire prevention, campfire safety, and the story of Smokey Bear. They explained that May is Nevada Wildfire Awareness Month

and invited students and their families to participate in local events. A total of 1,290 students participated this year, all received a “high five” or hug from Smokey Bear along with a Smokey Bear goodie bag.

Other events in Washoe County included: an NDF wildfire awareness booth at the UNR Autism Run reaching more than 500 participants, a wildfire awareness presentation by Cooperative Extension to the Nevada Real Estate Inspectors Association, a TMFPD wildfire awareness and prevention booth at the Senior Safety Fair, and a wildfire preparedness presentation by Cooperative Extension to 25 residents at the Canyon Pines HOA meeting.

---

## White Pine County

The U.S. Forest Service-Ely District provided wildfire awareness, prevention and preparedness information to participants at the Open Road Silver State Classic in Ely on May 20. With assistance from the Ely Lions Club, they reach approximately 135 participants during the event.

## Proclamations and Resolutions

County proclamations or resolutions were issued by all of Nevada's 17 counties. A representative from the Nevada Wildfire Awareness Month (NWAM) planning group or local fire participated whenever possible to accept the document and deliver a brief overview of the message and purpose of NWAM. Partners on this effort included the Bureau of Land Management-Desert Basin Zone, Carson City Fire Department, Clark County Fire Department, East Fork Fire Protection District, Eureka Department of Natural Resources, Lincoln County Fire Protection District, North Lyon County Fire Protection District, Storey County Fire Protection District, Truckee Meadows Fire Protection District, and University of Nevada Cooperative Extension.

Local efforts included a proclamation from North Lyon County Fire Protection District and one from Smith Valley Fire Protection District.

Additional local efforts included resolutions issued by the City of Caliente, in response to the efforts of the Caliente Volunteer Fire Department; and the City of Fernley, in response to the efforts of the North Lyon County Fire Protection District.

The Nevada League of Cities & Municipalities issued a resolution in support of NWAM.

For the ninth year in a row, a multi-state proclamation was issued proclaiming May as Wildfire Awareness Month. This collaborative effort included California, Idaho, Montana, Nevada, Oregon, South Dakota, Utah and Washington. Collaborating entities included the Governors of each state; Idaho Firewise; Keep Montana Green; Keep Oregon Green Association; Nevada Department of Conservation and Natural Resources; Nevada Division of Forestry; South Dakota Wildland Fire Division; University of Nevada Cooperative Extension; Utah Division of Forestry, Fire and State Lands; and Washington Department of Natural Resources, Urban & Community Forestry Wildfire Division.



*The Carson City Board of Supervisors signed and presented a resolution to representatives from Carson City Fire Department and Cooperative Extension during their May meeting.*



Representatives from collaborating agencies participated in the Clark County Commissioners Meeting to accept the proclamation.



The Board of Churchill County Commissioners present a proclamation to Ed Smith.



Cooperative Extension and East Fork Fire Protection District collaborated to request and accept a proclamation from Douglas County Board of County Commissioners.



Cooperative Extension and Storey County Fire Protection District participated in the proclamation presentation.



Members of the Northeastern Nevada Fire Prevention Group accepted a proclamation from the Elko County Board of Commissioners.



Jamie Roice-Gomes participated in the North Lyon County Fire Protection District Board presentation of a proclamation.

# PROCLAMATION

## OFFICES OF THE GOVERNORS

**WHEREAS:** Wildfires increasingly pose a threat to homes and communities throughout the West as more people move into the wildland areas of our states. Most of these fires are human caused.

**WHEREAS:** This unprecedented growth of the wildland-urban interface has elevated the need for wildfire prevention and preparedness at both the community and individual homeowner levels.

**WHEREAS:** A long-term climate trend and the build-up of forest fuels have further increased the wildfire risk. These factors, coupled with the expansion of the wildland-urban interface, are challenging efforts to protect citizens, property and our natural resources.

**WHEREAS:** Wildfires are an essential ecosystem process which cannot be excluded from our landscapes. Therefore coordinated education concerning how, when, and why wildfires burn, as well as collaborative efforts to increase survivability of homes and property are paramount in co-existing in a fire environment.

**WHEREAS:** The local, state and federal wildfire agencies of California, Idaho, Montana, Nevada, Oregon, South Dakota, Utah, and Washington, in partnership with fire prevention organizations in those states, are working together to increase awareness of wildfires.

**NOW, THEREFORE:** We, Edmund G. Brown, Jr., Governor of the State of California; C.L. "Butch" Otter, Governor of the State of Idaho; Steve Bullock, Governor of the State of Montana; Brian Sandover, Governor of the State of Nevada; Kate Brown, Governor of the State of Oregon; Dennis Daugaard, Governor of the State of South Dakota; Gary Herbert, Governor of the State of Utah; Jay Inslee, Governor of the State of Washington, proclaim the month of May, 2017, as

## WILDFIRE AWARENESS MONTH

in our respective states, and encourage all citizens to use this observance to take steps to better prepare their home and communities for wildfires and work toward becoming a fire adapted community.



WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of California to be affixed. Done at the Capitol in the City of Sacramento in the State of California on this day, April 28, 2017.

*Edmund G. Brown, Jr.*  
Edmund G. Brown, Jr., Governor

*Alex Padilla*  
Alex Padilla, Secretary of State

WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Idaho to be affixed. Done at the Capitol in the City of Boise in the State of Idaho on this day, April 5, 2017.



*C.L. "Butch" Otter*  
C.L. "Butch" Otter, Governor

*Lawrence Denney*  
Lawrence Denney, Secretary of State



WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Montana to be affixed. Done at the Capitol in the City of Helena in the State of Montana on this day, March 24, 2017.

*Steve Bullock*  
Steve Bullock, Governor

*Greg Stangor*  
Greg Stangor, Secretary of State

WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Nevada to be affixed. Done at the Capitol in the City of Carson City in the State of Nevada on this day, May 1, 2017.



*Brian Sandover*  
Brian Sandover, Governor

*Barbara K. Cegavske*  
Barbara Cegavske, Secretary of State



WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Oregon to be affixed. Done at the Capitol in the City of Salem in the State of Oregon on this day, February 3, 2017.

*Kate Brown*  
Kate Brown, Governor

*Dennis Richardson*  
Dennis Richardson, Secretary of State

WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of South Dakota to be affixed. Done at the Capitol in the City of Pierre in the State of South Dakota on this day, April 10, 2017.



*Dennis Daugaard*  
Dennis Daugaard, Governor

*Shantal Krebs*  
Shantal Krebs, Secretary of State



WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Utah to be affixed. Done at the Capitol in the City of Salt Lake City in the State of Utah on this day, March 6, 2017.

*Gary Herbert*  
Gary Herbert, Governor

*Stephen J. Cox*  
Stephen J. Cox, Lieutenant Governor

WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Washington to be affixed. Done at the Capitol in the City of Olympia in the State of Washington on this day, April 10, 2017.

*Jay Inslee*  
Jay Inslee, Governor

*Hilary S. Franz*  
Hilary S. Franz, Commissioner of Public Lands



This year marks the ninth multi-state proclamation effort. It demonstrates a unified front across the western region to promote wildfire awareness in May.

## Statewide Promotional Efforts

### Display Ads

“Nevada Magazine”, a division of the Nevada Commission on Tourism, sponsored a half-page ad in their May/June edition. The 80 page magazine has a statewide distribution/circulation of 20,000. They also included a half-page ad in the May/June edition of Nevada Events & Shows, which also has a statewide distribution/circulation of 20,000, mainly targeting tourists to the state. A sample of the magazine and page are shown at right.



The Nevada Cattlemen’s Association sponsored ads in “Sage Signals”, their official magazine. They included a half-page ad in both the April and May editions. They also featured a wildfire awareness article provided by University of Nevada Cooperative Extension, in the May edition. Their circulation of printed copies is 600 with free access to the magazine on their website.




“The Progressive Rancher” featured a half-page ad in the May/June edition, which was sponsored by The Northeastern Nevada Fire Prevention Group. The magazine is circulated to more than 6,000 and allows for free access to the publication on their website. A sample of the magazine and page are shown at left.

## Giveaway Item

The promotional item was adapted from the *Living With Fire Program's* popular evacuation instruction bandana. It was redesigned into a checklist format, highlighting the "Evacuate" part of this year's message. A total of 1,500 yellow, 22-inch square bandanas were purchased using funds provided by a Community Assistance Agreement from the Bureau of Land Management (BLM)-Nevada State Office in cooperation with Cooperative Extension's *Living With Fire Program*. An additional supply of 250 bandanas were purchased by the Eureka Firewise Communities for their local events, and 275 were purchased by the BLM-Southern District for their Las Vegas 51'S Baseball promotion for a total of 2,025 bandanas. Forty bandanas per Nevada Wildfire Awareness Month (NWAM) event were provided upon request for use statewide. A total of 1,283 of the bandanas were distributed during NWAM events in 8 counties: Carson City, Clark, Douglas, Eureka, Lyon, Mineral, Storey and Washoe.

# WILDFIRE!

PREPARE. ANTICIPATE. EVACUATE. 

**WHAT TO WEAR:**

- Wear only cotton or wool clothes, including long pants, long-sleeved shirt or jacket, a hat, and boots.
- Carry gloves, a handkerchief to cover your face, water to drink, and goggles.
- Keep your cell phone, a flashlight, and portable radio with you at all times.
- Tune in to a local radio station and listen for instructions.

**TO-GO BAG ESSENTIALS:**

- Important documents (bank, IRS, trust, investment, insurance policy, birth certificates, medical records).
- ATM, credit and debit cards.
- Medications.
- Prescription glasses.
- Driver's license.
- Passport.
- Computer backup files.
- Inventory of home contents (consider making a video inventory now, prior to an emergency).
- Photographs of the exterior of the house and landscape.
- Address book.
- Cell phone charger.
- Personal toiletries.
- Enough clothing for 3-5 days.
- Family heirlooms, photo albums and videos.

**PREPARE VEHICLE:**

- If you can lift your garage door manually, place vehicle in the garage pointing out with the keys in the ignition and disconnect the electric garage door opener. If not, park in your driveway facing out.
- Roll up the car windows.
- Close the garage door, but leave it unlocked.
- Place essential items in the car.
- If you do not drive, make other arrangements for transportation in advance.

**PREPARE FAMILY MEMBERS, PETS, AND LIVESTOCK:**

- If possible, evacuate all family members not essential to preparing the house for wildfire.
- Plan several evacuation routes from your home.
- Designate a safe meeting place and contact person.
- Relay your plans to a contact person.
- Evacuate pets and livestock whenever possible and never turn the animals loose.
- Notify your local Humane Society or other organizations for assistance with animals if needed.
- Be aware of your emergency notification system such as reverse 911.


**INSIDE THE HOME:**

- Close all interior doors.
- Leave a light on in each room.
- Remove lightweight, non-fire-resistant curtains and other combustible materials from around windows.
- Close fire-resistant drapes, shutters, and blinds.
- Turn off all pilot lights.
- Move overstuffed furniture, such as couches and easy chairs, to the center of the room.
- Close fireplace damper.
- Close or block off any doggie-doors.

**OUTSIDE THE HOME:**


- Place combustible patio furniture in the house or garage.
- Shut off propane at the tank or natural gas at the meter.
- Close all exterior vents, doors, and windows.
- Prop a noncombustible ladder against the house to provide firefighters with easy access to the roof.
- Make sure that all garden hoses are connected to faucets and attach nozzles set on "spray".
- Leave exterior doors and gates unlocked.
- Turn on outside lights.
- If available and if there's time, cover windows, attic openings, and vents with plywood that is at least one-half inch thick.
- Fill trash cans and buckets with water and place where firefighters can find them.

**Be prepared! It will likely be dark, smoky, windy, and hot. There may be airborne burning embers, no power or telephone, and poor water pressure. Remember, there is nothing you own worth your life! Please evacuate immediately when asked.**



University of Nevada  
Cooperative Extension

This bandana was made possible with funding from a Community Assistance Agreement with the Bureau of Land Management – Nevada State Office in cooperation with University of Nevada Cooperative Extension. The University of Nevada, Reno is an Equal Employment Opportunity/Affirmative Action employer.



*The bandana served as a fun giveaway item while also providing useful evacuation instructions during a wildfire.*



## Poster

A wildfire awareness poster was developed based on this year's theme, with 3 icons depicting the Prepare, Anticipate, and Evacuate message. A total of 350, 11 by 17-inch posters were printed using funds provided by a Community Assistance Agreement from BLM-Nevada State Office in cooperation with Cooperative Extension's Living With Fire Program, with 324 copies distributed and posted in all counties throughout Nevada. Many of the posters will remain in place throughout the summer.



## Social Media

Social media efforts aggressively promoted events, shared tips on how to prepare for wildfire, anticipate wildfire conditions, and proper evacuation recommendations. Followers were directed to the *Living With Fire Program* website. During the period of April 25 - May 31, a total of 23 NWAM-related posts were featured on the *Living With Fire Program* Facebook page, reaching 13,029 people and gaining 18 new followers (likes). This is due in part to collaboration and sharing by program partners, including the BLM, National Weather Service (NWS)- Reno, Nevada Division of Forestry (NDF), North Lake Tahoe Fire Protection District, Reno Fire Department, Tahoe Douglas Fire Protection District, Truckee Meadows Fire Protection District, U.S. Forest Service (USFS), Cooperative Extension's Master Gardener Program and others. The majority of the 810 followers are located in nine counties (Carson City, Churchill, Clark, Douglas, Elko, Eureka, Lyon, Storey, and Washoe) with additional followers in six other states (Arizona, California, Colorado, Idaho, Oregon, and Texas) and 25 foreign countries.

A post on May 23 featuring Governor Sandovol signing the Multi-state Proclamation during his Wildland Fire Briefing in Carson City received the highest the highest number of organic post views, reaching 1,758 people. A sample of the post is shown at right. A post announcing that it was Wildfire Awareness Day at the Nevada Legislature was also popular, reaching 1,537 people. The third-highest viewed post was one on May 30 about invasive and highly-flammable cheatgrass that was shared by 11 program partners and others, and reached 1,505 people.



Several program partners also conducted social media campaigns in May. NDF included three NWAM-related posts on their Facebook page, and three on Twitter, reaching a total of 3,959 people. The USFS-Humboldt Toiyabe National Forest included 14 NWAM-related posts on their Facebook page as well.



The NWS-Reno partnered with Cooperative Extension on a Facebook Live! post on May 15 to announce the *Living With Fire Program's* recognition as a Weather-Ready Nation Ambassador and it was viewed by 5,786 people. This was followed by a series of posts throughout the week about weather-related fires from the past that reached 70,495 people. A sample of one of those posts is shown at left.



## Local Promotional Efforts

### Banners

Outdoor vinyl banners were designed to coordinate with the poster graphics and a supply of 30 were purchased using grant funds provided by a Community Assistance Agreement from the Bureau of Land Management (BLM)-Nevada State Office in cooperation with University of Nevada Cooperative Extension's *Living With Fire Program*. An additional supply of 30 banners were purchased using funds from the Sierra Front Wildfire Cooperators for distribution to their collaborating partners, and 13 banners were purchased directly by the US Forest Service - Humboldt Toiyabe National Forest for distribution throughout their district. The 8 by 3-foot vinyl banners were displayed near the entrances to many of Nevada's wildland-urban interface communities, at fire stations, on fences, in front of county buildings, or posted during events in the following 12 counties: Carson City, Clark, Douglas, Elko, Eureka, Humboldt, Lander, Lincoln, Nye, Storey, Washoe and White Pine.



*A banner was displayed at the front entrance to Hillside Elementary School in Storey County.*

A 40-foot banner was displayed at the main entrance to the Virginia City Highlands community, located in Storey County, thanks to the efforts of the Storey County Fire Protection District. This community has been rated as having an extreme fire hazard.



*The 40-foot banner was displayed at the entrance to Virginia City Highlands.*

## Billboards

Billboards were created to coordinate with the graphics for this year's campaign. They were posted in three locations during the month. One was a digital bulletin located in Carson City on Highway 50 in a high traffic area west of U.S. 395. Two digital spots (a general message, and one announcing May as Wildfire Awareness Month) were rotated and displayed a total of 53,111 times during the month, 37 percent more than the number of spots guaranteed. Two static billboards were posted in Washoe County: on I-80 west of McCarran Boulevard, that provided 166,404 weekly impressions; and on U.S. 395 south of Stead Boulevard that provided 139,489 weekly impressions. The billboards were posted using funds provided by a Community Assistance Agreement from BLM-Nevada State Office in cooperation with Cooperative Extension's *Living with Fire Program*.



*A static billboard was located on I-80 in Washoe County.*



*A digital billboard was located on Highway 50 in Carson City.*

## Digital Marquees

The digital marquee program continues to be an effective part of NWAM’s promotional efforts. This year, nine casino properties and four non-casino locations participated for a total of 13 digital signs. The casino signs were located in five counties: Bodine’s Casino and Casino Fandango in Carson City, Carson Valley Inn in Douglas County, Red Lion Hotel & Casino in Elko County, Pioneer Crossing-Dayton, Pioneer Crossing-Fernley, and Pioneer Crossing-Yerington in Lyon County, and Bonanza Casino and Nugget Casino Resort in Washoe County. The non-casino digital signs were provided courtesy of Carson City Community Center in response to the efforts of Carson City Fire Department, in front of the main station of the Carson City Fire Department, Panaca Market in response to the efforts of Lincoln County Fire Protection District, and University of Nevada, Reno’s Lawlor Events Center.



*A sample of digital signs that displayed the wildfire awareness message throughout the month.*



## Dynamic Message Signs

The Nevada Department of Transportation – Division II in Northern Nevada participated again this year by featuring the wildfire awareness message on their Dynamic Message Signs located in or near wildland-urban interface communities within their division. These signs are primarily used for “Amber Alerts” and traffic delay messages. The signs utilized for this effort were located in Carson City, Douglas County, and Washoe County and displayed the following messages throughout May: “WILDFIRE / AWARENESS MONTH / GET PREPARED” on the larger signs and “GET PREPARED / FOR / WILDFIRES” on the smaller signs.

## Media

Feature articles and releases submitted to local media for events taking place in their area resulted in five live or recorded interviews airing on two network television stations, one in-studio interview airing on one radio station, at least six articles in five local newspapers or inserts, and many online articles and mentions by various media outlets. This activity helped increase the reach of our message and boosted attendance at local events.

Northern Nevada Real Estate | Friday, May 12, 2017 | 7

### Protect your property and family from wildfire

**I**n an effort to recognize Nevada Wildfire Awareness Month, take time now to begin preparing for this wildfire season which is expected to be an active one due to our very wet winter. It is easier and safer to prepare for wildfire season, than to scramble to react when a wildfire is headed your way.

According to Living with Fire, we all should follow three simple practices: prepare your home to survive wildfire; anticipate and plan for a safe evacuation; and evacuate quickly when asked.

Steps taken now to implement safety measures can help minimize your losses and protect your home and property. Get started with these seven helpful tips:

**Create defensible space:** We have all heard the term “defensible space,” but what does it really mean? Defensible space is the natural and landscaped area around a structure that has been managed and maintained to reduce fire danger. Limiting the amount of flammable vegetation and materials surrounding your property is an important and ongoing task.

**Cover vents and chimney flues:** Vents and flues can create openings for flying embers. Therefore, use metal mesh to cover all vent openings and chimney and stovepipe flues. Do not use fiberglass or plastic mesh because they can melt or burn.

**Keep gutters clean:** Make sure your gutters (and roof) are cleared of leaves, twigs, and pine needles. Clean gutters also help minimize ignition from embers.

**Dedicate space in the garage to fire protection:** Have an area in your garage that is dedicated to fire emergency tools, such as an extinguisher, shovel, rake, bucket and hose.

**Create an easily accessible water supply:** Have multiple garden hoses handy that are long enough to reach all areas around your home and other buildings on your property.

**Follow advice of fire and law officials:** If asked to leave your home, implement practiced evacuation plans to a designated safe meeting place. Rehearse your plans and whereabouts to an out-of-town contact person. And, don't forget to have plans in place for your four-legged family members as well.

In addition to these key fire preparedness tips, be sure your address is clearly visible from the road, and have a fire-safe security box to store important papers and photographs.

While we cannot prevent the wildfire fires that might come our way, we certainly can be prepared for the worst case scenario especially considering the area in which we live.

For information regarding how to best protect your property and family from wildfire, please visit [LivingWithFire.info](http://LivingWithFire.info). And, for additional homeowner tips or to find a licensed real estate professional, please contact the Sierra Nevada Association of REALTORS at 775-885-7200 or [www.snar.org](http://www.snar.org). The Sierra Nevada Association of

REALTORS is the voice of real estate in Carson City and the surrounding areas. They are committed to building better communities throughout the region, and participating in the political process to protect the industry as well as private property rights.

Steve Bohler is President of the Sierra Nevada Association of Realtors. He has been active in the real estate industry for over 40 years in a variety of capacities, including realtor, broker and general contractor. Back in 2008, he opened his own real estate agency, Fusion Pines Realty, in Willington, Nev. Steve is passionate about the community, and brings a wealth of experience and expertise to his position as President of the Association. Feel free to contact Steve at 775-853-2633 or [stevebohler@gmail.com](mailto:stevebohler@gmail.com).

*The Sierra Nevada Association of Realtors featured an article on wildfire preparedness tips in their Northern Nevada Real Estate section of the Reno Gazette Journal.*

Public Service Announcement (PSA) campaigns for radio and television were developed and launched in early May with two television networks and two radio stations. Three specific 15-second messages were developed to expand on this year's theme: Wildfire! Prepare. Anticipate. Evacuate. The *Living With Fire Program's* outreach coordinator, Jamie Roice-Gomes, provided the voice talent for both the radio and television spots. In May, the three television spots were rotated and broadcast on KRNV-News 4 a total of 80 times and on KTVN-Channel 2 a total of 81 times. In addition to the three 15-second radio spots, a 60-second spot was created featuring the overall message and each of the three themes. They were rotated and aired on Cumulus Radio's KKOH-News Talk starting mid-May a combined total of 59 times. The coverage area included parts of 14 counties, with the exception of Clark, Lincoln and White Pine Counties. The campaign was conducted using funds provided by a Community Assistance Agreement from BLM-Nevada State office in cooperation with Cooperative Extension's *Living With Fire Program*. The PSAs will continue to air throughout the summer.

### Events and Activities by County

	Date(s)	Event or Activity	Partner(s)	Direct	# Participants	
				Mail/Dist	Direct	Indirect
<b>Carson City</b>						
1	Jan 24	Article promoting Wildfire Awareness Trail Run event featured in CarsonNow.org	CarsonNow.org			
2	April - May	Posters displayed various locations	BLM-Carson City District, CCFD, Lakeview FAC Network Community, NDEM, NDF, NSFM, USFS, UNCE			
3	May	Banners displayed in communities	BLM - Carson City District, CCFD, USFS			
4	April 15	Door-to-door distribution of community event flyer to Lakeview Community	CCFD, Lakeview FAC Network Community, UNCE	230		
5	April 27	Article promoting Wildfire Awareness events featured on CarsonNow.org website	CarsonNow.org			
6	April 27	Nevada League of Cities and Municipalities Resolution	Nevada League of Cities and Municipalities		20	
7	May	Banner displayed at Carson High School	Carson High School, Nevada Department of Education			
8	May	Message on Casino Fandango marquee	Casino Fandango, Ann Grant, UNCE			
9	May	Message on Carson Community Center marquee	Carson City Community Center, CCFD, UNCE			540,000
10	May	Message on CCFD digital sign	Carson City Fire Department			
11	May	Message on NDOT's DMS	NDOT-District II, UNCE			
12	May	Message on Bodine's Casino marquee	Bodine's Casino, UNCE			
13	May 1	Article about National Prep Day winner events featured in CarsonNow.org website	CarsonNow.org			
14	May - June	Wildfire Awareness Outdoor Digital Ad US Hwy 50 west of Hwy 395	BLM-Nevada State Office, UNCE			
15	May - June	Wildfire Awareness Outdoor Ad Hwy 50 west of US 395	BLM-Nevada State Office, UNCE			
16	May 4	County proclamation issued	Carson City Board of Supervisors, CCFD, UNCE		32	
17	May 6	Lakeview Community Cleanup and Picnic	CCFD, CERT Volunteers, Lakeview FAC Network Community, UNCE		36	
18	May 6	Washoe Tribe Earth Day	BLM - Carson District, USFS, Washoe Tribe		300	
19	May 8	Wildfire Awareness Day in the Legislature	BLM, NDF, UNCE, USFS		330	
20	May 15	Wildfire Awareness article featured in Nevada Appeal	JoAnne Skelly, Nevada Appeal			13,506
21	May 19	Junk the Junipers article featured in Nevada Appeal	Nevada Appeal, UNCE			*
22	May 20	Article about Wildfire Awareness Month message featured on CarsonNow.org website	CarsonNow.org, JoAnne Skelly			

23	May 23	Wildfire awareness presentation at the Governor's 2017 Fire Season Briefing and official signing of the Multistate Proclamation	BLM, DEM, NDF, NOAA, NV Air National Guard, Nevada Fire Chiefs, UNR, USFS, UNCE		40	
<b>Churchill</b>						
24	April-May	Posters displayed	UNCE			
25	May 4	County proclamation issued	Churchill County, UNCE		20	
<b>Clark</b>						
26	April - May	Posters displayed various locations	BLM-Southern District, Clark County FD, Mt. Charleston FPD, NDF, UNCE, USFS			
27	April 21	Feature story on upcoming fire season and wildfire awareness month activities aired on KXNT 840AM - Las Vegas	Clark County Fire Department, KXNT, Mt. Charleston Fire Protection District			
28	April 28	Career on Wheels Day	BLM-Southern District		300	
29	April 29	Touch-A-Truck Fam to Fam Day	BLM-Southern District		300	
30	May	Banners displayed in communities	BLM-Southern District, Mt. Charleston FPD, NDF, UNCE, USFS			
31	May	Fire Awareness Education at 13 Las Vegas 51s Baseball home games	BLM-Southern District		500	73,230
32	May 2	County proclamation issued	BLM-Southern District, Clark County, Clark County FD, Mt. Charleston FPD, USFS, UNCE		50	
33	May 5	Logandale VFD Open House	BLM-Southern District, Mesa View Home Health and Hospice, Moapa Valley CERT Volunteers, Mercy Air, Lake Mead National Park Service, Metro, UNCE		100	
34	May 10	Article about Logandale event featured in the Moapa Valley Progress	Moapa Valley Progress			5,400
35	June 3	Mt. Charleston Pine Needle Clean-Up Event	BLM-Southern District, Community volunteers (Liz Claggett, Tom Claggett, Tom Padden), Friends of Mt. Charleston, Metro Volunteer Police, Mt. Charleston FPD, Mt. Charleston Resort and Lodge, Republic Services		200	
<b>Douglas</b>						
36	April - May	Posters displayed various locations	BLM-Carson City District, East Fork FPD, USFS, UNCE			
37	May	Banners displayed various locations	East Fork FPD, USFS, UNCE			
38	May	Large laminated posters displayed at Sheridan VFD	Casino Fandango, EFPD, Peggy Ristorcelli			
39	May 1 - 31	Message on NDOT's DMS	NDOT-District II, UNCE			
40	May 1 - 31	Message on Carson Valley Inn marquee	Carson Valley Inn, UNCE			
41	May 1 - 13	Message promoting Safety Day Event on COD Casino marquees	COD Casino, Douglas County CERT			
42	May 2	Article about National Prep Day winner and Zephyr Cove event featured in Record Courier	Record Courier			2,000
43	May 4	County proclamation issued	East Fork FPD, UNCE		42	



44	May 6	Zephyr Cove Wildfire Preparedness Day	Ann Grant, Skyland Fire Adapted Community, State Farm, Tahoe Douglas FPD, USFS, Mountain Resort TV Tahoe, TRCD, TNFAC		31	
45	May 13	Douglas County CERT Safety Day	Ann Grant, BLM - Carson City District, Care Flight, Douglas County CERT Volunteers, Douglas County Seratoma, Douglas County Services (Emergency Management, Flood Management, Sheriff's K-9 Unit, Motorcycle Patrol, Mounted Posse, and Mobile Dispatch), East Fork FPD, NDF, Nevada State Flood Control, NV Energy, Siera Ham Radio Operators, Southwest Gas, Tahoe-Douglas Bomb Squad, Tahoe Douglas FPD, USFS, UNCE.		125	
46	May 27	Campfire Safety at Jacks Valley Elementary	Douglas County School District, USFS		500	
Elko						
47	April - May	Posters displayed various locations	BLM-Elko District, Elko County FPD, Elko FD, NDF, NNFPG, USFS, UNCE			
48	April 19	County proclamation issued	Elko County, Elko County FPD, BLM		40	
49	April 21	Wildfire Awareness article and event announcement featured in Elko Daily Free Press	Elko County Fire Protection District, Elko Daily Free Press			6,000
50	May	Banners displayed in various locations	BLM-Elko District, City of Elko FD, Elko County FPD, NDF, NNFPG, USFS			
51	May	Message on the Red Lion Hotel & Casino marquee	Red Lion Hotel & Casino, UNCE			
52	May 20	Spring Creek 1st Annual Wildfire Awareness Safety Event	American Red Cross, Bureau of Land Management - Elko District, City of Elko Fire Department, Elko County Ambulance, Elko County Fire Protection District, NV Energy, Reach Medical Helicopter, State Farm Insurance, State Fire DC Specialties, U. S. Forest Service, Wells Propane		125	
53	May 22-23	Environmental Education Week	BLM-Elko District, Elko County Fair, NDF, NDOW, National Weather Service - Elko			
54	May 27	Elko Touch-A-Truck	BLM-Elko District, City of Elko Fire Department, NDF, USFS		800	
Esmeralda						

55	April - May	Posters displayed various locations	BLM, UNCE, USFS			
56	May 2	County proclamation issued	BLM - Desert Basin Zone		10	
Eureka						
57	April - May	Posters displayed various locations	Eureka County DNR, Firewise Communities USA, UNCE			
58	May	Banners displayed in Crescent Valley and Eureka	Eureka County DNR, UNCE			
59	April - May	Message on Crescent Valley Fairgrounds Marquee	Crescent Valley Fairgrounds, Eureka County DNR, Eureka County Public Works Dept.			
60	April - May	Message on Eureka Fairgrounds Marquee	Eureka Fairgrounds, Eureka County DNR, Eureka County Public Works Dept.			
61	April 20	County proclamation Issued	Eureka County, Eureka County DNR, Eureka Firewise Communities		1	
62	April 24	Eureka Elementary School Safety Fair & Poster Contest Presentation, and distribution of materials (An Evcuation Guide, Evacuation Checklist, Smokey Bear Balloon flyer, event flyer)	Eureka County DNR, Eureka County Firewise Communities, Eureka County School District, UNCE		141	
63	April 25	Crescent Valley Elementary School Poster Contest Presentation, and distribution of materials (An Evcuation Guide, Evacuation Checklist, Smokey Bear Balloon flyer, poster contest flyer)	Eureka County DNR, Eureka County Firewise Communities, Eureka County School District, UNCE		50	
64	April 25	Direct mailing of event flyer to Eureka County residents promoting Firewise events	Eureka County DNR, Eureka County Firewise Communities, Eureka County Pulbic Works Dept.	961		
65	April 28	Direct mailing of postcards to Crescent Valley residents promoting Smokey Bear Hot Air Balloon event	BLM-Battle Mountain District, Eureka County DNR, Eureka County Firewise Communities, Friends of Smokey Bear	340		
66	May 1	Direct mailing of postcards to Eureka residents promoting Smokey Bear Hot Air Balloon and Firewise Safety Fair event	BLM-Battle Mountain District, Eureka County DNR, Eureka County Firewise Communities, Friends of Smokey Bear	621		
67	May 3	Smokey Bear Hot Air Balloon Event - Crescent Valley	BLM-Battle Mountain District, Crescent Valley VFD, Crescent Falley/Beowawe Fire Committee, Eureka County Firewise Communities, Eureka County, Eureka County DNR, Eurkea County Sherriff's Office, Friends of Smokey Bear		75	

68	May 5	Eureka/Diamond Valley Firewise Day	BFE Screen Printing & Embroidery, BLM-Battle Mountain District, Diamond Mountain FFA, Elko Mining Group-Ruby Hill Mine LLC., Eureka/Diamond Valley Firewise Community, Eureka County Emergency Medical Services, Eureka Lions Club, Eureka County DNR, Eureka County VFD, Eureka County 4-H, Eureka County Sheriff's Office, Eureka County Public Works, Firewise Communities USA, Friends of Smokey Bear, Raines Market, UNCE, USFS-Austin Ranger District		200	
69	May 6	Crescent Valley Firewise Day	Barrick-Cortez Mine, BLM-Battle Mountain District, Crescent Valley VFD, Crescent Valley/Beowawe Firewise Committee, Eureka County DNR, Eureka County Emergency Medical Services, Eureka County Public Works, Eureka County Sheriff's Office, Eureka County 4-H, Firewise Communities USA, Friends of Smokey Bear, Golden Oldies, South Fork Hardware-Eureka, Sysco Corporation		115	
<b>Humboldt</b>						
70	May	Banners displayed in various locations	BLM-Winnemucca District, NDF, Winnemucca City Fire Department, USFS			
71	May	Posters displayed in various locations	BLM, NDF, USFS, UNCE			
72	May 1	County proclamation issued	BLM-Winnemucca District, Humboldt County		18	
73	May 17	Grass Valley Fire Education Day	BLM-Winnemucca District, Winnemucca Fire, NDF Fire and Helitack, Winnemucca Rural Fire Dept.			
74	May 23 - 24	Humboldt County Ecology Fair	BLM-Winnemucca District, NDF Fire, Winnemucca Community Garden		267	
<b>Lander</b>						
75	April - May	Posters displayed various locations	BLM, USFS, UNCE			
76	April 13	County proclamation issued	BLM-Desert Basin Zone, Lander County		5	
77	May	Banner displayed	USFS			
78	May 18	Mill Creek Environmental Day	BLM-Desert Basin Zone		50	
79	May 18	Presentations to Battle Mountain Junior High	Battle Mountain Junior High School, BLM-Desert Basin Zone, Lander County School District		30	

80	May 25	Presentations to Battle Mountain Elementary School	Battle Mountain Elementary School, BLM-Desert Basin Zone, Lander County School District		520	
81	May 25	Presentation to Battle Mountain Day Care	Battle Mountain Day Care, BLM-Desert Basin Zone		7	
<b>Lincoln</b>						
82	April 3	County proclamation issued	Lincoln County, Lincoln County Department of Emergency Management, Lincoln County FPD		10	
83	April 19 - May	Message posted on the Panaca Market digital sign	Lincoln County FPD, Panaca Market, UNCE			
84	April 20	City of Caliente proclamation issued	BLM-Ely District, City of Caliente		50	
85	April 20	Distribution of flyers promoting open house event	BLM-Ely District, City of Caliente	50		
86	April - May	Posters displayed in various locations	Lincoln County FPD, UNCE			
87	May	Banners displayed in various locations	BLM-Winnemucca District, Lincoln County FPD, NDF			
88	May	Social media campaign to promote open house event	City of Caliente			
89	May 6	Caliente Fire Station Open House	BLM-Ely District, Caliente VFD		20	
90	May 6	Free chipping or pick-up day	BLM-Ely District, City of Caliente		3	
<b>Lyon</b>						
91	April 13	Smith Valley Fire Protection District proclamation issued	Smith Valley Fire Protection District Board		10	
92	April - May	Posters displayed	BLM-Carson City District, North Lyon FPD, UNCE			
93	May	Banners displayed various locations	Mound House FAC, North Lyon FPD, Smith Valley FPD,			
94	May 1 - 31	Message on Pioneer Crossing-Dayton marquee	Pioneer Crossing, UNCE			
95	May 1 - 31	Message on Pioneer Crossing-Fernley marquee	Pioneer Crossing, UNCE			
96	May 1 - 31	Message on Pioneer Crossing-Yerington marquee	Pioneer Crossing, UNCE			
97	May 1 - 31	Wildfire awareness display in Smith Library	Smith Valley Conservation Districts, Smith Library			850
98	May 1	NWAM Solutions to Wildfire Event	North Lyon County FPD		12	
99	May 2	Mound House Fire Safety Meeting	Mound House Advisory Board, NLFPPD, UNCE		31	
100	May 3	City of Fernley Proclamation issued	Fernley, North Lyon FPD		25	
101	May 13	Smith Valley Fire Station Open House	BLM-Carson City District, Smith Valley Conservation District, Smith Valley FPD, USFS		20	
102	May 16	Smith Valley Field Tour	NDF, Smith Valley Conservation Districts		20	
103	May 18	County proclamation issued	Lyon County, North Lyon County FPD		10	
104	May 18	North Lyon County Fire Protection District Proclamation issued	North Lyon FPD Board of Directors		19	
<b>Mineral</b>						

105	April - May	Posters displayed	UNCE			
106	May 3	County proclamation Issued	Mineral County, Walker Lake VFD, UNCE		15	
Nye						
107	April - May	Posters displayed various locations	UNCE			
108	April 4	County proclamation issued	BLM, Nye County, UNCE		10	
109	May 27	Jim Butler Day Parade	USFS, VFW Post 1103		300	
Pershing						
110	April - May	Posters displayed various locations	BLM-Battle Mountain District, UNCE, USFS			
111	April - May	Banner displayed in Lovelock	BLM-Battle Mountain District, UNCE			
112	May 4	County proclamation issued	BLM-Battle Mountain District, Pershing County		25	
Storey						
113	April - May	Posters displayed various locations	Storey County FPD, UNCE			
114	April 18	County proclamation issued	Storey County FPD, UNCE		15	
115	May	Banners displayed various locations	Storey County FPD, UNCE			
116	May	20-foot banner displayed in VC Highlands	Storey County FPD			
117	May 7	Children's Day on the Comstock	CASA, Peas & Carrots Child Care, Storey County, Storey County FPD, UNCE		225	
118	May 17	Hillside Elementary School Presentations & Ember House Activity	Storey County School District, Storey County FPD, UNCE		50	
119	May 25	Hugh Gallagher School Presentations & Ember House Activity	Storey County School District, Storey County FPD, UNCE		140	
Washoe						
120	April - May	Posters displayed various locations	BLM, NDF, TMFPD, USFS, UNCE			
121	April - May	Banners displayed various locations	BLM, NDF, SFWC, TMFPD, USFS, UNCE			
122	April 18	TMFPD Fire Board Proclamation	TMFPD, Washoe County		30	
123	April 29	Article in Reno Gazette Journal on ornamental junipers.	Reno Gazette Journal, UNCE			66,507
124	April 30	NDF booth at UNR Autism Run	NDF, UNR		500	
125	May 1 - 31	Message on the Bonanza Casino Marquee	Bonanza Casino, UNCE			
126	May 1 - 31	Message on the UNR - Lawlor Sign	UNR, UNCE			
127	May 1 - 31	Message on NDOT's DMS	NDOT-District II, UNCE			
128	May 1 - 31	Message on Sparks Nugget Marquee	Sparks Fire Department, Sparks Nugget			
129	May 3	Wildfire awareness message in community newsletter - Montreaux	Montreaux, UNCE			
130	May - June	Wildfire Awareness Outdoor Ad US 395 south of Stead Blvd.	BLM-Nevada State Office, UNCE			
131	May 3	Smokey Bear Event at Lemelson STEM - Reno Rodeo Reading Roundup	BLM-Carson City District, Washoe County School District		55	
132	May 3	Wildfire Awareness Presentation at Media Training Day	NLTFPD, Sierra Front Wildfire Coop., UNCE		35	
133	May 4	Smokey Bear Event at Elmcrest Elementary - Reno Rodeo Reading Roundup	BLM-Carson City District, Washoe County School District		70	

134	May 5	Smokey Bear Event at Libby Booth Elementary - Reno Rodeo Reading Roundup	BLM-Carson City District, Washoe County School District		77	
135	May 6	Junk the Junipers - Washoe Valley	NDF, Moana Nursery, UNCE		80	
136	May 6	River Mount Park Wildfire Community Preparedness Day	NDF, State Farm Insurance, UNCE		15	
137	May 6	Palomino Valley Wildfire Community Preparedness Day	Palomino Valley Auxiliary Fire Dept., State Farm Insurance, TMFPD		17	
138	May 8	Smokey Bear Event at Lemmon Valley Elementary - Reno Rodeo Reading Roundup	BLM-Carson City District, Washoe County School District		105	
139	May 9	Smokey Bear Event at Desert Heights Elementary	NDF, Washoe County School District		300	
140	May 10	Smokey Bear Event at Roger Corbett Elementary - Reno Rodeo Reading Roundup	BLM-Carson City District, Washoe County School District		89	
141	May 10	Washoe County Open House (UNCE)	UNCE		100	
142	May 10	Wildfire Awareness Presentation to Nevada Real Estate Inspectors Association	Nevada Real Estate Inspectors Association, UNCE		5	
143	May 12	Smokey Bear Event at Katherine Dunn Elementary - Reno Rodeo Reading Roundup	BLM-Carson City District, Washoe County School District		84	
144	May 13	Celebrate Washoe Valley - Info booth and Juniper Toss Game	BLM-Carson City District, NDF, UNCE, Washoe Lake State Park , Washoe Valley Alliance		350	
145	May 13	Wildland Fire Awareness Multi-Hour Trail Run and Treasure Hunt Event at Bartley Ranch	BLM - Carson City District and Nevada State Office, Desert Sky Adventures, Eclipse Pizza Co., Eclipse Running ~ Fizio, NDF, Nevada State Fire Marshal Division, State Farm Insurance, Super Burrito, The Brewer's Cabinet, TMFPD, USFS, UNCE, Washoe County Regional Parks, Washoe County Regional Animal Control, Washoe County Sherriff's Office CERT Volunteers		300	
146	May 15	Wildfire Preparedness Info at Senior Safety Fair	TMFPD, Washoe County Senior Center			
147	May 16	County proclamation Issued	TMFPD, NLFPD, UNCE		60	
148	May 16	Smokey Bear Event at Rita Cannan Elementary - Reno Rodeo Reading Roundup	BLM-Carson City District, Washoe County School District		95	
149	May 17	Smokey Bear Event at Lincoln Park Elementary - Reno Rodeo Reading Roundup	BLM-Carson City District, Washoe County School District		55	

150	May 18	West Washoe Wildfire Event	UNCE, TMFPD, NDF, Nevada Division of Insurance, Washoe County, Washoe County Emergency Management		68	
151	May 19	Smokey Bear Event at Glenn Duncan Elementary - Reno Rodeo Reading Roundup	BLM-Carson City District, Washoe County School District		90	
152	May 20	St. James's & Galena Forest Wildfire Presentations	St. James Village, TMFPD, USFS, UNCE, Washoe County Emergency Mgmt,		30	
153	May 20	Junk the Junipers - Silver Lake	BLM, Moana Nursery, Silver Lake VFD, TMFPD, UNCE		49	
154	May 21	ArrowCreek Wildfire Awareness Event	ArrowCreek HOA, TMFPD, NDF, USFS, UNCE		225	
155	May 22	Presentation to Canyon Pines HOA	Canyon Pines HOA, UNCE		25	
156	May 23	Smokey Bear Event at Mariposa STEM Academy - Reno Rodeo Reading Roundup	BLM-Carson City District, Washoe County School District		33	
157	May 24	Smokey Bear Event at Bernice Matthews Elementary - Reno Rodeo Reading Roundup	BLM-Carson City District, Washoe County School District		107	
158	May 25	Smokey Bear Event at Florence Drake Elementary - Reno Rodeo Reading Roundup	BLM-Carson City District, Washoe County School District		43	
159	May 30	Smokey Bear Event at Anderson Elementary - Reno Rodeo Reading Roundup	BLM-Carson City District, Washoe County School District		87	
<b>White Pine</b>						
160	April - May	Posters displayed various locations	BLM, NDF, USFS, UNCE			
161	May	Banner displayed	USFS			
162	April 26	County proclamation Issued	White Pine County, White Pine County Fire		20	
163	May 20	Open Road Silver State Classic	Ely Lions Club, USFS		135	
<b>Regional or Statewide</b>						
164	Jan 24	Facebook Ad promoting Multi-hour Trail Run event, 7 day ad-run	BLM-Nevada State Office, UNCE			4,196
165	March 29	Facebook Ad promoting Multi-hour Trail Run event, 4 day ad-run	BLM-Nevada State Office, UNCE			8,216
166	April	Sage Signals 1/2-page display ad	NV Cattlemen's Association, UNCE			600
167	April 24	Interview on NWAM aired on KKOH	KKOH, UNCE			
168	April 25 - May	Social Media Campaign via Facebook, 23 NWAM-related posts	UNCE			13,029
169	April 27	Feature story on kick-off to Nevada Wildfire Awareness Month aired on various media outlets	KTVN, KRNV, KKOH, University of Nevada Cooperative Extension			
170	April - May	Distribution of posters to all Nevada State Park locations	Nevada Department of Conservation and Natural Resources, Nevada State Parks			
171	May	Sage Signals 1/2-page ad and NWAM article	NV Cattlemen's Association, UNCE			*
172	May	Social Media Campaign via Facebook and Twitter, 14 NWAM-related posts	USFS-Humboldt Toiyabe National Forest			

173	May	Social Media Campaign via Facebook and Twitter, with 3 NWAM-related posts and 3 NWAM-related tweets	Nevada Division of Forestry			3,959
174	May - Sept	Northern Nevada radio PSA campaign	BLM,Cumulus Media, NDF, USFS, UNCE			
175	May/June	Progressive Rancher ad	Northeastern Nevada Fire Prevention Group, Progressive Rancher			6,000
176	May/June	Nevada Magazine 1/2-page ad	Nevada Magazine, UNCE			20,000
177	May/June	Nevada Events & Shows 1/2-page ad	Nevada Magazine, UNCE			20,000
178	May - August	Northern Nevada television PSA campaign	BLM,KTVN, KRVN, NDF, USFS, UNCE			
179	May 6	Facebook Live! post during Junk the Junipers event	NDF, UNCE			346
180	May 12	Article in Northern Nevada Real Estate insert promoting wildfire preparedness tips.	Sierra Nevada Association of Realtors			6,000
181	May 15	Facebook Live! post announcing Living With Fire Program's recognition as a Weather Ready Nation Ambassador	NWS Reno office, UNCE			5,786
182	May 15 - 19	Fire Weather Week social media campaign via Facebook	NWS Reno office, UNCE			70,495
183	May 13	Interview during Race event aired multiple times on KTVN	KTVN, UNCE			
184	May 13	Interview during Race event aired on KOLO	KOLO, UNCE			
185	May 17	Interview on defensible space	KTVN, TMFPD, UNCE			
186	May 20	Interview during Junk the Junipers event at Silver Lake aired on KTVN	KTVN			
187	May 20	Interview during Junk the Junipers event at Silver Lake aired on KOLO	KOLO			
Good Neighbor or National						
188	April-May	A collaborative, multi-state proclamation between California, Idaho, Montana, Nevada, Oregon, South Dakota, Utah and Washington	Governors of each state, Keep Oregon Green, NDF, Idaho Firewise, Cooperative Extension, Washington Department of Natural Resources, Urban & Community Forestry Wildfire Division			
189	May 26	Memorial Day BBQ - Mono County	Marine Mountain Warfare Fire Dept., USFS			250
	Date(s)	Event or Activity	Partner(s)	Direct	# Participants	
				Mail/Dist.	Direct	Indirect
			<b>TOTAL</b>	<b>2,202</b>	<b>9,974</b>	<b>866,120</b>
Key:						
Color block indicates a public event						
* indicates indirect participants already counted						



### In-kind Contributions

<b>Non-Federal Contributions</b>	
4imprint - Donation of misprinted evacuation to-go bags for use as participant packets for the race event.	1,120.00
Cumulus Media - Added value spots that ran on KKOH and KBUL during the May PSA campaign.	1,170.00
Eureka County Firewise Communities - Cost of firesafe plants purchased from the Diamond Mountain FFA students as free giveaway items at the Eureka Firewise event.	240.00
Eureka County Event Supporters - Contribution of raffle prizes and other giveaway items for both Firewise events.	1,708.00
Eureka County Firewise Communities - Purchased 300 additional imprinted evacuation instruction bandana giveaway items for both Firewise events.	420.00
Eureka County Firewise Communities - Purchased food, refreshments, and supplies for both Firewise events.	1,680.00
Eureka County Firewise Communities - Purchased T-shirts for both Firewise events.	660.00
Eureka County Firewise Communities - Postage for bulk mailings.	678.00
Eureka County Firewise Communities - Sponsorship of the Smokey Bear Balloon.	2,242.00
Eureka County Firewise Communities - Technical support for organizing both Firewise events.	4,009.00
Eureka County Events Volunteers - Value of volunteer hours for all who contributed efforts towards both Firewise events.	9,441.00
Moana Nursery - Value of 30 percent off coupons redeemed for #5 shrubs to participants at two Junk The Junipers events.	140.00
Nevada Cattlemen's Association - Value of two half-page courtesy ads, one each in the April and May editions of Sage Signals.	260.00
Nevada Magazine - Value of one half-page ad in the May/June edition.	2,750.00
Northeastern Nevada Fire Prevention Group - Ad in the Progressive Rancher.	600.00
Rubbish Runners - Value of donated dumpster for the River Mount Park community event.	435.00
Super Burrito Reno - Value of discount offered on breakfast burritos for race participants.	34.00
Toiyabe Golf Club - Discount on catering offered for West Washoe Event.	360.00
<b>TOTAL NON-FEDERAL CONTRIBUTIONS</b>	<b>\$27,947.00</b>
<b>Federal Contributions</b>	
Bureau of Land Management-Nevada State Office - Contribution of giveaway items in support of the Wildland Fire Awareness Multi-hour Trail Run event.	1,000.00
Bureau of Land Management-Southern Nevada District - Purchased 275 additional imprinted evacuation-instruction bandana giveaway items for the wildfire awareness nights at the Las Vegas 51s baseball games.	462.00
U.S. Forest Service Humboldt-Toiyabe National Forest - Contribution of Smokey Bear trinkets for use with the Ember House Youth Activity at multiple events.	500.00
<b>TOTAL FEDERAL CONTRIBUTIONS</b>	<b>\$1,962.00</b>
<b>GRAND TOTAL</b>	<b>\$29,909.00</b>

## List of Abbreviations Used

BLM	Bureau of Land Management
CCFD	Carson City Fire Department
CERT	Community Emergency Response Team
DCNR	Department of Conservation and Natural Resources
DNR	Department of Natural Resources
Dept.	Department
DEM	Division of Emergency Management
FEMA	Federal Emergency Management Agency
FAC	Fire Adapted Community
FD	Fire Department
FPD	Fire Protection District
FFA	Future Farmers of America
NFPA	National Fire Prevention Association
NDOT	Nevada Department of Transportation
NDEM	Nevada Division of Emergency Management
NDF	Nevada Division of Forestry
NHP	Nevada Highway Patrol
NSFM	Nevada State Fire Marshal Division
NNFPG	Northeastern Nevada Fire Prevention Group
NLTFPD	North Lake Tahoe Fire Protection District
PVAFD	Palomino Valley Auxiliary Fire Department
PSA	Public Service Announcement
SCFPD	Storey County Fire Protection District
TDFPD	Tahoe Douglas Fire Protection District
TMFPD	Truckee Meadows Fire Protection District
USFS	U.S. Forest Service
UNCE	University of Nevada Cooperative Extension
UNR	University of Nevada Reno
VFD	Volunteer Fire Department