



Appendix 2 – NMAC Operations Plan 2023

National Interagency Fire Center External Affairs Structure and Duties

Updated January 2023

The NMAC liaison position is filled weekly by one member of the external affairs (EA) staff, every week of the year. NMAC liaison shifts starts on the Monday of the week and continues through Sunday until the next scheduled NMAC liaison takes over the morning of the following Monday.

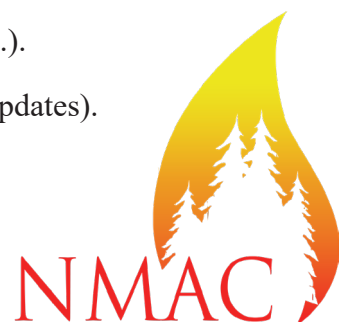
Below are the responsibilities of the NMAC liaison.

Gather daily fire information

- Attend daily NMAC briefings at 10:00 a.m. Mountain – adjusting accordingly for preparedness level (PL) increases or decreases.
- On Monday, as the new NMAC liaison shift starts, inform NMAC who is serving as NMAC liaison and lead information officer (lead IO) roles for the week. Also see the 2023 EA Lead Rotation.
 - Use the following email list for the notifications each Monday:
 - **NICC** - Sean Peterson, speterson@blm.gov
Derek Hartman, derrek.hartman@usda.gov
Megan Kephart, mkephart@blm.gov
 - **NMAC Chair** - Jeff Arnberger, jarnberg@blm.gov
 - **Optional:** cc NIFC EA group: BLM_FA_EA_Interagency@blm.gov
 - Invites for NMAC meetings should be sent to the following email address, this covers all external affairs for NIFC: BLM_FA_EA_Interagency@blm.gov
 - For invite needs, contact Nicki Johnston, NICC Admin Staff Assistant/NMAC Executive Secretary - njohnston@blm.gov
- The NMAC liaison stays for the entirety of the ‘general briefing and the meeting’ session. The NMAC liaison will exit the briefing prior to the admin/executive session unless requested by NMAC Chair to stay.
- While in NMAC briefings, the NMAC liaison is responsible for briefing NMAC members of any pertinent EA-related information. Possible items to include during report out:
 - Upcoming new releases (MAFFS, military/international deployment, etc.).
 - Recent media interest and topics covered (touch base with Lead IO for updates).
 - VIP visits or NIFC tours of interest.
 - Fire year themes, PIO talking points, webinars.
 - IMT meeting breakouts.



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- Although this can change, NMAC meets via the frequency below:
 - PL1 and 2: Meet once a week, every other week, or monthly on Thursday (10:00 a.m. Mountain) - no liaisons unless requested.
 - PL 3: Meetings daily Monday through Friday (10:00 a.m. Mountain).
 - PL 4: Meetings seven days a week (10:00 a.m. Mountain).
 - PL 5: Meetings seven days a week (10:00 a.m. Mountain).
 - Occasionally, during PL 5, NMAC may meet twice per day if fire activity necessitates (4:00 p.m. Mountain). NMAC group coordinator will reach out to external affairs directly if needed to attend.

Role of NMAC Chair

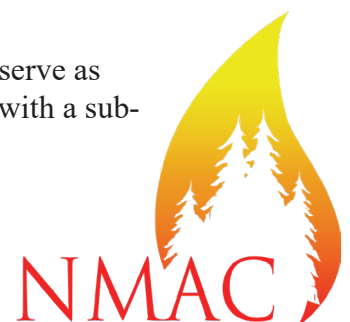
- To serve as point of contact (POC) for the NMAC liaison and lead IO, as necessary.
- The NMAC Chair will identify NMAC members available to help with media interviews when requested.
- When the NMAC Chair is not available, the NMAC liaison will contact the NMAC Vice Chair.
- The NMAC Chair may identify other NMAC members to serve as a POC or representative.

NMAC news releases

- If an interagency/NMAC news release is required, the current NMAC liaison will write the draft and send it to NIFC EA staff for edits. The final draft news release will then be routed to the NMAC chair for final review and approval.
- The NMAC liaison will then send the final news release to the NIFC EA staff who can then route to their respective agency leadership for awareness.
- Once the news release has been approved it will be distributed to the media via the NIFC newsroom email account. The NIFC newsroom account manager, Carrie Bilbao, can help with the distribution of the news release.

Coordinate with the lead IO

- The NMAC liaison will coordinate media interviews with the lead IO, if necessary. Help prepare briefing materials for the NMAC interviewee as needed.
- Assist lead IO in obtaining briefings from NMAC during periods of activity.
- If the lead IO is unable to provide a media interview, the NMAC liaison may serve as back-up and provide the interview or help the lead IO schedule the interview with a subject matter expert.





Weekend coverage

- Plan to be available to come into the office for weekend NMAC briefing meetings, if requested to be in-person. Remember to send out notes from the briefing, even on the weekend.
- Coordinate with the lead IO for weekend NMAC meetings. The lead IO may not have to attend if the NMAC liaison can cover.

Preparedness level change procedure

- When the EA NMAC liaison learns of an upcoming PL change, they will contact the NIFC EA leads via a group text message or email to notify them of the impending change and when it will occur, if known. This notification will only occur to the EA leads, and not the general EA mailing list.
- After this notification, the EA leads will establish communication procedures to include:
 - Social media content/new PL graphic and posting time for the NIFC social media accounts.
 - Website updates and posting time. **EA will not post or announce PL changes until NICC sends out the official email.**
- After this planning effort, the EA leads will notify the appropriate social media and website EA staff to create the updated PL content and posting times, which will coincide with the official PL change notification from the NICC. Once the NICC distributes its official PL change email notification, EA will post social media and website updates at the appropriate time noted in the NICC email, unless otherwise directed by NMAC, NICC, etc.

NIFC external affairs staff serving as NMAC liaisons*

BIA –	Lessa Peter, lessa.peter@indianaffairs.gov
BLM –	Samantha Storms, sstorms@blm.gov Sheri Ascherfeld, sascherf@blm.gov Carrie Bilbao, cbilbao@blm.gov Jennifer Myslivy, jmyslivy@blm.gov Jenn Smith, j81smith@blm.gov Morgan Rubanow, mrubanow@blm.gov (detail Jan - April) Hannah Lenkowski, hlenkowski@blm.gov (detail Feb - June)
FWS –	Kari Cobb, kari_cobb@fws.gov
NPS –	Tina Boehle, tina_boehle@nps.gov Candice Stevenson, candice_stevenson@nps.gov
USFS –	Stanton Florea, stanton.florea@usda.gov Brian Reublinger, brian.reublinger@usda.gov

**On occasion, a person detailed or on assignment to the EA staff may also serve as liaison - the NMAC Chair will be notified.*

