

National Multi-Agency Coordinating Group

3833 South Development Avenue; Boise, ID 83705

March 31, 2015

To: Geographic Area Coordination Group Chairs
From: National Multi-Agency Coordinating Group
Subject: 2015 National Fire Season Themes

We are pleased to announce posting of the 2015 National Fire Season Themes (NFST). These are key messages that frame important national issues or themes in wildland fire management.

As they have over the past few years, the themes this year address safety, cooperation, multiple-objective fire management and community adaptability to wildland fire. We have included one new theme this year that addresses the growing presence of unmanned aircraft systems around wildfires.

The national fire season themes are designed to give PIOs, line officers, incident commanders, prevention specialists and others a tool that will help them frame issues and express strategic concepts to various publics. Not every important issue or topic in fire management is covered by the national fire season themes; such a list would take a small book! The themes address issues we feel are important, timely and deserving of this attention.

Although they are broad in scope, the themes are meant to be adapted to local situations. For example, if you are talking about a WUI incident, we would urge you to include Theme 4 in your remarks: “A community that has adapted to wildfire is a better-protected community.” In your local situation, however, you could add remarks and information about the specific steps a community has taken to reduce the threat and impacts of unplanned fire, or how landowners have participated in pre-season simulations with firefighters to help everyone prepare for the day no one wants. The themes are intended to be adapted to specific local situations, so please modify them to fit your needs.

The NMAC has reviewed and accepted these messages. We encourage you to use them often when addressing groups in communities affected by fire, when speaking with members of the news media, and when responding to requests from elected officials. Feel free to share these themes with other PIOs and fire communicators who may not have had access to them.



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Though it is too early to predict the severity of the 2015, we know it will probably be a tough season in some parts of the United States. Be safe, be prepared, and please include the 2015 NFST in your fire information kit.

On behalf of the NMAC,



Aitor Bidaburu
NMAC Chair and Fire Program Specialist with the USFA

cc: NMAC members
NIFC EA members

