

# Communications Corner

CAL FIRE Public Education / Communications working for you

By Alisha Herring, staff services analyst, Communications, Sacramento Headquarters

The CAL FIRE Communications Office has gone through some significant changes over the past year.

After more than 20 years of service to the department, Lisa Boyd moved on to new opportunities in October. Boyd's contributions include developing the department's Web site, producing the Communiqué and other publications, and establishing many of the outreach programs currently used.

June Iljana stepped into Lisa's role as print and electronic information manager this month. Iljana comes from the Department of Boating and Waterways where she handled public information working with media, Web sites, safety campaigns, publications and legislation.

Alisha Herring returned to the Communications Office almost a year ago after serving for several years in fire protection and the executive office. She is the primary contact for Web posting and handles many other operational functions including coordinating contracts and working with vendors and department staff to initiate improvements.

Daniel Berlant is the communications specialist and information officer. He handles media inquiries for headquarters, updates the incident Web site, coordinates Camp Smokey at the State Fair, produces the Communiqué, responds to publication requests and works with the fire prevention specialists in the field.

Although the duties are broken

out as above, the Communications Office really works together as a team on all projects. Deputy Director Michael Jarvis has a dynamic group of people who are enthusiastic about providing the highest level of support to the field.

## WWW.FIRE.CA.GOV

The Internet has provided CAL FIRE with an outstanding opportunity to share our mission with the world. Over the years, the CAL FIRE Web site has expanded to electronically distribute current information about our department to the public and to staff in the field.

Over the past 10 years, the CAL FIRE Web site has grown and attracted thousands of people each day. On average, the site receives more than five million visitors each month from around the world. In spring of 2006, we completed the rollout of the new CAL FIRE Incident Web site. The new section posted current fire information all major incidents. In August alone the CAL FIRE site had 15 million hits.

CAL FIRE currently hosts more than one thousand pages that provide extensive information about the Department's emergency response and resource management mission, the Board of Forestry and Fire Protection, fire prevention and fire life safety

education, CAL FIRE careers, and emergency incidents. At the click of a button, detailed information is revealed on topics, such as firefighter I requirements, the aviation program, high fire hazard severity zones, model 34 specifications, regulations, hired equipment policy, state fire training, urban forestry, prevention and planning, cooperative fire protection, forest practice, education, major incident information and much more.

This month, the California eServices Office rolled out its newest Web site design. The CAL FIRE Web site will be converting to the new design over the next year. Some notable changes include a new look-and-feel, the reorganization of the navigation and structure of the home page, the Google search engine, and a statewide brand.

The process of adapting the CAL FIRE Web site to the new template is just beginning. In the meantime, visit [www.ca.gov](http://www.ca.gov) for a preview.



A look at the new California Web site