



NATIONAL WILDFIRE COORDINATING GROUP

National Interagency Fire Center
3833 South Development Avenue
Boise, Idaho 83705

January 30, 2006.

Memorandum

To: NWCG Members, Working Teams and Advisory Group Chairs

From: Chair, NWCG /s/ Kirk Rowdabaugh

Subject: Re-release of NWCG Interagency Wildland Fire Key Messages

In April 2004, the NWCG approved Wildland Fire Key Messages to facilitate clear and consistent communications across all agencies and all disciplines with the goal of developing comprehensive national messages to help communicate the role of wildland fire management. The full scope of the messaging document is available at http://www.nwcg.gov/teams/wfewt/message/key_message.pdf with the five key thematic points stated below:

- 1) Wildland fire is an essential, natural process.
- 2) Society's influence has altered historic fire cycles, leading to a dangerous and difficult build-up of vegetation in our wildlands.
- 3) Land management agencies are committed to a balanced fire program that will reduce risks and realize benefits of fire.
- 4) Improving the health of the land and reducing risks to communities requires partnerships among federal and state agencies, tribal governments, fire departments, communities, and landowners.
- 5) Public education is necessary to the success of fire management programs.

In today's "information overload" culture, communicating the interagency fire management message is critical. In re-issuing these messages, we encourage you to continue their use in your communication products. The messages along with a number of subsequent fire messaging products produced by the Wildland Fire Education Working Team are available on the NWCG Website on the WFEWT's page at: <http://www.nwcg.gov/teams/wfewt/wfewt.htm> under: Products, Publications, and Resources.

cc: Maureen Brooks, Chair, WFEWT
Chairs, NWCG WTs
Geographic Area Coordinating Groups