

# DISASTERCOM

DERA Newsletter

47 Years of Service

December 2009



## Annual Membership Meeting

*And Preparedness Institute Workshop*

Sunday, February 21, 2010

1-5 PM

The Rosen Centre Hotel

Orlando, Florida

*Held in conjunction with the International Disaster Management Conference*

February 18-21, 2010

**Register for the full conference: [www.emlrc.org](http://www.emlrc.org)**

**Register for DERA sessions by sending email to: [attend@disasters.org](mailto:attend@disasters.org)**

DERA's Annual Membership Meeting is regularly held in conjunction with the **International Disaster Management Conference**, hosted by the Emergency Medicine Learning & Resource Center (EMLRC) in Orlando.

The conference has sessions for all disciplines in emergency management--not just emergency medicine--and is one of the best bargains available for those wanting to attend a premier training and networking event. DERA encourages all members to attend the full conference. Register online at: [www.emlrc.org](http://www.emlrc.org)

This year, the DERA membership meeting will be preceded by a continuity/resiliency workshop presented by the **DERA Preparedness Institute**, for which Continuing Education Units (CEUs) will be issued. DERA members may attend this workshop session at no charge. Non-members may register for \$75.00 if space is available once members are accommodated.

DERA will also have an information booth in the exhibit hall of the conference. All members attending the conference are encouraged to stop by the booth and network with our team of volunteers and pick up a free gift.

### **Members-only Networking Social**

> 7-10 PM, February 19th (Friday)  
> No cost to attend

### **Members-only poolside luncheon**

> Noon, February 21st (Sunday)  
> Deli menu available

### **DERA Preparedness Institute Workshop**

> 1-3 PM, February 21st (Sunday)

### **DERA Membership & Board Meetings**

> 3-5 PM, February 21st (Sunday)

*There is no cost for DERA members to attend the DERA workshop and membership meeting, but pre-registration is required.*

Register for DERA activities by telling us which events you will attend.

Email your RSVP by February 5th to:

**[attend@disasters.org](mailto:attend@disasters.org)**

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***Send us your news & photos!***

DisasterCom is the quarterly newsletter of DERA International. News items and articles are always welcome.

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Editor: Kevin J.D. Wilson

Membership in this Nonprofit Association is open to all who share our commitment to effective disaster preparedness and response.

See back page for Membership Application

The Disaster Preparedness and Emergency Response Association, International

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[www.disasters.org](http://www.disasters.org)

## **DERA International**

P.O. Box 797  
Longmont, CO 80502

DERA is a Nonprofit, U.S. IRS 501(c)(3) Disaster Service and Professional Association Established in 1962  
Incorporated in the State of Wisconsin.  
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### **Partnerships & Affiliations Include**

**ARRL**  
American Radio Relay League  
[www.arrl.org](http://www.arrl.org)

**CNA**  
Colorado Nonprofit Association  
[www.ColoradoNonprofits.org](http://www.ColoradoNonprofits.org)

**EM Forum**  
[www.emforum.org](http://www.emforum.org)

**EMLRC**  
Emergency Medicine Learning Resource  
Center  
[www.emlrc.org](http://www.emlrc.org)

**FAIRS**  
Foundation for Amateur International  
Radio Service  
[www.fairs.org](http://www.fairs.org)

**Florida VOAD**  
[www.flvoad.org](http://www.flvoad.org)

**NIAR**  
National Institute of Amateur Radio (India)  
[www.niar.org](http://www.niar.org)



## **New Member Roster**

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Austin, Texas

**Nicholas Malard**  
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Welcome to DERA!

*Our mission is to help you achieve your professional and personal goals!*

## **Send Us Your News and Photos**

What have you done recently? Your news and insight strengthens our network! Send photos and news to [editor@disasters.org](mailto:editor@disasters.org)

## **Annual Membership Meeting**

**February 21, 2010**  
**Orlando, Florida**

**Details:**

[www.disasters.org/dera/workshop.htm](http://www.disasters.org/dera/workshop.htm)

## **Letter from the Chair**



Recently, several publications and news networks have asked DERA to provide guidelines for emergency preparedness that would help families and businesses in the coming year. Because many of you are often asked to give similar advice and guidance, I thought it would be a good idea to share the information we have been presenting.

All disasters are local. Some we hear more about than others. In some cases it is a natural disaster, hurricane, flood, snow, high winds, tornado, and so on. In other cases it could be fire of both natural and man-made origin. There are physical and financial disasters, too.

Here are some suggestions for emergency responders as well as the public at large:

First and foremost, take care of yourself. Make sure that you have as many of the items you need to sustain for multiple days. Assistance may not be able to reach you or there may be those in worse condition. You are responsible for yourself.

Make sure you have food, water and the necessary medicines to take you through times of little or no outside contact. If you have special needs, prepare for this no matter where you live.

Next take care of family, loved ones, friends and neighbors. We all have an interest in our community. Once we are safe, or as good as we can be for now, we need to assure that others are in good shape. In many cases you will be the first person to respond. You cannot depend on immediate help from outside as emergency crews may be unable to reach you or are attending to others.

Take care of the simple things. Smoke and carbon monoxide detectors can warn you of imminent danger. In addition use open flame sources of light and heat in a controlled manner. Draperies and furniture can go up in flames rapidly if exposed to heat sources. Make sure ash

from the fireplace is stored away from anything combustible. No sense hauling out the ash only to set fire to the shed.

Financial issues can cause a severe hardship. I am not suggesting that you need large amounts of money or you tuck it into the mattress. I am suggesting that you have ready reserves and try to live as if there might not be a pay day coming soon due to some external forces.

I also wanted to share with you something my wife and I have been doing in recent years to help other family members be better prepared. Again this year, we presented family with presents having a preparedness theme. This year it was a combination lantern, radio and cell phone charger powered by a battery charged with a hand crank. The unit came with multiple cell phone adapters so we didn't have to worry about what type of phone they have.

Speaking of cell phones--Some members of my family were in a town hit by a tornado last spring. Local cell service was disrupted and few calls were being completed. I was 800 miles away on a different carrier and got through the first time. We were both very surprised.

Always have contacts locally and at a distance. Sometimes the folks at a distance may best be equipped to handle the information and convey a message. Have a plan on where you will meet or at least try to contact each other after a disaster or an incident. Amateur radio operators have known this for years. It's time for us to educate the rest.

Stay safe and communicate with others.

Howard Pierpont  
Board Chair - DERA

## Air Support Rules Dilemma for Wildland Firefighting

by Bascombe J. Wilson, CEM

The past three years have presented some of the toughest wildland firefighting challenges in modern history. Australia, Greece, Spain, Canada and the USA have dealt with massive fires that stressed national resources and in some cases required international support on an unprecedented scale. Wildland fire specialists have begun referring to these conflagrations as "Megafires," with good cause.

Many of these huge and dangerous fires required aggressive air support in the form of reconnaissance and tanker aircraft, which usually drop fire retardant solution or "slurry." Air resources are an important complement to fire crews working on the ground.

Retardant drops from aircraft are often the best means of attacking major wildland fires, particularly those in difficult terrain where it is impossible or too dangerous to insert ground crews. Likewise, rapidly moving fires that threaten homes or population centers warrant the fastest and most effective attack, and that often includes coordinated ground crews and air resources.

Many factors can limit the use of air tankers, such as hazardous weather, restricted visibility and the darkness of night. As a rule, in most countries, air tankers do not fly missions at night for safety reasons.

Following the devastating Station Fire in Los Angeles in 2009, state and local officials strongly criticized the U.S. Forest Service for not allowing nighttime air attack, even by experienced county helicopter crews who were familiar with the area. The Station Fire extended over 250 square miles, destroyed 89 homes and killed two firefighters. The fire cost over \$90,000,000 to fight and required the mobilization of over 5,000 firefighters.

Joel Hall, a spokesman for the U.S. Forest Service, indicated that night flying is not prohibited by absolute policy. "Generally," he said, "we don't [fly fire attack missions at night] because of safety reasons."

Yet nighttime is often a strategically good time to aggressively attack major fires because winds have calmed,

temperatures are generally lower, and the dynamics of the fire have usually slowed down.

The problem is that night flying at low altitudes with restricted visibility where terrain and obstructions may be obscured by smoke and haze is one of the most hazardous ventures imaginable. Wildfire air attack missions are difficult and dangerous under the best daytime conditions and aircrews are lost almost every year on these high-risk missions.

In the U.S., the use of air tankers to fight fires began in 1956, when several World War II bomber aircraft were converted to air tankers. Suppression tactics with air tankers usually consist of cooling and slowing the fire by laying a line of retardant along the flanks of the fire to support the firefighters on the ground. Currently the preferred retardant used in air attack is a mixture of phosphates, clay and water.

In the U.S. the wildfire air tanker fleet consists of a mixture of aircraft owned by the U.S. Forest Service, private contractors and the U.S. Air Force, Air National Guard and Air Force Reserve. The fixed-wing aircraft range from Type I air tankers (C-130 Hercules, C-130 MAFFS, Lockheed P3-A Orion, and Douglas DC-7) to Type 4 air tankers (DeHavilland Beaver, Air Tractor 802, and similar.)

In recent years, the U.S. Forest Service has been investigating the use of supertankers for special missions, and these have been used successfully on several fires. Known as Very Large Air Tankers (VLATs), these aircraft have the potential of changing the way large fires are fought.



DC-10 from 10 Tanker Air Carrier, LLC dropping 45,500 litres (12,000 gallons) of retardant. Photo: NASA Dryden Library.

In addition to the two converted DC-10s operated by 10 Tanker Air Carrier, one Boeing 747-100 operated by Evergreen International Aviation can deliver 75,800 litres (20,000 gallons) of retardant.

(cont'd p.4)



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Given these new assets along with advances in terrain mapping and air navigation accuracy due to Global Positioning Systems, many agencies are looking into flight options for ways to make the risk of night operations acceptable, given the tactical benefits.

Among the emerging issues under consideration:

- Can new retardant solutions be developed that allow effective drops from thousands of feet above ground level, rather than hundreds of feet?
- Will advances in instrument navigation allow low altitude night operations?
- Under what conditions can heavy-lift helicopters operate regularly at night?
- Do the benefits of nighttime air drops justify increased operational risks?

While not specifically addressing all these questions, the U.S. 2009 Quadrennial Fire Review (QFR) examines five related topics of interest to wildland fire throughout the world:

1. Suppression Strategy in the Era of Asymmetric Fire
2. Fire Management on the Edges
3. Achieving Fire-adapted Communities
4. Emergency Response Role in Preparing for Unknown Unknowns
5. Reimaging Information and Education of Fire in a Web 2.0 World

The QFR document is designed to provoke thought and discussion toward evolving lines of analysis and management strategies to deal with the wildland fire challenges of the future. Comments on the document are welcome and may be sent to: [jayne\\_tabb@nifc.blm.gov](mailto:jayne_tabb@nifc.blm.gov)

Copies of the QFR document may be downloaded from:

[www.nifc.gov/QFR/](http://www.nifc.gov/QFR/)

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Comments or rebuttals regarding any *DisasterCom* article are welcome.

Send to:

[editor@disasters.org](mailto:editor@disasters.org)

# Australian Fire Policy May Change

by John Handmer, Bushfire CRC  
Royal Melbourne Institute of Technology  
RMIT University, Melbourne

*When the Royal Commission of Enquiry was established following the Australian state of Victoria's bushfire disaster of February 7 this year, it was instructed to deliver an interim report in time for the next fire season. The 2009 Victorian Bushfires Royal Commission—Interim Report was delivered on Monday, August 17, 2009. The looming fire season—predicted to be as bad as or worse than the last—gave it an increased urgency.*

Although the enquiry was a Victorian initiative with no authority elsewhere in Australia, it has become imbued with national significance.

A piece in the May 2009 *Natural Hazards Observer* describes the fire and immediate impacts. Saturday, February 7, 2009, was the worst fire day in Victoria's history. The conditions had been predicted, but were significantly worse than expected with record high temperatures, very strong winds, and low humidity. This came on top of the state's hottest and longest drought, a record dry spell, and the most severe heat wave on record the week before.

The fires left 173 dead and destroyed well over 2000 homes and businesses. The points from the Interim Report should be read with these extreme weather conditions in mind. As the Royal Commission's hearings had been conducted in public with much analysis and commentary in mainstream media and by commentators with varying expertise, the contents were generally anticipated. Early on, the legal team assisting the commission made it clear that they would scrutinize the "Stay-or-Go" approach and the information and warnings needed to make it effective. There were some recommendations on operational matters as well. See the report: [www.royalcommission.vic.gov.au](http://www.royalcommission.vic.gov.au)

Research shows many people did not receive warnings or—while conscious that there was a fire risk—were unaware of the threat to themselves. While some were prepared to defend their properties, many

had made only limited preparations regardless of whether they intended to stay or leave early. Some had simply not thought about it, focusing instead on coping with the extreme heat.

The commission stated the assumptions underlying its recommendations for warnings:

*The community expects and depends on detailed and high quality information prior to, during, and after bushfires. The community is also entitled to receive timely and accurate bushfire warnings whenever possible.*

The report finds that on February 7 warnings were "often delayed, which meant that many people were not warned at all" or did not have enough time to respond.

Also, in an understatement, the report finds that "the sources of information ... did not cope well with the level of demand." There was also difficulty getting onto the relevant Web sites and about 80 per cent of the calls to the Victorian Bushfire Information Line were unanswered. The great majority of 000 calls (911 in the United States) also went unanswered.

Not surprisingly, the report recommends that public information and warnings be improved, essentially through a combination of best practice in message design and the use of a variety of locally appropriate media (e.g., sirens) along with the implementation of a national telephone-based automatic warning system, among other things. The commission found that warnings could be improved by more locally relevant material on timing, location, and severity and that they should be clear about the risk to life.

These recommendations highlight the potential tensions between locally specific messages, as indicated by best practice risk communication, and pressures for national consistency. In Australia, fire risk predictions are predicated on a fire danger rating index based on predicted weather conditions. This index proved to be inadequate. Improvements were recommended. Critics should bear in mind, however, that the index was not originally designed for public warnings.

## Warning Uncertainties

Some fire agency staff argue that with hundreds of incidents—as occurred on Saturday, February 7—they cannot provide precise detail for all fires. In any case, it's often impossible to predict fire travel and arrival times, especially with massive spotting of up to 30 kilometers (18 miles) ahead of the fire front, and major local topography and wind effects. They also point out that they do not have a legal responsibility for this task—something the commission suggests should be rectified.

There is also an argument about whether encouraging people to rely on warnings—given these uncertainties—would increase the risk rather than increase safety. There is agreement that fires are very difficult to predict, but critics point to other issues: the apparently low priority given to public warnings on Saturday, February 7; the deliberate blocking of warnings in one area; internal communication problems resulting in delays, which meant key fire prediction information was not used; issues with Web site overload and currency; and so on.

In the debate over “Stay-or-Go,” it has generally been overlooked that many people successfully defended their homes during the fires even in the worst areas—although in the worst areas defense was very difficult. But many people died inside houses as well and this has led to a reexamination of the policy. This will go on for some time because the fatality data remains in the hands of the police while their investigations continue.

The commission found no support for compulsory mass evacuation (not permitted under current Victorian law). However it said:

*Unquestionably the safest course is always to leave early. To stay may still be an appropriate option for some, particularly in less dangerous bushfires ... To stay requires considerable effort to prepare a property and make it defensible. But some properties ... will not be defensible in extremely dangerous bushfires. To defend a property successfully requires considerable physical effort and emotional strain ... It is a task for those who are physically fit and mentally strong. It is not a place for children, older*

*people, or the infirm.*

*For those who choose to stay and defend, the risks should be spelt out more plainly, including the risk of death ... [and] that not all houses are defensible...and contingencies need to be considered in case the plan to stay and defend fails.*

*Clear advice should be provided to individual households.*

## Stay-or-Go

The emphasis with “Stay-or-Go” has shifted from staying to leaving early, with more emphasis on defensible space and having appropriate equipment. Those planning to stay will be encouraged to be prepared both physically and emotionally. Official advice is to be connected with a new fire danger index. At the highest fire danger level, the advice will be to leave.

Fire agencies argue many of these recommendations restate what they have been trying to do. In Australia, concern over legal liability has limited the advice provided to individual householders and has meant that community level rehearsals do not occur. There is a potential problem with leaving if that leads to many people leaving late and risking being caught out in the open as the fire front passes. It is historic evidence about the dangers of departure that has helped underpin the “stay” advice.

There has been public support for “fire refuges” and the commission wants the concept of fire refuges to receive more attention, including “the use of existing venues (including car parks, amenities blocks, and dam walls) and open spaces.” This would be in the context of township protection plans—an existing system. The state government has endorsed this approach, but fire agencies remain unconvinced.

It may seem surprising, but there was “no state-wide policy requiring government schools to evacuate, close, or use a fire refuge in event of fire.” But many local volunteer fire brigades had worked on procedures for school safety. In any case, there is no general agreement that children will be safer away from schools and other child care facilities, since these are relatively easy to plan for and to protect.

The formal legal process of the official

enquiry and its report have dominated the media and captured political attention. However, there is also much activity elsewhere. As with most major disasters in Australia, there is a high level of political involvement. Agencies with fire-related responsibilities have also individually and collectively been examining their approaches. Political involvement may be frustrating and can undermine evidence-based policy; however, in the present case there is political recognition that changes are needed and a readiness to embrace at least some of that change. This can also result in knee-jerk reactions that do not actually translate into risk reduction.

## Fire Danger Index

Under the leadership of AFAC (Australian Fire and Emergency Services Council), fire agencies across Australia have been involved in revisiting their approach to warnings and the associated community safety messages. This has resulted in rapid and significant national improvement—in the context of awareness of what was likely to be recommended and of the political desire for action. For example, the AFAC process has resulted in agreement on additional fire weather severity categories in the Fire Danger Index (or rating scale). This scale went from one to 100 with five categories, from low fire danger to extreme fire danger.

The most severe category—“extreme”—occupied half the scale from 50 to 100. Given that the February 7 fires occurred with much more severe fire weather of around 170 on the index (with many days following the fires rating even higher), the index had clearly become inadequate.

The old category of “extreme” has now been replaced with two categories, with a new category for conditions of 100-plus. Nationally consistent warning messages linked to these categories have been developed and will be tested this fire season.

The new messages will state that the safest option is to leave when the index is over 100. This reflects recent experience and the reality that the new national bushfire related building standard does not consider conditions over 100.

The Australian position may be moving toward one where more emphasis is given

to leaving than staying. There has been much criticism by some arguing that the Royal Commission has not taken evidence from those affected, has not made recommendations on fuel reduction burning, land-use planning, or a raft of other issues. But the critics ignore the fact that the report is an interim one, and that the commission had very limited time to establish itself, conduct hearings, and write its report. Before writing the Interim Report, it held 26 community meetings attended by over 1,000 people, received some 1,200 written submissions and held weeks of public hearings—all within a few months. The Royal Commission is now conducting a new series of hearings in the fire affected areas and will deal with fuel management, planning, and so on in its final report due mid-2010.

- John Handmer  
Melbourne

Email: john.handmer@rmit.edu.au

Special thanks to the Natural Hazards Observer for allowing DERA to use excerpts from Mr. Handmer's article in the November 2009 issue, which may be accessed at:

[www.colorado.edu/hazards/](http://www.colorado.edu/hazards/)

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## Job Announcements

### Reporter/Producer

KRWG, a public service of New Mexico State University, seeks an innovative and energetic Reporter/Producer (Requisition 2009012362).

The Reporter/Producer will shoot/edit daily stories for radio, television, and online distribution. Qualifications: Bachelor's degree in journalism, education, social work, or related field, 1-2 years experience. Visit <http://hr.nmsu.edu/employment/employment.html> for more information regarding this position.

Submit letter of application, resume, DVD (preferred) or CD air check and a list of three references to:

Yolanda Mendoza, KRWG  
MSC TV22  
P O Box 30001,  
Las Cruces, NM 88003.

Review of applications will begin on January 25, 2010 and continue until the position is filled.

### Help Desk Specialist

Corporation for Public Broadcasting (CPB), Washington, DC, is seeking to hire a Help Desk Specialist reporting to the Senior Director, Information Technology.

The position performs all levels of help desk related activities and provides technical support to staff for resolving routine computer and network issues of varying complexity, including those related to hardware and software, printers, network connectivity and other computer-related problems.

#### **Primary Duties**

Responds to IT help desk calls, ensuring good customer service and timely responses to inquiries and requests for assistance. Maintains help desk logs and identifies problem trends that may require equipment or system changes and/or additional user training/education. Performs computer installations for employees, providing setups related to new hires, office moves, or other configuration needs. Performs basic network administration, including account management. Tracks and monitors the inventory of computer supplies and equipment including security keys, assigned laptops, and installed software; orders supplies (including duplicate keys) as needed. Assists Senior Network Administrator in the day-to-day management of servers. Provides IT emergency support, as required.

#### **Required Qualifications**

- Bachelor's Degree in a computer related field or equivalent training from an accredited technical school, or equivalent experience

- At least two years recent work experience in a position demonstrating strong PC and network knowledge. Familiarity with the work and requirements of help desk and service desk functions, software, and basic network administration protocols and tools

- Demonstrated commitment to providing excellent customer service. Written communications skills with the demonstrated ability to effectively write documentation/reports, as well as strong professional oral communication and interpersonal skills. Demonstrated skills in reading and interpreting procedure manuals and effectively utilizing that information to assist users and resolve issues

- Ability to prioritize and manage time effectively and demonstrate initiative in problem-solving. Demonstrated ability to work effectively both independently and as part of a team

- Ability to lift up to 50 pounds. Must be able to work evenings and weekends, as required.

#### **Other Important Information**

Full description and job announcement:  
<http://www.cpb.org/jobline/index>

We welcome applications from all qualified individuals without regard to race, religion, creed, color, gender, sexual orientation, age, disability, marital status, veteran status, national origin, or status with regard to public assistance. Please submit your cover letter, resume, and salary

history with the position announcement number 100906 to:

CPB Human Resources  
202-879-9768 (fax)  
Corporation for Public Broadcasting  
401 Ninth Street, NW  
Washington, DC 20004

Email: [jobs@cpb.org](mailto:jobs@cpb.org)

Fax: 202-879-9768

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### Environmental Specialists

Are you looking for challenging work? Do you want to contribute to Latin America and the Caribbean? You can make a difference at the Inter-American Development Bank. We are searching for outstanding individuals to fill these positions at our Washington, DC headquarters.

We need Environmental Specialists to assist in providing direction and leadership in mainstreaming strategic environmental priorities in the IDB's development portfolio, support the enhancement of sustainability value and outcomes of operations, and provide advice and expertise to identify and manage environmental and social risks. Requirements of these positions includes at least 6 to 8 years of experience in the field of environmental policy and programs with an advanced degree in the natural sciences, environmental management or a related field.

For full job descriptions, responsibilities and requirements please go to:

[www.iadb.org/careers](http://www.iadb.org/careers)

DB offers a competitive compensation and benefits package and a diverse and inclusive work environment.

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### Deputy Director **National Center for Media Engagement**

The Deputy Director supports NCME in strategic programming and assists the Executive Director in the operations of the NCME, including training, grant making, fiscal oversight, strategic planning, and fundraising for key initiatives. Depending on experience and skills, the Deputy Director oversees communications and/or assessment, digital technology and social media efforts. He or she may also oversee grant making efforts to public radio and public television stations across the country, including program development and evaluation of results. S/he oversees special projects and reports to the Executive Director.

## SPECIFIC DUTIES & RESPONSIBILITIES

1. Provides strategic assistance to Executive Director. This includes working with various industry professionals, the NCME Advisory Committees and staff to gain insights into opportunities and challenges. Assists the ED in exploring business opportunities and conducting cost-benefit analysis. In the absence of the Executive Director, is responsible for routine decision-making.

2. Significant responsibility for researching and providing content for NCME information and training vehicles including national videoconferences, audio-conferences, the NCME newsletter and material for tools and resources delivered on multiple platforms.

3. Oversees NCME professional development efforts on multiple platforms and ensures continuity with strategic frameworks. Leads planning for NCME presence at regional and national industry conferences, such as PBS Showcase, public radio regional meetings, PRDMC, NETA, CPB Meetings, PBS Development Meeting and others. Responsible for developing and coordinating NCME presentations as a session producer, presenter or facilitator as required. Oversees NCME Peer Network and in-person training if necessary.

4. Depending on background and experience, oversees NCME communications efforts and/or leads, manages and directs NCME assessment, digital technology and social media efforts. May oversee grant making, including guideline development, proposal evaluation, distribution, and impact analysis. Works closely with directors of radio and television engagement as they manage grants with stations.

5. Provides leadership and oversight of special initiatives, ensuring consistency with NCME mission and goals. Plans and manages implementation of special projects that are aimed at increasing local impact.

6. Works closely with the Executive Director to explore collaborative opportunities within public broadcasting, playing an active role in building productive relationships with other industry professionals and designing or implementing initiatives.

7. Supervises NCME staff as assigned and works closely with consultants working on special projects.

### Essential Job Functions:

1. Ability to speak clearly and in an engaging manner about NCME both to formal groups and at informal or impromptu gatherings.
2. Analytical capacity to identify and evaluate opportunities and programmatic initiatives within public broadcasting and successfully launch them.
3. Analytical ability to identify and achieve consensus on internal workflow and process improvements.
4. Develop and deliver public presentations and training sessions that are informative, compelling and persuasive and that result in on-going new actions by audience members.

### Minimum requirements:

1. A bachelor's degree and at least 7 years of experience.
2. Extensive experience in public broadcasting and/or in a deputy/associate director capacity in a similar setting.
3. Experience supervising staff.
4. Superior communication skills: written, oral and interpersonal.
5. Ability to work independently and as part of a cohesive team.
6. Demonstrated knowledge of a variety of traditional and new media platforms
7. Ability to adjust to a fluid work environment and juggle multiple priorities.
8. Commitment to respectful, open colleague communications.
9. Commitment to diversity in the workplace and online environments; recognizes diversity as an organizational asset.

### Desirable qualifications:

1. Understanding of emerging digital technologies and social media is a plus.
2. Experience managing digital technologies, Web site production and/or other technical functions.
3. Strong background in community engagement, marketing or communications.
4. Deep understanding of public broadcasting.

### Salary

The minimum salary for this position is in the \$60's with actual pay dependent upon experience and qualifications. UW-Extension offers a comprehensive benefits package.

### How to Apply

Open until filled. All of the following must be received for your application to be complete. For best consideration, respond by January 21, 2010. Please include:

1. A completed UW-Extension application form, confidentiality request and applicant survey. (You may request a MS Word formatted copy to be sent via e-mail.)
2. A detailed resume.
3. A narrative (up to two pages) detailing HOW your experience relates to this position. Please carefully detail your experience as it compares to the job duties, qualifications, functions and requirements for this position at this organization.
4. List of five professional references with contact information including e-mail.
5. Writing samples that showcase your versatility and writing skills.
6. Recruitment source where you learned about this position.

### Send application materials to:

Betsy Nelson  
Broadcasting & Media Innovations  
821 University Ave. Room 7106  
Madison, Wisconsin 53706

Email: [betsy.nelson@wpt.org](mailto:betsy.nelson@wpt.org)

Or call 608-262-5221

Info Email: [betsy.nelson@vilas.uwex.edu](mailto:betsy.nelson@vilas.uwex.edu)

# Member News

## M. Jerry VeHaun, CEM



Jerry recently oversaw integration of the Public Service Answering Points (PSAPs) and primary emergency dispatch facilities for Buncombe County and the City of Asheville, North Carolina into a modern \$3.5 million facility which opened in December, 2009. Jerry is Director of Emergency Services for Buncombe County and is past-president of the International Association of Emergency Managers (IAEM), with whom he continues to hold committee leadership posts.

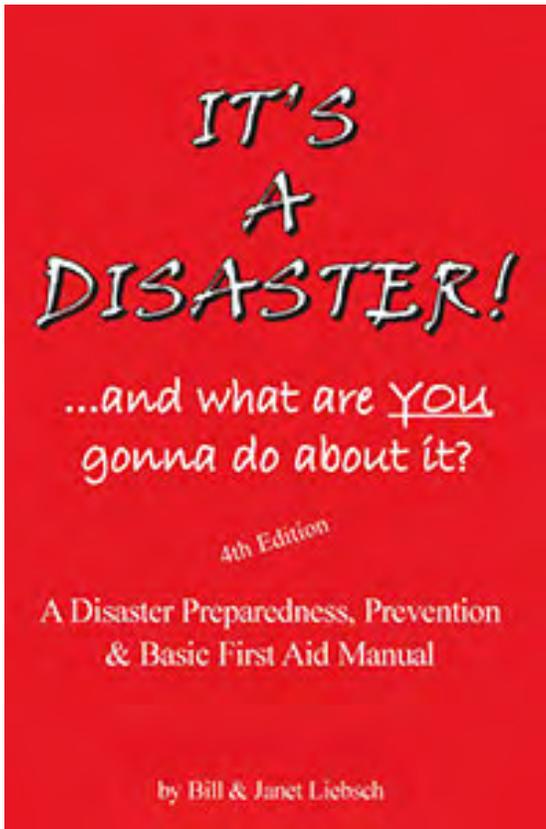
In addition, Jerry is the elected Mayor of the town of Woodfin, North Carolina, one of the fastest growing communities in Western North Carolina.

## Seopaul Singh, DPA, CEM



Seopaul Singh was selected as a delegate to the 2009 International Disaster and Emergency Resilience Conference in Karlstad, Sweden. He is a Volunteer Specialist in Emergency Management for the Indo Caribbean Council in New York. His work at the international conference focused on Critical National Infrastructure and Avoidance of Disasters through Effective Land Use Planning.

Rev. Singh has worked in emergency management for over 25 years. In 1983, he was assigned national emergency preparedness duties in the Office of the Vice President of Guyana, where he developed the nation's first Integrated Disaster Response Mechanism, and later he represented Guyana at numerous International Conferences.



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# WANTED

## Members

Add your strength to ours!

*Join our international network of prominent leaders, professionals and volunteers active in all phases of emergency preparedness, community safety and disaster response.*

## Speakers

Whether you are a well-known subject matter expert or just have interesting experiences to share, organizations around the world are looking for program speakers.

*DERA links members with an interest in speaking to audiences through our Speaker's Bureau. We also produce Podcasts, Webcasts and preparedness teleconferences which require little or no travel.*

## Writers

DERA offers numerous opportunities for publication: Our highly regarded Monograph Series is a peer-reviewed special publication for stand-alone research papers, field reports and preparedness guides, normally 12-36 pages in length. Our quarterly newsletter, Disasters•Org, gives members the opportunity to publish either a regular column or special articles.

*DERA provides members with the opportunity to gain professional recognition through high-quality publications.*

## Watch Officers

DERA operates an online Emergency Operations Center at [www.dera.us/eoc](http://www.dera.us/eoc)

*We need additional Watch Officers to keep the site updated with breaking news and situation reports. Watch Officers can post updates from anywhere they have access to the web. Even if you only have limited time and irregular schedules, you can be an important part of this program.*

## Regional and State Coordinators

Network where you live and work! DERA program coordinators and assistants attend key meetings in their state or region and network with all who might have an interest in DERA programs.

*DERA aims to provide every state with a program coordinator who provides liaison between governmental agencies, other nongovernmental organizations, and DERA members in the area.*

## International Program Coordinators

Since our founding in 1962, DERA has been very active in supporting international preparedness and relief efforts and we have sponsored emergency response teams throughout the world.

*DERA international program coordinators represent DERA within each country where DERA members have a presence and seek opportunities for cooperation, mutual assistance, and program development.*

**Learn more about DERA at [www.disasters.org](http://www.disasters.org)**

Please join us: We'd be honored to have you as a member.  
You may apply for membership online or use the form on the reverse.

Professional Affiliation  
**Membership Application**



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*Add \$5 per year if you wish newsletter sent by Airmail, or \$20 for Global Priority Mail. Rates good for 2009-2010.*

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Please tell us if a member referred you so we can thank them: \_\_\_\_\_ NW-2009-12