



2014 National Fire Season Themes

The national themes are designed to be broad in scope so communicators can tailor the message to meet the needs of the local situation. Be sure to check out the wildland fire questions and answers section located at http://www.nifc.gov/PIO_bb/messages.html on the PIO Bulletin Board for more targeted points.

1. Our top priority is to keep the public and firefighters safe.
 - *No structure, natural resource, or cultural resource, is worth the loss of human life.*
 - *Reducing risk to firefighters and the public is the first priority in every fire management activity.*
2. Teamwork, partnerships and cooperation are essential in managing wildfires.
 - *Wildfire knows no boundaries. Local, state, tribal and federal agencies support one another in wildfire response, planning and decision making.*
 - *Working together keeps our responsiveness up and costs down. Together, we can share limited resources, whether they are firefighters, equipment or other services.*
3. Wildfires are managed in different ways.
 - *The same fire may have several objectives, which can be modified as the fire moves across the landscape.*
 - *Fires that threaten life, property and important natural and cultural resources will be put out as safely and quickly as possible.*
 - *Many landscapes are out of ecological balance. When the conditions are right, fire is one way to help restore ecological balance across the landscape so the area becomes more resilient to threats.*
4. A community that has adapted to wildfire is a better-protected community.
 - *Citizens, firefighters, homes and other structures are always safer when residents work to protect their own property by clearing brush, trimming trees and removing flammable materials away from their homes and buildings.*
 - *Firefighters appreciate the help given to them by residents who are willing to do their part on private property to reduce risk prior to a fire incident.*
5. Long term drought, changing fuel conditions and the resulting unpredictable fire behavior, combined with increased human activity suggest that 2014 has the potential to be a busy fire year.
 - *Conditions change; for your safety, stay informed on current and predicted conditions in your community, and when you are enjoying the outdoors.*

For updated news and information, be sure to check out the NIFC PIO Bulletin Board at http://www.nifc.gov/PIO_bb/pio_main.html.