

Using the Modular Airborne Fire Fighting System (MAFFS)

Communication Materials Templates

These communication materials templates have been developed for use by public affairs and public information officers who are working on annual MAFFS trainings and certification; who are working on wildfires where MAFFS are dropping retardant; and/or who are working at or near airtanker bases where MAFFS are being loaded.

The communication materials templates contain basic information about the MAFFS program. They are not designed to be used “as is;” instead they are designed for public affairs and public information officers to tailor to meet their needs.

The following MAFFS communication materials templates are currently available:

MAFFS Activations

MAFFS Activation Communication Plan Template - this communication plan template is intended for use when MAFFS have been activated to fly wildfire suppression missions. It is designed to familiarize agency personnel with the MAFFS program and related issues so that they can provide information to the news media, the public, and other interested parties.

MAFFS Fact Sheet Template - this document provides basic information about the MAFFS program and is intended to be provided to reporters at news media events during activations.

MAFFS Activation Media Briefing Template - this document is intended to serve as a script for agency officials to present information about MAFFS to reporters at news media events during MAFFS activations.

MAFFS Media Briefing Presentation – this presentation is intended to be delivered by an agency official to reporters and/or other interested parties during MAFFS activations.

MAFFS Trainings

MAFFS Training and Certification Communication Plan Template – this communication plan is intended for use during annual MAFFS trainings and certifications. It is designed to familiarize agency personnel with the MAFFS program and related issues so that they can provide information to the news media, the public, and other interested parties.

MAFFS Fact Sheet Template – this document provides basic information about the MAFFS program and is intended to be provided to reporters at news media events during trainings and certifications.

MAFFS Media Briefing Presentation – this presentation is intended to be delivered by an agency official to reporters and/or other interested parties during annual MAFFS trainings and certifications.

Sample Communication Materials – Sample media advisories, news releases, talking points, fact sheets, and presentations are available from MAFFS certifications and trainings that were held in California and Colorado in 2012.

Public affairs and public information officers are encouraged to work closely with their military counterparts in determining which communication materials to use and in completing and distributing communication materials. Public affairs and public information officers should provide an opportunity for the Military Liaison Officer, incident commander, agency administrator and/or other appropriate officials to review all communication materials before they are used or distributed.

Public affairs and public information officers who have questions about these communication materials, or suggestions for how to improve them, should contact Jennifer Jones, Public Affairs Specialist, U.S. Forest Service, Washington Office, Fire and Aviation Management, (208) 387-5437 or [jejones@fs.fed.us](mailto:jejones@fs.fed.us) Public affairs and public information officers who develop additional communication materials for MAFFS activations and certifications and trainings are encouraged to send them to Jennifer Jones for inclusion in the sample communication materials.