

# ELSEVIER PUBLIC SAFETY

## Proposal for Media Partnership with the International Association of Fire Chiefs

March 25, 2010



## ▶ INTRODUCTION

For our team at Elsevier Public Safety, the process of meeting, discussing and crafting this proposal has been both enlightening and invigorating. We've had the opportunity to take a look back at the collective body of work created with the IAFC since our partnership began more than 4 years ago. And we've looked ahead to new opportunities and ideas that can take our partnership and collective impact on the fire service to the next level in the coming years.

Some highlights from 2006–2009:

- **626 pages of IAFC-focused editorial** were published in *FireRescue* and *JEMS*
- **\$3 million in advertising and marketing services** were provided to IAFC
- **Ground-breaking supplements** and calendars highlighting the **Near Miss Reporting System** were published
- Together, we deepened our focus on **company officer development** and **chief-level preparation**

Over the past several months, since the IAFC's restructuring, the combined team has kicked into a new gear and has built significant momentum while launching new initiatives and tactics. There are ample opportunities for deeper collaboration and revenue producing projects for the IAFC and EPS ahead of us, including:

- Expanding the FRI Blog site, and exploring new blogs and microsites
- Collaborative Webcast series
- Content-driven Web site for chiefs
- Potential conference collaboration in EMS and other areas

We continue to look ahead to ideas and opportunities to support our combined missions—to lead, educate and serve the fire service by growing the IAFC membership, conferences and operating income; at the same time, by collaborating on initiatives to support EPS' strategy of growing our print readership, online and email audiences, advertising market share and conferences.

In this proposal, we have increased the overall value of marketing and advertising services to the IAFC, with an emphasis on new digital opportunities. And we are committed to continuing and expanding our editorial focus on company officer and chief-focused content. The creation of a formal *FireRescue* Editorial Board that includes many key IAFC leaders was an important step in our partnership, and our missions to serve the fire service and our members/audience are aligned more than ever before.

We truly believe that Elsevier Public Safety, as the only media company serving both fire and EMS with our broad range of print and digital offerings, and as part of the world's largest science, medical and technical publisher, Reed Elsevier, is uniquely positioned to be the IAFC's media partner.

We look forward to receiving your feedback on the following proposal. Should you have questions or would like to request additional materials, please don't hesitate to contact us.

Sincerely,



Jeff Berend  
Vice President/Publisher

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## Benefits to the IAFC

- 1) Advertising, editorial & subscription benefits
- 2) IAFC membership growth support
- 3) IAFC conference growth support
- 4) IAFC products & services growth support
- 5) Cash/royalty payment & revenue sharing

## Additional Information

- [Proposal for Annual Advertising/Marketing Services to be Provided to IAFC](#)
- [Year-by-Year Comparison of Advertising/Marketing Services Provided to IAFC in 2006–2009](#)
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# SECTION ONE:

## *Company Overview*



**1. Provide your most recently audited BPA statistics.**

**Average Qualified Circulation Breakout for Period**

Individual	36,041	67.1%
Sponsored Individually Addressed	198	0.4%
Membership Benefit	15,131	28.2%
Multi-Copy Same Addressee	2,310	4.3%
Single-Copy Sales	-----	-----
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>53,680</b>	<b>100.0%</b>

**Business and Industry Breakout for Nov. 2009**

Fire Departments; Career	9,751	17.4%
Fire Departments; Combination	9,079	16.2%
Fire Departments; Volunteer	22,149	39.5%
Industrial Fire S/B Brigade and Military Fire Departments	368	0.7%
Rescue Squads	461	0.8%
Fire Equipment Manufacturer, Dealer and Distributor	150	0.3%
Municipal Agency: Federal, State, Local Government <sup>1</sup>	1,994	3.6%
Others Allied to the Field <sup>2</sup>	1,069	1.9%
Other Paid Circulation	11,030	19.7%
Multi-Copy Same Addressee Copies	-----	-----
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>56,051</b>	<b>100.0%</b>

<sup>1</sup> Also including Trade or Professional Orgs, Educational Institution/Library

<sup>2</sup> Including Wildland Crews, Fire Contractors and Consulting Firms

**Classification by Title Breakout for Nov. 2009**

Fire Chiefs/Fire Commissioners	20,220	36.1%
Assistant Chiefs/Deputy Chiefs	5,520	9.8%
Battalion Chiefs/District Chiefs/Shift Commanders	1,461	2.6%
Total Chief-Level Officers	27,201	48.5%
Company Officers, Supervisors	7,836	14.0%
Training Officers/Instructors	2,417	4.3%
State or Local Fire Marshals	522	0.9%
Firefighters/Driver Operators	11,642	20.8%
Paramedics, EMTs, First Responders	1,679	3.0%
Other Personnel Allied to the Field	2,323	4.1%
Other Paid Circulation	2,431	4.3%
Multi-Copy Same Addressee Copies	-----	-----
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>56,051</b>	<b>100.0%</b>

*Note: Numbers are from December 2009 BPA statement.*

To access the latest complete BPA statement for *FireRescue*, go to:

<http://www.firerescuemagazine.com/advertise.html>

## 2. What is your unique value proposition within the fire service today, and what do you see it being over the next 3 years?

Elsevier Public Safety (EPS) is a full-faceted print and electronic publisher that spans the entire spectrum of public safety—fire, EMS, law enforcement and public safety communications. With leading publications and eMedia that serve the fire and EMS service, EPS serves the needs of a broad range of fire service leaders. In short, our unique value proposition is our ability to deliver cutting-edge content in various formats—print, online, conferences and social media—with a special focus on practical, timely, progressive topics, news and training materials. And we do this with seamless integration across the various media outlets.

### Mission/Vision

Driving the EPS value proposition and long-term strategy are our mission statement and values:

At Elsevier Public Safety, we educate, challenge and connect our customers in the emergency response and public safety community by delivering exceptional products and services.

### WE VALUE:

#### Integrity

We have the courage to do the right thing, adhere to our principles, and be honest with each other and our customers.

#### Innovation

We develop and manage a dynamic, evolving, customer-driven line of products and services to ensure the organization's financial health and competitiveness.

#### People

We support diversity, flexibility and the open communication that allows us to make decisions without fear of punishment. We effectively and efficiently deploy our staff and allow employees the opportunity to grow in a rewarding environment that recognizes outstanding performance.

#### Community

We are invested in the safety and well being of those we serve. We partner with like-minded organizations to extend our reach and our impact.

### FireRescue Magazine

IAFC members receive *FireRescue* magazine as part of their membership benefits. *FireRescue* magazine is currently the only publication in the fire service market with a **focus on the company officer**—the future of fire service leadership and, thus, the future of the IAFC's membership. Our connection with and our status among these first-line leaders provide an excellent opportunity to tap future IAFC members. Our readership is geographically diverse and represents firefighters and officers from all types of departments—career, volunteer, combination, rural, suburban and urban.

*FireRescue's* tagline is “Read it today, use it tomorrow,” and that vision will continue to guide our editorial choices over the next 3 years. Specifically, we focus on short, precise editorial, favoring practical information over theory. In addition, our **IAFC Leader's Edge section** provides an opportunity to address issues affecting chief officers while still remaining applicable to company officers. Through the Leader's Edge section and other places in the magazine, from 2006 through April 2010, *FireRescue* magazine has featured **626 pages of editorial content** that was focused on IAFC programs, conferences, or identified issues of importance. This balance of content gives *FireRescue* a breadth and depth not seen in other fire service publications.

We recently redesigned the Leader's Edge section under the direction of the IAFC staff, giving it a look that is more aligned with other IAFC publications to further strengthen the brand. However, we remain open to changing or enhancing the content, name or format of this section and how it's integrated into *FireRescue*. For example, we could change the name from Leader's Edge to Chief Fire Executive or another name. Such changes would need to fit our budget and editorial constraints, but they would largely be driven by the IAFC staff and board.

### **JEMS**

*JEMS* adds another dimension to EPS' reach, allowing us to go beyond merely touching on fire-based EMS in a column or article. *JEMS* is seen as the leading EMS publication and “**the conscience of EMS.**” As EMS has increased in importance to the fire service and the IAFC, so too has the IAFC's membership seen an increased need for EMS information. Through our current partnership, **members of the IAFC EMS Section receive *JEMS* as a member benefit**, helping to fill that need.

### **eMedia**

Today, as more and more readers turn to the Web for information, no media company is complete without a strong, robust online presence. Here again, EPS is uniquely positioned. We have built a **network of traditional Web sites combined with social networking sites** that boast hundreds of thousands of page views monthly and thousands of registered members. Our eMedia offerings include:

- [FirefighterNation](#): The fire service's leading social and professional network, also featuring news, video and exclusive articles from *FireRescue* staff and contributors, as well as select *FireRescue* magazine content.
- [JEMS.com](#): Content site for *JEMS* magazine, featuring news, video and Web exclusives, as well as full text archives of the magazine content.
- [JEMS Connect](#): Social networking site for EMS professionals.
- [FireEMS Blogs.com](#): Platform that connects leading bloggers in the fire and EMS fields.
- [Emergency Services Ad Network](#): Ad network that allows fire service companies, the IAFC and partnering organizations to target messages geographically and reach audiences beyond just our own sites.
- [FireRescue/FirefighterNation.com Facebook page](#): Delivers content to tens of thousands of fans, updated many times a day.

- [JEMS Facebook page](#): Delivers content to tens of thousands of fans, updated many times a day.
- **Twitter feeds** (FireNation and JEMSCoast): Deliver breaking news alerts, news stories and exclusive content to thousands of followers, updated many times a day.
- **Enewsletters**: Deliver training tips, exclusive articles and product highlights directly to recipients' inboxes.

Online media will be our **high-growth area** in the next 3 years. Although detailed plans are discussed in Question #5, from a broader perspective we can say that we will continue to invest in both traditional online publishing and social media.

### Overall Strategy

*The bottom line:* EPS is reaching readers where they are, rather than waiting for them to come to us. In addition, we allow room for multiple voices at the table, understanding that the more discussion we create around fire service issues, the more readers will listen, and the more we can advance the field. These strengths make EPS uniquely positioned to serve as the IAFC's media partner.

## 3. Describe your strategy for serving the following customer segments and interest areas.

### **Fire Chiefs/Chief Officers**

Each issue of *FireRescue* magazine includes the **IAFC Leader's Edge section**, specifically focused on the needs of fire chiefs and chief officers. This section goes beyond the tactical and operational topics discussed elsewhere in the magazine and focuses on leadership challenges facing chief officers, such as budgeting, political involvement, labor/management relations and enhancing personnel safety.

The Leader's Edge section serves the needs of active, professional fire officers who are leading **progressive departments** and having an immediate **impact on firefighter safety**—which is why prominent IAFC members are chosen to contribute content. Rather than rooting itself in theory, the section remains true to *FireRescue's* "Read it today, use it tomorrow" format, providing practical leadership development advice and expertise.

Although not specifically targeted to chief officers, [FirefighterNation.com](#) is an important way we reach them. We post exclusive articles and news stories on important issues affecting chiefs, including training and politics. In addition, the site allows **chief officers to discuss issues of importance** among their peers, and to find ideas for tackling the challenges they face day to day. Similarly, our **newsletters, delivered weekly**, provide timely content that can be used in training, helping chiefs in their daily activities.

In addition, *FireRescue's* **editorial board** includes a geographically diverse group of active company and chief officers, the majority of whom are IAFC members. Board members are chosen for their **expertise in specific subjects**, from training to diversity to legal issues, and represent career/combination/volunteer departments in urban/rural/suburban areas. This group is central to **ensuring that our content meets the current and changing needs of current and future chief officers**. For planning purposes, we turn to this group formally twice a year and informally throughout the year on a more frequent basis. They are often called upon to review articles and provide practical technical insight based on their experience, therefore playing a strong part in shaping our editorial direction.

## Company Officers

Company officers remain our primary audience. Our editorial content is chosen with them in mind; the “Read it today, use it tomorrow” format often focuses on **strategies and tactics** to serve this group. We feature a monthly **Company Officer Development column** that focuses on issues specific to company officers, including personnel issues and leadership on the fireground. In addition, other articles and columns within *FireRescue* are written with the company officer in mind, covering the full range of company officer responsibilities, such as firefighter safety and health, tactics, professional development and career advancement.

Although not specifically targeted to company officers, [FirefighterNation.com](http://FirefighterNation.com) is an important means of reaching them. We post exclusive articles and news stories on important issues affecting company officers, including training and budget cuts that affect staffing. In addition, the site allows **company officers to discuss issues of importance** among their peers, and to find ideas for tackling the challenges they face day to day. Similarly, our **newsletters, delivered weekly**, provide timely content that can be used in training and drills, helping company officers in their daily activities.

We serve company officers in other ways, too. We are currently developing a **company officer-focused series of Webcasts** in partnership with the IAFC. We also work with well-known fire service leaders each year to select one company officer to honor through our **Company Officer of the Year Award**. As we continue to grow our eMedia offerings, more opportunities to serve the needs of company officers will be available.

Finally, we ensure that we are meeting company officers’ needs by reaching out to our **technical editors**, many of whom are company officers themselves. This group is tapped frequently to give us technical feedback in addition to the many articles they contribute to the magazine. Their guidance means we aren’t guessing what company officers want; we hear it directly from them, and we can respond in kind.

## EMS

EMS remains a central focus for EPS. Although other fire service magazines focus on EMS through an occasional article or monthly column, the fact that we have an entire journal focused on issues in EMS allows us to **address the needs of EMS professionals and highlight critical issues** being pursued by the IAFC EMS Section. *JEMS* is the leading EMS publication and is guided by an extensive editorial board featuring some of the most well-known, progressive EMS leaders in the country, including fire-based EMS leaders. EMS-focused eMedia offerings, such as [JEMS.com](http://JEMS.com), [JEMS Connect](http://JEMS Connect) and the [JEMS newsletter](http://JEMS newsletter), deliver daily news and exclusive articles online. We are also meeting the educational needs of EMS leaders through monthly Webcasts and [JEMSprepare.com](http://JEMSprepare.com).

Our annual conference, **EMS Today**, brings together more than 4,000 attendees, speakers and vendors to share ideas and education via the exhibit hall and the more than 120 sessions, workshops and networking events. In 2009 and 2010, the **IAFC EMS Section** presented a session on the issues and challenges facing **fire-based EMS systems**. In addition, a representative from the IAFC EMS section participates in the annual meeting of our local program committee.

### **Wildland**

The **wildland/urban interface (WUI) is growing**, and more and more structural firefighters are beginning to see their response areas influenced by it. As a result, wildland firefighting has been a key focus for EPS. Specifically, we determined that there was a subset of readers who weren't being reached by current publications—those who consider themselves “structural” firefighters primarily, but who live and respond to calls in the WUI. EPS chose to focus on this group because it is closely linked with *FireRescue's* broader mission.

As a result, in 2008 we premiered a **monthly WUI section in the magazine**, which focuses on helping structural firefighters prepare to respond to WUI calls. We've worked closely with the **IAFC Wildland Fire Policy Committee** and continue to follow their leadership in determining some of the topics for this section. We also use the section to highlight the **IAFC's WUI conference** in Reno. WUI will continue to be a major focus for *FireRescue* in the coming years.

### **Hazmat**

Hazmat operations have been a yearly focus for *FireRescue* and are the subject of periodic **feature articles as well as Gear Tests** that reveal some of the latest technologies to our readers. Although we don't consider hazmat a primary focus of our editorial content, we will continue to follow the developments within the field and provide readers with updates and information as needed via print, online and Webcast offerings.

## **4. What are your plans over the next 3 years for your print magazine(s):**

*Will you continue to publish the magazine(s)?*

We plan to continue publishing the print versions of *FireRescue* and *JEMS* for the foreseeable future.

*If so, will it change from what you currently produce?*

Although we're always monitoring the market for ideas to enhance our publications, at this time we don't have specific plans to significantly change the format or model of the magazines.

*If you will not continue the print magazine, what will you replace it with?*

Although we have no plans to discontinue the print editions, many of our readers have shown interest in **digital editions** of our magazines, and as a result we continue to enhance our digital issues and spread the word about them so that, if they choose to do so, readers can access our content in digital form. In addition, much of our printed content is available on our Web sites. Finally, EPS continues to evaluate **mobile applications** and options to deliver content to mobile devices.

In short, we view our digital offerings as supplementing, rather than replacing, our printed editions—they allow us to reach additional readers at lower costs, and allow our readers to more easily share our content with their colleagues.

To view the digital edition of *FireRescue*, visit: <http://fire.epubxpress.com/?site=1>

To view the digital edition of *JEMS*, visit: <http://jems.epubxpress.com/?site=1>

*How would either scenario impact a partnership with the IAFC?*

Because we don't have plans to discontinue or significantly change our print editions, we do not foresee any negative impact on our partnership with the IAFC. On the contrary, we see a positive impact potential, for as we continue to enhance our online offerings and digital editions, we should be able to extend our reach and serve our readers in more ways. IAFC members can choose to receive the print or digital editions of *FireRescue* and *JEMS*, choosing the option that best suits their needs.

## 5. Detail your electronic media plans for the next 3 years.

EPS will continue to enhance and add to the content we provide via FirefighterNation, JEMS.com and FireEMSblogs. We will continue to push our presence globally on our social media Web sites, as well as Facebook, LinkedIn, MySpace and Twitter. In addition, we will expand our marketing footprint via the Emergency Services Ad Network.

### FirefighterNation

[www.FirefighterNation.com](http://www.FirefighterNation.com)

- Over 800,000 page views each month
- Over 115,500 unique visitors each month
- Over 45,500 registered members
- Over 55,000 eNews recipients

### JEMS.com

[www.JEMS.com](http://www.JEMS.com)

- Over 415,000 page views each month
- Over 96,500 unique visitors each month
- Over 48,000 eNews recipients

### Fire & EMS Blogs

[www.FireEMSblogs.com](http://www.FireEMSblogs.com)

- Over 600,000 page views each month
- Over 150,000 unique visitors each month

### JEMS Connect

[www.JEMSConnect.com](http://www.JEMSConnect.com)

- Over 115,000 page views each month
- Over 9,500 unique visitors each month
- Over 9,500 registered members

### Social Networks - Fire

Facebook Page: 40,566 fans  
LinkedIn Group: 2,465 fans  
Twitter Page: 1,954 fans  
MySpace Page: 1,812 fans

### Social Networks - EMS

Facebook Page: 35,911 fans  
LinkedIn Group: 1,280 fans  
Twitter Page: 1,047 fans

### Emergency Services Ad Network

[www.emergencyserviceads.com](http://www.emergencyserviceads.com)

- Over 460,000 page views each month
- Over 145,000 unique visitors each month

We are **launching a new JEMS.com** in April 2010, which will feature enhanced functionality to provide a better user experience. And we plan to **relaunch FirefighterNation.com** in summer 2010, adding more magazine content, video and news, while also creating seamless connections between the magazine, blogs and the social network.

A key component of our eMedia strategy is **integration of both print and online delivery channels** to reach a broader audience. Our content is an integral part of the fire-rescue industry, and our print and digital products provide exceptional education to fire-rescue professionals around the world ... and exceptional opportunities to reach them. We will continue to leverage the full power and credibility of EPS award-winning editorial with news, online exclusive content, video, blogs, podcasts, Webcasts, microsites and digital edition supplements. Other potential initiatives include:

- Chief-level Webcast series
- Grant-funded executive leadership seminars
- An exclusive content-driven Web site just for fire chiefs

The goal will be to provide the **most robust network of fire/rescue content and community available online**, with the flexibility to add new content partners, services and features going forward.

## **6. Detail your plans for current or new trade shows/conferences during the next 3 years specific to fire/EMS, hazmat, volunteer fire and EMS, safety, and homeland security. How would such events impact a partnership with the IAFC?**

**EMS Today** is a central part of EPS' offerings to EMS leaders. We plan to grow the conference over the next 3 years and continue offering it annually. In addition, we are currently exploring options and opportunities to **expand EMS Today to other regions**. As we have done each year, we will strive to ensure EMS Today content reflects progressive thinking within EMS and also incorporates formats that best serve attendees. Video, podcasts and "meetups" are just some of the ways we're currently enhancing the conference.

Within the fire service, **educational initiatives** remain a potential growth area for us. We've previously produced such high-quality educational conferences as Team Rescue, CODE and the *FireRescue* Conference & Expo. Future opportunities may include **online options or a more traditional conference-based format**, should the conditions arise that would make such a venture favorable.

In addition, we are always actively looking to complement our print and online offerings with in-person events or conferences, either independently or through partnerships with other organizations. Possibilities include traditional conferences, virtual conferences, Webcasts and online learning platforms.

In 2009, EPS sponsored the **IAFC's Safety, Health and Survival preconference workshop** during FRI, and we will continue to look for opportunities to support this group's work and other aspects of FRI. Similarly, we are working with the **International Fire Instructor's Workgroup**, an international group of renowned fire behavior specialists, to ensure that their important findings are shared with a U.S. audience.

We have no plans to launch a conference in hazmat or homeland security at this time although again, should conditions change to make this a viable opportunity, we would be open to exploring options as well as partnerships and strategic alliances to carry out such initiatives.

## **7. List all other fire service, media and exposition companies, organization and associations with whom you partner.**

EPS works with dozens of fire and EMS organizations to help them advance their missions and to progress the fire and EMS fields. Many of these partnerships involve “trade” agreements that mostly focus on cross-marketing opportunities. For the sake of brevity, we have included only those with which we have formal, written agreements.

- American Ambulance Association
- American College of Emergency Physicians
- Association of Public-Safety Communications Officials
- Burn Institute
- California State Firefighters Association
- Congressional Fire Services Institute
- EMS Memorial Bike Ride
- Firefighter Combat Challenge
- Fire Industry Equipment Research Organization (FIERO)
- Fitch & Associates
- National Association of EMS Educators
- National Fallen Firefighters Foundation
- Texas Fire Chiefs Association

Based on our current partnership with the IAFC, we are prohibited from partnering with the following groups:

- National Volunteer Fire Council
- PennWell
- Penton
- Cygnus

## 8. List your primary writers for your print and electronic magazine.

FireRescue's editorial board is divided into **technical editors**, who write regularly for the magazine as well as ensure that the technical content of the magazine is accurate, and **editorial advisers/contributors**, who don't necessarily write on a regular basis but review articles and advise us on the direction of the magazine. As you can see from the list, many of **our board members are IAFC leaders**. New technical editors and board members are encouraged to join the IAFC if they are not already members.

TECHNICAL EDITORS	EDITORIAL ADVISORS & CONTRIBUTING EDITORS
<p><b>Editor-in-Chief</b> Timothy E. Sendelbach* Fire Service Accreditation/ISO Coordinator North Las Vegas Fire Department</p> <p><b>Apparatus</b> Fire Chief Bob Vaccaro (Ret.)*, Deer Park, N.Y.</p> <p><b>Company Officer Development</b> Capt. Ray Gayk* Ontario (Calif.) Fire Department</p> <p><b>Fire Attack</b> Chief Greg Jakubowski*, Lingohocken (Pa.) Fire Company</p> <p>Capt. Mike Kirby* &amp; District Chief Tom Lakamp* Cincinnati Fire Department</p> <p><b>Extrication</b> Battalion Chief Todd D. Meyer* Gig Harbor (Wash.) Fire/Medic One</p> <p><b>Fire Prevention</b> Fire Marshal Jim Crawford* Vancouver (Wash.) Fire Department</p> <p><b>Fitness</b> Division Chief Martha Ellis*, Salt Lake City Fire Department</p> <p><b>Quick Drills</b> Capt. Homer Robertson, Fort Worth Fire Department</p> <p><b>Rescue</b> Capt. Andy Speier* Snohomish County (Wash.) Fire District 1</p> <p><b>Rescue Report</b> Tom Vines, Rope Rescue Consultant, Red Lodge, Mont.</p> <p><b>Rural Fire Command</b> Capt. Keith Klassen*, Summit (Ariz.) Fire District</p> <p>Resident Instructor Patrick Pauly* Pennsylvania State Fire Academy, Lewistown, Penn.</p> <p><b>Truck Company Ops</b> Capt. Michael M. Dugan* Fire Department City of New York</p> <p>Capt. Randy Frassetto*, Surprise (Ariz.) Fire Department</p> <p>Lt. Jim McCormack*, Indianapolis Fire Department</p> <p><b>* Member of the IAFC</b></p>	<p>Chief Brian Crawford*, Shreveport (La.) Fire Department</p> <p>Dwight Clark*, FirstCare, Forsyth, Ga.</p> <p>Chief Scott Cook (Ret.), Granbury (Texas) Fire Department</p> <p>Battalion Chief Henry Costo* Philadelphia Fire Department</p> <p>Assistant Chief Brian Fennessy* San Diego Fire-Rescue Department</p> <p>Deputy Chief William Goldfeder* Loveland-Symmes (Ohio) Fire Department</p> <p>Assistant Chief Todd Harms, Phoenix Fire Department</p> <p>Fire Chief Ed Hartin* Central Whidbey Island (Wash.) Fire &amp; Rescue</p> <p>Fire Chief Jeff Johnson* Tualatin Valley (Ore.) Fire and Rescue</p> <p>Fire Chief Rhoda Mae Kerr* Austin (Texas) Fire Department</p> <p>Steve Kidd, Delve Productions, Inc., Orlando, Fla.</p> <p>Chief Tom Kuntz*, Red Lodge (Mont.) Fire Department</p> <p>Thomas E. Lubnau II, Lubnau Law Office, P.C., Gillette, Wyo.</p> <p>Chief Steve Pegram* Goshen (Ohio) Township Fire &amp; EMS Department</p> <p>Battalion Chief Tom Pendley* Peoria (Ariz.) Fire Department</p> <p>District Chief Billy Schmidt* Palm Beach County (Fla.) Fire Department</p> <p>Deputy Fire Coordinator Tiger Schmittendorf Erie County Department of Emergency Services Buffalo, N.Y.</p> <p>District Chief John Sullivan* Worcester (Mass.) Fire Department</p> <p>Deputy Chief John Tippet* Charleston (S.C.) Fire Department</p> <p>Battalion Chief Matt Tobia* Anne Arundel (Md.) County Fire Department</p> <p><b>* Member of the IAFC</b></p>

*Note:* The above list reflects only monthly contributors and board members. In addition to this group, *FireRescue* has excellent relationships with dozens of fire service leaders who contribute to the magazine periodically. Many of those authors are leaders within the IAFC.

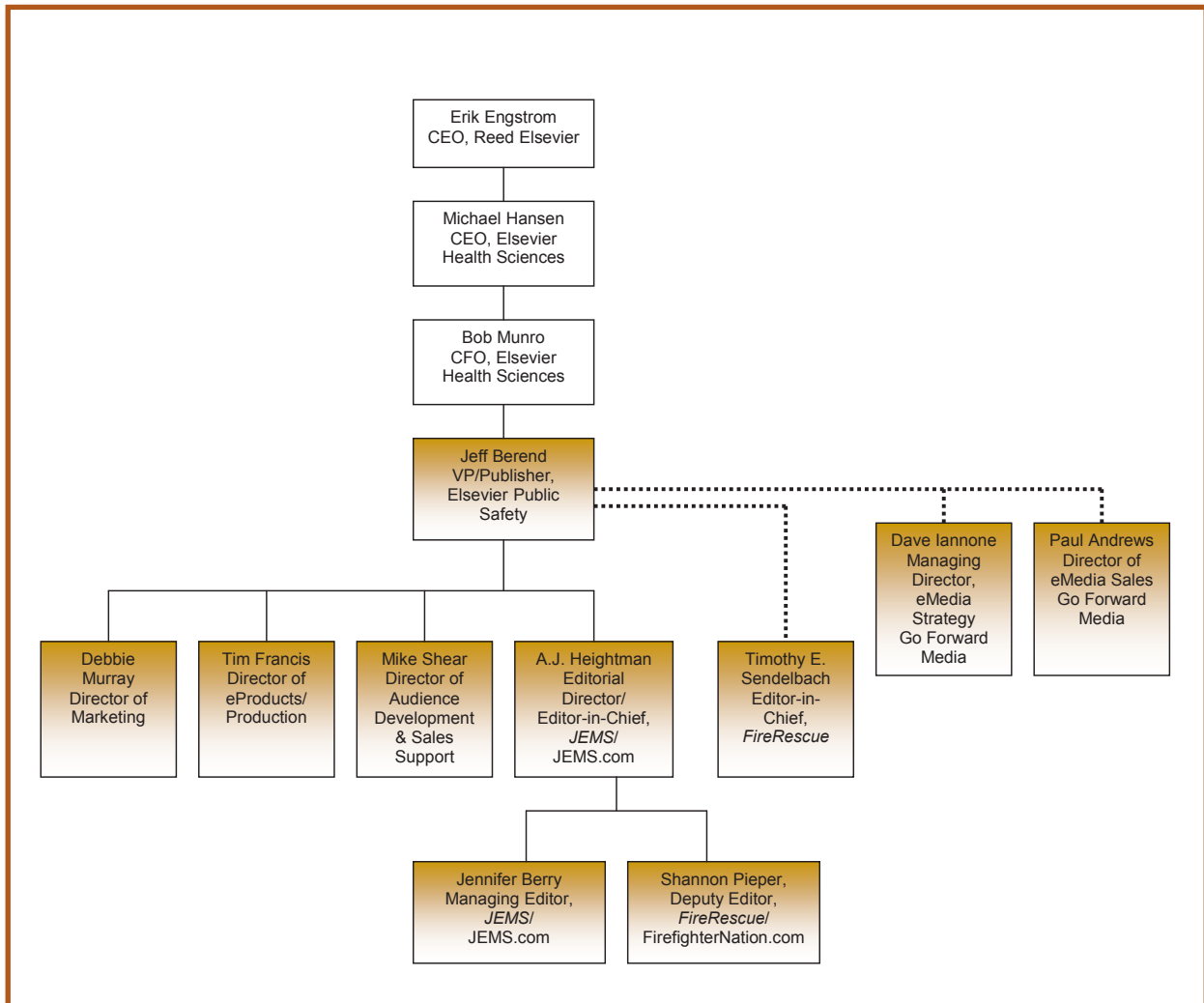
In addition, the following **fire and EMS bloggers** contribute regularly to our [FireEMSblogs.com](http://FireEMSblogs.com) site, a network of bloggers and a platform for them to communicate their views and connect with our readers (*Note:* Many bloggers prefer not to have their names associated with their blogs, so those are not included here):

- **Traditions Training Blog** – Experience-based fire department training
- **STATter911.com** – Fire and EMS news from Washington, D.C., the nation and the world
- **Backstep Firefighter** – Critical discussion about certain acts and events in the fire service that incorporates behavioral education and commentary
- **The Company Officer** – In-depth, high-quality information for today’s company officer
- **S.A.F.E. Firefighter** – Safe, aggressive, fundamentally sound and efficient information for firefighters
- **Fire Daily** – Information, news and commentary for firefighters, by firefighters
- **Firefighter Blog** – Wildland fire news, updates and commentary
- **Firehouse Zen** – A “deeper discussion” on fire and emergency services leadership.
- **A Firefighter’s Own Worst Enemy** – Discussion on how to stay safe and prevent us from being our own worst enemy
- **Firegeezzer** – The fire/EMS “digital dayroom”
- **Tiger Schmittendorf** – Mutual aid for marketing your fire department
- **The Fire Critic** – An unadulterated view of the fire service—firefighter humor, videos, technology, fires, and everything in between
- **Raising Ladders** – Photography and stories from a rookie firefighter
- **Chief Reason Art** – Commentary on current events in the fire service
- **The Fire PIO** – Information for today’s public information officers
- **Command Safety** – Articles and information on building construction as it relates to firefighter safety
- **Life Under the Lights** – One paramedic’s quest to make EMS the profession it deserves to be
- **Street Watch: Notes of a Paramedic** – Peter Canning’s EMS journal
- **Medic Three** – Musings from a new paramedic, husband and father
- **A Day In The Life Of An Ambulance Driver** – Chronicles of the daily events in the life of a medic/writer
- **Medic 22** – A collection of “ramblings” of an EMT
- **999 Medic** – The life and times of a Geordie paramedic
- **The Happy Medic** – Dispatch reports and discussion from a San Francisco medic

**9A. What is the current management reporting structure within your division/group and within the parent company, and who makes operational and editorial decisions? Please indicate key managers who will be working with the IAFC and their role and level in the company. An organizational structure plan should be included in your proposal.**

Shown below is the organizational structure pertinent to EPS and its parent company. For brevity, we have only listed EPS senior management and editorial leaders for *JEMS* and *FireRescue*. These are the individuals who would be working with the IAFC directly throughout the partnership.

Jeff Berend leads the business and makes operational decisions. A.J. Heightman, Tim Sendelbach, Shannon Pieper and Jennifer Berry lead the editorial teams and make editorial decisions.



**9B. Provide the most recently audited financial statements for your division/group. Please indicate if your company is for sale or has filed any bankruptcy proceedings in the last 2 years.**

EPS forms part of the Elsevier division of Reed Elsevier, which is publicly listed on the London, Amsterdam and New York stock exchanges. Comprehensive financial statements for Reed Elsevier and Elsevier can be found at:

<http://www.reedelsevier.com/InvestorCentre/pages/home.aspx>

The reports include:

- Reed Elsevier Annual Reports and Financial Statements for 2009
- Form 20-F 2009

EPS is not currently or actively for sale. Neither Reed Elsevier nor EPS has filed for bankruptcy in the past 2 years, nor at any time in the company's history.

**10. Are there plans for your division/group to reduce, eliminate or sell any current operations? How would such decisions impact a partnership with the IAFC?**

At this time we have no plans to reduce, eliminate or sell any current operations, so we foresee no impact on our partnership with the IAFC.

# SECTION TWO:

## *Benefits to the IAFC*



Note: The RFP requests details on how each of these questions would work with an exclusive partnership vs. a shared partnership. We have provided only details for an exclusive partnership, as we believe that is the ideal way to structure the agreement.

## 1. Provide specifics of the benefits you will provide to the IAFC over the proposed 3-year term, including but not limited to:

### **Print advertising**

See [Proposal for Annual Advertising/Marketing Services](#)

As this proposal details, we are prepared to offer print advertising services with a total of **\$222,525** in annual value across *FireRescue* and *JEMS*.

### **Electronic advertising**

See [Proposal for Annual Advertising/Marketing Services](#)

As this proposal details, we are prepared to offer electronic advertising services with a total of **\$57,750** in annual value across *FireRescue* and *JEMS*.

### **Free subscription to print and electronic magazines**

As part of the current EPS/IAFC partnership, IAFC members receive a free subscription to the print issue *FireRescue*. In addition, members of the IAFC EMS Section receive the print edition of *JEMS* free of charge. Members also have the opportunity to receive the magazines in their digital form if they prefer. These benefits would continue under an extension of the partnership and have an annual value of **\$553,800**.

### **Platform for producing Webcasts, podcasts and video**

EPS contracts with **ON24, Inc. (www.ON24.com)** a leader in Webcasting and virtual events services. Currently, we use a **sponsorship model** to offset Webcast costs, but we are open to exploring other models, such as a registration fee model.

EPS also can provide media production capabilities to produce video and/or audio **podcasts** with a fully equipped multimedia studio and audio conferencing capabilities. EPS can also provide on-site video and/or audio podcast events at at FRI and other IAFC events.

### **FRI preview and post-FRI feature/section in print and electronic magazines**

Since the inception of the partnership, *FireRescue* magazine has included an **FRI preview** in its June issue, and will continue to do so. Following the conference, we include apparatus and product highlights, usually in our November issue. We periodically feature FRI promos and information in our newsletter leading up to the show.

The **FRI blog** premiered in 2009 and will be the primary method for covering the conference before, during and after the show. We expect the blog to be bigger and better in 2010. As it did in 2009, the blog plan will include several dedicated **eblasts** to draw people to the blog and further promote the conference.

View the FRI blog here: <http://fri.iafc.org/>

### **On-site show daily for FRI attendees**

We are open to exploring a **printed show daily**, provided that we and the IAFC could secure sponsorships and advertising to make the venture profitable. In the meantime, our on-site coverage will be distributed via the FRI blog and associated eblasts. *FireRescue* editorial staff will be **reporting from the show** and posting content several times a day, creating an “electronic show daily.” As in 2009, the FRI blog will be financed through the selling of sponsorships, with the IAFC receiving a royalty.

### **Blogs for IAFC-produced show**

EPS will design, develop, host and maintain a **custom blog for FRI and other IAFC events** using the platform Wordpress. On-site editorial coverage of events can include daily posts of events on the blog, including editorial updates, images and video. In addition, EPS can keep attendees informed with **newsletters and updates** posted to Twitter, Facebook and our own social/professional network, FirefighterNation.com.

The FRI blog has proven successful and we’re open to extending the model to other conferences provided that we can secure the necessary sponsorships to offset costs.

### **Video coverage of FRI and other events**

EPS can provide extensive video coverage of FRI and other IAFC events including **full-service production capabilities**—producing, script writing, videography, editing, graphics, DVD/Blu-ray authoring, and online Web content. Live event coverage can include footage of keynote presentation, sessions, speaker and attendee interviews, exhibit hall highlights, exhibitor product showcase video, and general b-roll footage.

## **2. Describe in detail what you can provide that will support IAFC membership growth among each of the following segments and how you would propose to target information to these segments.**

Each of these groups can be targeted using the **print and electronic advertising space** granted to the IAFC, as detailed in Question 1 of this section. In addition, we are able to **share mailing lists** that can be targeted to specific groups, and through our editorial boards and other connections, we are able to provide **subject matter experts** who can help shape messages so they will appeal to the specific group being targeted. As we see it, we can help shape the message, but ultimately what we provide is the **vehicle for delivering the message**, which is created by the IAFC.

### **Fire Chief/Chief Officer**

The **Leader’s Edge section** provides an excellent opportunity to target chief officers. From 2006 through April 2010, the Leader’s Edge section has consisted of **more than 390 pages of editorial content**. Since EPS editors work closely with the IAFC staff and leaders to produce this section, the IAFC can use these pages to feature content in line with specific programs, policies or messages it is trying to distribute. The section was recently redesigned under the direction of IAFC staff, but we remain open to further changes and enhancements in content or format.

### **Company Officer**

*FireRescue* is packed with content focused on company officers. Within the context of the current partnership, we are already featuring “callouts” and sidebars that highlight current IAFC programs, products and services that relate to the content of specific articles. We are also making an effort to highlight our authors’ membership status within the IAFC. Through this approach we hope to subtly demonstrate that company officers who are recognized leaders/writers are also members of the IAFC, and that the IAFC is actively addressing issues that are important to company officers. This connection supports company officer membership growth in the IAFC.

### **EMS**

*JEMS* provides unique advertising and editorial opportunities for the IAFC, which in turn can demonstrate how the IAFC is leading within fire-based EMS. IAFC members are represented on the *JEMS* editorial board and play a role in shaping the content of the publication and *EMS Today*.

### **Wildland/Urban Interface**

*FireRescue*’s Wildland/Urban Interface section brings WUI content together in a separate section of the magazine; IAFC advertisements focusing on WUI personnel and programs often run in this section. As the only fire service magazine with a monthly WUI section, *FireRescue* reaches thousands of WUI and wildland professionals.

### **Volunteer and Combination Departments**

*FireRescue*’s editorial content is deliberately diverse. Rather than focusing on an urban, East Coast audience, our content reflects the diversity of the fire service. We’re keenly aware that the vast majority of firefighters in the United States are volunteer, and that small, rural fire departments make up the majority of departments. For these reasons our technical editors and editorial board are chosen for their representation of volunteer and combination departments in addition to career, urban departments. We focus our March issue each year on volunteer and rural issues, but we go beyond that with our monthly Rural Fire Command column and by seeking to work with authors who understand the challenges of volunteer and combination departments. Our TNT section has served as an outlet for many VCOS announcements and volunteer news stories.

### **Hazmat**

Because we cover hazmat operations only minimally, we don’t see any specific initiatives, beyond what’s outlined generally above, that would help grow IAFC membership among hazmat professionals.

### **Safety**

We have a close working relationship with the IAFC Safety, Health and Survival Section. Several of the Section’s board members serve on our editorial board. In 2009, we sponsored the SHS Section’s preconference workshop at FRI; we have also held annual gatherings in San Diego for the Section to network. The monthly Safety column in *FireRescue* magazine, as well as the related Near-Miss Reports column, provide a regular forum for members of the Section to get the word out about important safety-related issues, as well as to continue growing the Near-Miss program. Since 2007, we have worked with the Fire Fighter Near-Miss Reporting System program managers to produce a Near-Miss Annual Report each year, as well as a Near-Miss Calendar that fire departments can use to bring attention to near-misses on a monthly basis.

In addition, we highlight and support Safety Week each year. All of this content showcases the important role the SHS Section plays, and in turn encourages more people to join the IAFC so they can be a part of the organization’s leading efforts to improve firefighter safety.

### 3. Describe in detail what you can provide to the IAFC that will help it grow each of its conferences.

For each of the following conferences, we can assist in their promotion via the **print and electronic advertising space** granted to the IAFC, as detailed in Question 1 of this section. In addition, we are able to share **mailing lists** that can be targeted to specific groups, and through our editorial boards and other connections, we are able to provide **subject matter experts** who can help shape messages so they will appeal to the specific group being targeted.

#### ***Fire-Rescue International***

We are currently working with the IAFC to enhance the **FRI blog** from its successful start last year. We'll provide promotion of the conference 8 months out of the year, to include regular posting to the blog as well as dedicated **eblasts and on-site reporting**. In addition, we provide an **FRI Preview** in our June issue of *FireRescue*, as well as a wrap-up of show highlights following the conference. We also send out eblasts with messages from *FireRescue* Editor-in-Chief Tim Sendelbach, encouraging readers to attend.

#### ***International Hazardous Materials Response Teams Conference***

We are open to discussing IAFC suggestions for how we can support this conference in addition to the marketing options outlined above.

#### ***Wildland/Urban Interface Conference***

We provide a **preview of the conference** in the WUI section of the February issue of *FireRescue*, helping to showcase the event and highlight some of the speakers. In addition, editorial staff will be on site and may write about the conference following the show. We frequently look to the WUI conference program to see whether **seminars can be adapted into articles**, thus serving as another way to promote the show. We also send out eblasts with messages from Tim Sendelbach, encouraging readers to attend.

#### ***Fire-Rescue Med***

Via the print and online options offered in the Proposal for Annual Advertising/Marketing Services, the IAFC will be able to **promote directly to EMS professionals** throughout the country. The conferences ad in the **EMS Today on-site directory** also promotes Fire-Rescue Med to attendees. We remain open to opportunities and options to partner with the IAFC EMS Section to grow Fire-Rescue Med and collaborate with *JEMS* and *EMS Today*.

#### ***VCOS Symposium in the Sun***

We are open to discussing IAFC suggestions for how we can support this conference in addition to the marketing options outlined above.

#### 4. Describe in detail what you can provide to the IAFC that will help it promote each of the products and services listed below.

We can assist in promoting each of these products and services through the **print and electronic advertising space** granted to the IAFC, as detailed in Question 1 of this section. In addition, we are able to share **mailing lists** that can be targeted to specific groups, and through our editorial boards and other connections, we are able to provide **subject matter experts** who can help shape messages so they will appeal to the specific group being targeted.

##### ***IAFC-produced publications, reports, etc.***

We are currently **meeting monthly with IAFC staff** to review upcoming editorial in *FireRescue* and identify places where we can include sidebars, callouts, etc., to **highlight related IAFC programs and services**. In addition, *FireRescue* and *JEMS* news sections frequently run **announcements about IAFC reports and policies**. Online opportunities in this area abound, and we would like to work more closely with the IAFC to shape messaging even before the official press releases are sent out. We can **interview IAFC staff and leaders and write news pieces** that highlight publications and reports, posting such stories on our Web sites as “exclusives.” These stories and links to IAFC publications can also be included in the *FireRescue* weekly enews.

##### ***Government Relations and Policy***

Our **print and online news sections** are ideal outlets to bring attention to IAFC policies and government relations. With the IAFC’s support, we would like to enhance our coverage. Rather than being simply another place to post or print the IAFC press release, we’d like to work with IAFC board members and staff before major policy announcements are made, fashioning news stories, interviews, etc., that can **bring greater attention to the IAFC’s leadership efforts** on a national level. Our **Facebook and Twitter feeds** will be important for getting this information out in a timely manner and ensuring that our readers see how quickly the IAFC reacts to events nationally.

##### ***National Programs and Consulting Service / Strategic Services / Emergency Services Consulting International (ESCI)***

Above and beyond the print and electronic advertising opportunities detailed in Question 1 of this section, we continue to work with authors to put together **articles that support the concepts of accreditation, strategic planning, promotional exam preparedness, assessment centers and budgeting**. These articles, while not an outright advertisement for IAFC services, can help build interest in the services the IAFC provides in these areas. The more people who read about the need for assessment centers or strategic planning, the more the need for the IAFC’s services will grow.

**5. What are you willing to provide in terms of a cash/royalty payment to the IAFC in return for being “The official publication of the IAFC, Fire-Rescue International, and other conferences that are produced by the IAFC?” What opportunities exist for revenue-sharing on projects and programs?**

In creating this proposal, and through the course of our current partnership, EPS has aimed to provide **extraordinary value to the IAFC**. Since the inception of the partnership in 2006, EPS has provided services valued at **more than \$3 million**, and in this RFP we are proposing services with an **annual value of approximately \$843,000, or more than \$2.5 million over 3 years**.

In addition, we see multiple opportunities for **revenue sharing and royalty arrangements** on projects and programs that would create income sources for the IAFC. Potential examples include:

- Chief-level Webcast series
- Fire service job site
- Topic- and/or conference-focused blogs
- Grant-funded executive leadership seminars
- An exclusive content-driven Web site just for fire chiefs
- Fire-Rescue Med/EMS Today collaboration

# SECTION THREE:

## *Additional Information*

**We have provided the following additional information that we believe may be helpful in evaluating our proposed partnership:**

- [Proposal for Annual Advertising/Marketing Services to be Provided to the IAFC](#)
- [Year-by-Year Comparison of Advertising/Marketing Services Provided to IAFC in 2006–2009](#)
- [Advertising/Marketing Services Provided to IAFC in 2009](#)
- [Advertising/Marketing Services Provided to IAFC in 2008](#)
- [Advertising/Marketing Services Provided to IAFC in 2007](#)
- [Advertising/Marketing Services Provided to IAFC in 2006](#)
- [IAFC-Focused Editorial Coverage in \*FireRescue\* 2010](#)
- [IAFC-Focused Editorial Coverage in \*FireRescue\* 2009](#)
- [IAFC-Focused Editorial Coverage in \*FireRescue\* 2008](#)
- [IAFC-Focused Editorial Coverage in \*FireRescue\* 2007](#)
- [IAFC-Focused Editorial Coverage in \*FireRescue\* 2006](#)



# Proposed Annual IAFC Services

	Issue	Size	Quantity	Price Each	Total Value
<b>Print Advertising*</b>					* Rates are 18x
FireRescue Magazine	Jan-Dec	Full Page, 4 Color	25	\$5,305.00	\$132,625.00
FireRescue WUI Section	Jan-Dec	1/2 Page, 4 Color	6	\$1,660.00	\$9,960.00
JEMS	Jan-Dec	Full Page, 4 Color	4	\$6,250.00	\$25,000.00
					<b>\$167,585.00</b>
<b>Print Advertorial</b>					
FireRescue Magazine	Jan-Dec	Full Page, 4 Color	8	\$5,305.00	\$42,440.00
JEMS	Jan-Dec	Full Page, 4 Color	2	\$6,250.00	\$12,500.00
					<b>\$54,940.00</b>
<b>Print Editorial</b>					
FRI Preview	June				
FRI Post-Conference Wrap-up	October				
<b>eNews Advertising</b>					
JEMS eNews	Jan-Dec	Rectangle	12	600	\$7,200.00
JEMS eNews	Jan-Dec	Sponsored Link	10	250	\$2,500.00
FR eNews	Jan-Dec	Leaderboard	4	800	\$3,200.00
FR eNews	Jan-Dec	Lowered Featured Product Box	20	550	\$11,000.00
FR eNews	Jan-Dec	Rectangle	12	700	\$8,400.00
FR eNews	Jan-Dec	Sponsored Link	15	150	\$2,250.00
					<b>\$34,550.00</b>
<b>Exclusive eBlasts</b>					
FRM	Jan-Dec	One targeted blast	4	\$4,000.00	\$16,000.00
JEMS	Jan-Dec	One targeted blast	2	\$3,000.00	\$6,000.00
					<b>\$22,000.00</b>
<b>Online Advertising</b>					
JEMS.com	March-April	ROS Rectangle	30,000	\$25.00	\$750.00
FirefighterNation.com	June-July	ROS Skyscraper	30,000	\$15.00	\$450.00
					<b>\$1,200.00</b>
<b>Conferences</b>					
EMS Today Conference		10x20 Booth	1	\$3,600.00	\$3,600.00
EMS Today Conference		Full Page, 4 Color Directory Ad (Combined Conf Ad)	1	\$1,500.00	\$1,500.00
EMS Today Conference		IAFC logo on brochure, onsite signage, directory, Web site			Exclusive to IAFC
EMS Today Conference		Sponsored session on program	1	\$3,000.00	\$3,000.00
					<b>\$8,100.00</b>
<b>Publications</b>					
FireRescue Magazine, free to all members		monthly/per year	12,000	\$41.95	\$503,400.00
JEMS, free to EMS Section		monthly/per year	1,200	\$42.00	\$50,400.00
					<b>\$553,800.00</b>
<b>List Rental</b>					
JEMS / FireRescue Magazine		Addresses	10,000	135	\$1,350.00
					<b>\$1,350.00</b>
<b>Member Benefits</b>					
25% discount to EMS Insider & JEMS					
\$50 discount to EMS Today Conference					
<b>TOTAL VALUE OF ALL SERVICES</b>					<b>\$843,525.00</b>

	2006	2007	2008	2009	Proposed (RFP)
<b>Print Advertising*</b>					
					* Rates are 18x
FireRescue Magazine	\$174,720.00	\$200,810.00	\$204,540.00	\$216,510.00	\$132,625.00
JEMS	\$30,924.00	\$38,815.00	\$34,770.00	\$36,360.00	\$25,000.00
Wildland Firefighter	\$6,678.00	\$7,020.00	\$3,720.00		
FireRescue WUI Section			\$3,190.00	\$9,570.00	\$9,960.00
FireRescue Advertorial					\$42,440.00
JEMS Advertorial					\$12,500.00
	<b>\$212,322.00</b>	<b>\$246,645.00</b>	<b>\$246,220.00</b>	<b>\$262,440.00</b>	<b>\$222,525.00</b>
<b>eNews Advertising</b>					
JEMS eNews, Rectangle				\$3,000.00	\$7,200.00
JEMS eNews, Sponsored Link					\$2,500.00
FR eNews, Rectangle					\$8,400.00
FR eNews, Sponsored Link					\$2,250.00
FR eNews, 1/4 Vert				\$1,500.00	
FR eNews, Featured Product Box				\$1,100.00	\$11,000.00
FR eNews, 1/3 Square				\$2,250.00	
FR eNews, Leaderboard					\$3,200.00
FR eNews, Skyscraper				\$750.00	
				<b>\$8,600.00</b>	<b>\$34,550.00</b>
<b>Exclusive eBlasts</b>					
FRM, 4					\$16,000.00
JEMS, 2					\$6,000.00
					<b>\$22,000.00</b>
<b>Online Advertising</b>					
JEMS.com, ROS Rectangle					\$750.00
FirefighterNation.com, ROS Skyscraper					\$450.00
					<b>\$1,200.00</b>
<b>Conferences</b>					
EMS Today Conference Booth	\$2,800.00	\$3,000.00	\$3,100.00	\$3,540.00	\$3,600.00
EMS Today Conference Sponsorship	N/A	Exclusive to IAFC	Exclusive to IAFC	Exclusive to IAFC	Exclusive to IAFC
EMS Today Conference Directory Ad(s)			\$3,000.00	\$1,500.00	\$1,500.00
EMS Today Conference Session Sponsorship				\$3,000.00	\$3,000.00
FireRescue Magazine Conference Booth	\$2,750.00	\$1,425.00			
FireRescue Magazine Conference Directory Ad	\$900.00	\$900.00			
FireRescue Magazine Conference Directory Ad	\$900.00				
	<b>\$7,350.00</b>	<b>\$5,325.00</b>	<b>\$6,100.00</b>	<b>\$8,040.00</b>	<b>\$8,100.00</b>
<b>Publications</b>					
FireRescue Magazine, free to all members	\$454,350.00	\$474,375.00	\$499,375.00	\$503,400.00	\$503,400.00
JEMS, free to EMS Section		\$47,940.00	\$48,000.00	\$50,400.00	\$50,400.00
	<b>\$454,350.00</b>	<b>\$522,315.00</b>	<b>\$547,375.00</b>	<b>\$553,800.00</b>	<b>\$553,800.00</b>
<b>List Rental</b>					
FireRescue Magazine, paid subscribers	\$1,430.00		\$3,300.00	\$638.00	\$1,350.00
JEMS, paid subscribers	\$2,860.00			\$180.00	
Wildland Firefighter, paid subscribers	\$385.00		\$264.00		
FireRescue Magazine Conference, attendees	\$236.50	\$122.65			
EMS Today Conference, attendees	\$275.00				
	<b>\$5,186.50</b>	<b>\$122.65</b>	<b>\$3,564.00</b>	<b>\$818.00</b>	<b>\$1,350.00</b>
<b>Member Benefits</b>					
25% discount to EMS Insider & JEMS					
\$50 discount to EMS Today Conference					
<b>TOTAL VALUE OF ALL SERVICES</b>	<b>\$679,208.50</b>	<b>\$774,407.65</b>	<b>\$803,259.00</b>	<b>\$833,698.00</b>	<b>\$843,525.00</b>

# IAFC Services 2009

## Year-by-Year Comparison & Totals

Year	Total Services
2006	\$679,208.50
2007	\$774,407.65
2008	\$803,259.00
2009	\$833,698.00
<b>Total 2006–2009</b>	<b>\$3,090,573.15</b>

### Print Advertising\*

\* Rates are 18x

	Issue	Size	Quantity	Price Each	Total Value
FireRescue Magazine	Jan–Dec	Full Page, 4 Color	42	\$5,155.00	\$216,510.00
JEMS	Jan–Dec	Full Page, 4 Color	6	\$6,060.00	\$36,360.00
FireRescue WUI Section	Jan–Dec	1/2 Page, 4 Color	6	\$1,595.00	\$9,570.00
					<b>\$262,440.00</b>

### eNews Advertising

JEMS eNews	3/3/09	Medium Rectangle	1	600	\$600.00
JEMS eNews	3/26/09	Medium Rectangle	1	600	\$600.00
JEMS eNews	4/7/09	Medium Rectangle	1	600	\$600.00
JEMS eNews	4/23/09	Medium Rectangle	1	600	\$600.00
JEMS eNews	4/30/09	Medium Rectangle	1	600	\$600.00
FR eNews	3/30/09	1/4 Vert	1	750	\$750.00
FR eNews	4/16/09	1/3 Square	1	750	\$750.00
FR eNews	4/30/09	1/3 Square	1	750	\$750.00
FR eNews	5/15/09	Featured Product Box	1	550	\$550.00
FR eNews	5/29/09	1/4 Vert	1	750	\$750.00
FR eNews	6/16/09	1/3 Square	1	750	\$750.00
FR eNews	6/30/09	Skyscraper	1	750	\$750.00
FR eNews	7/16/09	Featured Product Box	1	550	\$550.00
					<b>\$8,600.00</b>

### Conferences

EMS Today Conference		10x20 Booth	1	\$3,540.00	\$3,540.00
EMS Today Conference		Full Page, 4 Color Directory Ad (Combined Conf Ad)	1	\$1,500.00	\$1,500.00
EMS Today Conference		Sponsored session on program	1	\$3,000.00	\$3,000.00
EMS Today Conference		IAFC logo on brochure, onsite signage, directory		Exclusive to IAFC	
					<b>\$5,040.00</b>

### Publications

FireRescue Magazine, free to all members		monthly/per year	12,000	\$41.95	\$503,400.00
JEMS, free to EMS Section		monthly/per year	1,200	\$42.00	\$50,400.00
					<b>\$553,800.00</b>

### List Rental

JEMS email names			1,200	150	\$180.00
FireRescue Magazine, CO subscribers			5,800	110	\$638.00
					<b>\$818.00</b>

### Member Benefits

25% discount to EMS Insider & JEMS					
\$50 discount to EMS Today Conference					

**TOTAL VALUE OF ALL SERVICES IN 2009**

**\$833,698.00**

## Year-by-Year Comparison & Totals

Year	Total Services
2006	\$679,208.50
2007	\$774,407.65
2008	\$803,259.00
2009	\$833,698.00
<b>Total 2006-2009</b>	<b>\$3,090,573.15</b>

Print Advertising*				* Rates are 18x
	Size	Quantity	Price Each	Total Value
<i>FireRescue Magazine</i>	Full Page, 4 Color	42	\$4,870.00	\$204,540.00
<i>JEMS</i>	Full Page, 4 Color	6	\$5,795.00	\$34,770.00
<i>Wildland Firefighter</i>	Full Page, 4 Color	3	\$1,240.00	\$3,720.00
<i>FireRescue WUI Section</i>	1/2 Page, 4 Color	2	\$1,595.00	\$3,190.00
				<b>\$246,220.00</b>
Conferences				
EMS Today Conference	10x20 Booth	1	\$3,100.00	\$3,100.00
EMS Today Conference	Full Page, 4 Color Directory Ad (Combined Conf Ad)	1	\$1,500.00	\$1,500.00
EMS Today Conference	Full Page, 4 Color Directory Ad (FR Med)	1	\$1,500.00	\$1,500.00
EMS Today Conference	IAFC logo on brochure, onsite signage, directory		Exclusive to IAFC	
				<b>\$6,100.00</b>
Publications				
<i>FireRescue Magazine</i> , free to all members	monthly/per year	12,500	\$39.95	\$499,375.00
<i>JEMS</i> , free to EMS Section	monthly/per year	1,200	\$40.00	\$48,000.00
				<b>\$547,375.00</b>
List Rental				
<i>Wildland Firefighter</i> , paid subscribers	1x usage	2,400	\$110	\$264.00
<i>FireRescue Magazine</i> , all subscribers	1x usage	30,000	\$110	\$3,300.00
				<b>\$3,564.00</b>
Member Benefits				
25% discount to EMS Insider & JEMS				
\$50 discount to EMS Today Conference				
<b>TOTAL VALUE OF ALL SERVICES IN 2008</b>				<b>\$803,259.00</b>

## Year-by-Year Comparison & Totals

Year	Total Services
2006	\$679,208.50
2007	\$774,407.65
2008	\$803,259.00
2009	\$833,698.00
<b>Total 2006–2009</b>	<b>\$3,090,573.15</b>

Print Advertising*					* Rates are 18x
	Size	Quantity	Price Each	Total Value	
<i>FireRescue Magazine</i>	Full Page, 4 Color	43	\$4,670.00	\$200,810.00	
<i>JEMS</i>	Full Page, 4 Color	7	\$5,545.00	\$38,815.00	
<i>Wildland Firefighter</i>	Full Page, 4 Color	6	\$1,170.00	\$7,020.00	
				<b>\$246,645.00</b>	
Conferences					
EMS Today Conference	10x20 Booth	1	\$3,000.00	\$3,000.00	
EMS Today Conference	IAFC logo on brochure, onsite signage, directory	Exclusive to IAFC			
<i>FireRescue Magazine Conference</i>	10x10 Booth	1	\$1,425.00	\$1,425.00	
<i>FireRescue Magazine Conference</i>	Full Page, 4 Color Directory Ad (Combined Conf Ad)	1	\$900.00	\$900.00	
				<b>\$5,325.00</b>	
Publications					
<i>FireRescue Magazine</i> , free to all members	monthly/per year	12,500	\$37.95	\$474,375.00	
<i>JEMS</i> , free to EMS Section	monthly/per year	1,200	\$39.95	\$47,940.00	
				<b>\$522,315.00</b>	
List Rental					
<i>FireRescue Magazine Conf &amp; Expo</i> , attendees	1x usage	1,115	\$110.00	\$122.65	
				<b>\$122.65</b>	
Member Benefits					
25% discount to EMS Insider & JEMS					
<b>TOTAL VALUE OF ALL SERVICES IN 2007</b>				<b>\$774,407.65</b>	

## Year-by-Year Comparison & Totals

Year	Total Services
2006	\$679,208.50
2007	\$774,407.65
2008	\$803,259.00
2009	\$833,698.00
<b>Total 2006–2009</b>	<b>\$3,090,573.15</b>

Print Advertising*				* Rates are 18x
	Size	Quantity	Price Each	Total Value
<i>FireRescue Magazine</i>	Full Page, 4 Color	42	\$4,160.00	\$174,720.00
<i>JEMS</i>	Full Page, 4 Color	6	\$5,154.00	\$30,924.00
<i>Wildland Firefighter</i>	Full Page, 4 Color	6	\$1,113.00	\$6,678.00
				<b>\$212,322.00</b>
Conferences				
EMS Today Conference	10x20 Booth	1	\$2,800.00	\$2,800.00
<i>FireRescue Magazine</i> Conference	10x20 Booth	1	\$2,750.00	\$2,750.00
<i>FireRescue Magazine</i> Conference	Full Page, 4 Color Directory Ad (WUI Conf)	1	\$900.00	\$900.00
<i>FireRescue Magazine</i> Conference	Full Page, 4 Color Directory Ad (Combined Conf Ad)	1	\$900.00	\$900.00
				<b>\$7,350.00</b>
Publications				
<i>FireRescue Magazine</i> , free to all members	monthly/per year	13,000	\$34.95	\$454,350.00
				<b>\$454,350.00</b>
List Rental				
<i>FireRescue Magazine</i> , paid subscribers	1x usage	13,000	\$110	\$1,430.00
<i>JEMS</i> , paid subscribers	1x usage	26,000	\$110	\$2,860.00
<i>Wildland Firefighter</i> , paid subscribers	1x usage	3,500	\$110	\$385.00
<i>FireRescue Magazine</i> Conference, attendees	1x usage	2,150	\$110	\$236.50
EMS Today Conference, attendees	1x usage	2,500	\$110	\$275.00
				<b>\$5,186.50</b>
Member Benefits				
25% discount to EMS Insider & JEMS				
<b>TOTAL VALUE OF ALL SERVICES IN 2006</b>				<b>\$679,208.50</b>

## ▶ **IAFC-FOCUSED EDITORIAL COVERAGE IN *FIRE RESCUE*, 2010** **Total Editorial Pages = 27 (January–April)**

Breakdown: 24 Leader's Edge pages; 3 pages elsewhere in the magazine

**From January through April 2010, the IAFC Leader's Edge (LE) section has included the President's Letter, Leadership Skills, Near-Miss and Safety columns every month.**

- The **President's Letter** is written by Chief Jeff Johnson. (Coordination occurs with Ann Davison)
- The **Leadership Skills** column is written by Chief Marc Revere. (FRM staff works directly with Marc each month.)
- The **Near-Miss** column is written by Deputy Chief John Tippet Jr. (FRM staff works directly with John Tippet, Amy Hultman and/or Rynnel Gibbs each month.)
- The **Safety** column is written by a group of rotating authors: Chief Danny Kistner, Christopher Naum, David Fischler and I. David Daniels. (FRM staff coordinates this column with Vicki Lee, but once author is identified, FRM staff usually works directly with authors.)

**In addition, two features have run in the IAFC LE section:**

- January: "Control Your Destiny: Your involvement in local & state politics can have a profound effect on the fire service," Chief John Ocegquera
- April: "In Search of Cultural Change: San Diego's experience provides a road map for other departments," Assistant Chief Brian Fennessy

**IAFC Coverage/Mentions in TNT (news section):**

- February: "Kudos to the Near-Miss Program: Record-breaking 1,000 reports posted to the site in 2009", Staff
- March: "Youth Movement: Guidelines & best practices in youth fire service program now available," Staff
- April: "Get Fit for Duty in 2010: IAFC announces Safety, Health & Survival Week, June 20–26", Staff

**WUI 2010 Conference Coverage:**

- February: "WUI Exposed: *FireRescue* talks with presenters at this year's upcoming Wildland/Urban Interface Conference"

## IAFC-FOCUSED EDITORIAL COVERAGE IN *FIRE RESCUE*, 2009

### Total Editorial Pages = 153

Breakdown: 77 Leader's Edge pages; 64 supplement pages, and 12 pages elsewhere in the magazine

**In 2009, the IAFC Leader's Edge (LE) section included the President's Letter, Leadership Skills, Near-Miss and Safety columns every month.** (Note: January *Leadership Skills* and *Near-Miss*, September *Near-Miss*, and November *Leadership Skills* ran online.)

- The **President's Letter** in the January–August issues was written by Chief Larry Grorud. The President's Letter in the September–December issues was written by Chief Jeff Johnson. (All coordination occurred with Edie Clark.) Some topics included requests for the Obama Administration, labor-management cooperation, IAFC core principles, the nationwide public safety broadband network, Safety Week, FRI, a national research agenda, core principles of leadership and rethinking your business model in tough economic times.
- The **Leadership Skills** column was written by Chief Jim Broman. (FRM staff worked directly with Jim each month.) Some topics included the incident command system, tips for interviewing recruits, tips for teleconferencing, fire service culture in foreign countries, FRI, working with a mentor, active listening, conflict resolution, holding successful meetings and professional departures.
- The **Near-Miss** column was written by now-Deputy Chief John Tippett Jr. (FRM staff worked directly with John Tippett and Amy Hultman each month.) Some topics included freelancing, command presence on the scene, extrication safety and tool maintenance, FRI, communication issues, thermal imaging cameras and overhaul.
- The **Safety** column was written by a group of rotating authors: Chief J. Gordon Routley, Assistant Chief Danny Kistner, Chief Robert Dubé, Christopher Naum, Deputy Chief Ed Nied, Chief I. David Daniels, Chief Gary Morris, Keith Padgett, Chief Randall Talifarro, Chief Scott D. Kerwood and Chief Jeff Cash. (FRM staff coordinated this column with Vicki Lee, but once author was identified, FRM staff usually worked directly with authors.) Some topics included hypothermia, technology, rural fireground operations, size-up, FRI, casualty reduction and firefighter health and wellness.

### In addition, eight features ran in the IAFC LE section in 2009:

- January: "Under One Umbrella: Broward Sheriff Fire Rescue realizes benefits to being incorporated into the county sheriff's office," Deputy Fire Chief Todd LeDuc, MS, CFO, CEM
- March: "Integrating EMS: The Orange Ribbon Report provides volunteer & combi departments a primer for integrating EMS," Fire Chief David Fulmer, MPA, CFO/EFO
- April: "Still Standing: Striving & thriving as a leader during tough times," Chief Kelvin J. Cochran
- May: "Mind Made Up? The way you communicate decisions may be having an adverse effect on your members' motivation," Kriss Garcia
- June: "FRI 2009 Highlights: Leadership for tough times," Staff
- August: "Do You Know Your ABCs? A review of some of the basics behind safety leadership," Billy D. Hayes and Ron Dennis
- October: "Read the Tea Leaves: Situational awareness at the leadership level," Deputy Chief Billy Goldfeder, EFO, and Deputy Chief Todd J. LeDuc, MS, CFO, CEM
- November: "On Display in the Big D: Apparatus & products showcased at Fire-Rescue International 2009 in Dallas," Bob Vaccaro

**Supplements:**

February: 2008 National Fire Fighter Near-Miss Reporting System Annual Report Supplement (24 pages; FRM editors worked with Amy Hultman)

<http://tinyurl.com/NearMiss2008>

December: National Fire Fighter Near-Miss Reporting System 2010 Near-Miss Calendar & 2009 Annual Report: Training 24/7/365 (40 pages; FRM editors worked with Amy Hultman)

<http://www.firefighternearmiss.com/data/IAFC%202010%20Calendar.pdf>

**IAFC Coverage/Mentions in TNT (news section):**

- April: "Protect Yourself: IAFC's 2009 Safety Week theme focuses on personal responsibility," Staff
- April: "Worthy of Recognition: MFRI director, IAFC & Common Voices receive CFSI leadership awards," Staff
- May: "From the Cockpit to the Command Post: Crew resource management can improve performance," Battalion Chief John B. Tippet Jr. (includes photo of IAFC CRM manual)
- June: "Don't Forget! Participate in the 2009 Fire/EMS Safety, Health & Survival Week," Staff

**FRI-Related Coverage:**

- June: Special FRI preview section; all LE columns focused on FRI:
  - President's Letter: "The New Value Proposition: FRI 2009 offers new sessions, networking events & a dynamic Expo"
  - Leadership Skills: "Get Refreshed at FRI: Annual conference helps quell 'leadership fatigue'"
  - Near-Miss: "Don't Miss It! FRI 2009 offers 2 opportunities to learn about near-miss reporting & evaluation"
  - Safety: "Time to Choose: Attend FRI seminars related to safety, health & wellness issues—it may be the best decision you ever make"
  - Additionally, there was a special preview section, "FRI 2009: Leadership for Tough Times," written by FRM staff, which included information about how to register, what's new at FRI (expanded educational programs, COLS Level 3, the Solutions Showcase and the Technology Pavilion), Dallas hot spots, as well as a list of featured exhibitors (IAFC Gem partners, IAFC sponsors and *FireRescue* June advertisers also exhibiting at FRI)
- November: "On Display in the Big D: Apparatus & products showcased at Fire-Rescue International 2009 in Dallas," Bob Vaccaro

**Wildland/Urban Interface (WUI)/IAFC Coverage:**

- January: "Living on the Edge: The IAFC's WUI 2009 conference prepares you to respond to the growing interface problem," Staff
- February: "A Private Affair: New guidance for fire officers dealing with private contractors on WUI fires," Bob Roper (includes sidebar "Taking a Stand: The IAFC's new position statement on private resources clarifies their role for homeowners & firefighters")
- February: "Preparation Begins at Home: 'Leave Early or Stay & Defend' is just one option," Bob Roper
- December: "Ready, Set, Go! New program aims to stop fatalities & property loss during WUI fires," Bob Roper & Bill Nash

## IAFC-FOCUSED EDITORIAL COVERAGE IN *FIRERESCUE*, 2008

**Total Editorial Pages = 144.5**

Breakdown: 85 Leader's Edge pages; 56 supplement pages, and 3.5 pages elsewhere in the magazine

**In 2008, the IAFC Leader's Edge (LE) section included the President's Letter, Leadership Skills, Near-Miss and Safety columns every month.** (Exceptions: June did not include Near-Miss; September did not include Safety; October did not include Leadership Skills or Near Miss).

- The **President's Letter** in the January–August issues was written by Chief Steve Westermann. The President's Letter in the September–December issues was written by Chief Larry Gorud. (All coordination occurred with Edie Clark.) Some topics included resources for tough times, making sure your voice is heard in an election year, diversity in the fire service, fire sprinkler requirements for new homes, military preparedness and resources, the power of forming coalitions, and the Technology Council Initiative.
- The **Leadership Skills** column was written by Chief Jim Broman. (FRM staff worked directly with Jim each month.) Some topics included establishing managerial resources, how rural fire chiefs can enhance efficiency through values-driven leadership, knowing your role in the incident command system, resolving stress and destructive behavior in the firehouse, networking, speaking critically and inspirationally, conflict communications, politics in the fire service, and delivering an effective message.
- The **Near-Miss** column was written by now-Deputy Chief John Tippett Jr., with one exception: Steve Pegram wrote the December Near-Miss column. (FRM staff worked directly with John Tippett and Amy Hultman each month.) Some topics included roadway ops in cold weather, mutual aid, mayday training exercises, and situational awareness.
- The **Safety** column was written by a group of rotating authors: Deputy Chief Robert R. Devonshire Jr.; Deputy Fire Chief Robert Dubé; Chief I. David Daniels; Chief Danny Kistner; Chief Dan Gaumont; Chief/Fire Marshal Keith Padgett; Chief Matt Tobia; and Deputy Chief Ed Nied. (FRM staff coordinated this column with Vicki Lee, but once author was identified, FRM staff usually worked directly with authors.) Some topics included situational awareness, enforcement of fireground policies and procedures, technical rescue, apparatus safety, training, communications, roll calls and effective scene management, and safety at the extrication scene.

### In addition, eight features ran in the IAFC LE section in 2008:

- January: "Media Matters: How—and why—to take control of department publicity," Rob Ross
- February: "Guess Who's Coming to Dinner: How to prepare for & handle consultants," Ted Halpin, MPA
- March: "Integrate or Alienate: 5 rules for transitioning from a combination department to a truly integrated department," Chief Bett Clark & Deputy Chief Mike Jaffa
- April: "On the Move: Mobile wellness program wins awards, saves money & lives," Captain Terry Naumann
- June: "Intentional Chiefing: Safe apparatus driving will only be a reality when chiefs commit to enforcing policies," Deputy Chief Billy Goldfeder, EFO
- August: "Leadership Starts with an 'L': San Diego Fire-Rescue offers L-380 program to improve department leadership," William Middleton
- August: "Burnin' Down the House: Fire training—particularly live burns—is essential throughout your career," Chief/Fire Marshal Keith Padgett
- October: "Mile-High Innovation: Product & apparatus highlights from Fire-Rescue International 2008," Bob Vaccaro

## Supplements:

February: 2007 National Fire Fighter Near-Miss Reporting System Annual Report Supplement (24 pages; FRM editors worked with Amy Hultman)

<http://tinyurl.com/NearMiss2007>

November: 2009 Near-Miss Calendar: Safety 24/7/365 (32 pages; FRM editors worked with Amy Hultman)

<http://tinyurl.com/09NearMissCal>

## IAFC Coverage/Mentions in TNT (news section):

- January: "Leadership Changes: IAFC's first vice president steps down after being named Atlanta chief," Staff
- April: "Safety Week x 52: The IAFC expands Safety Stand Down Week to a yearlong commitment," Jane Jerrard
- May: "Safety First: Focusing on commitment, IAFC & IAFF announce the 2008 Fire/EMS Safety, Health & Survival Week theme," Staff
- August: "In Honor of Jim: IAFC names conference room after *FireRescue* founder," Staff
- October: "Chief Concerns: Fire service leaders meet at Fire-Rescue International," Shannon Pieper
- December: "The Grand Scheme: IAFC members meet in D.C. to develop strategic plan," Staff

## FRI-Related Coverage:

- June: Fire-Rescue International 2008 Denver Preview
- October: "Mile-High Innovation: Product & apparatus highlights from Fire-Rescue International 2008," Bob Vaccaro
- October News Section: "Chief Concerns: Fire service leaders meet at Fire-Rescue International," Shannon Pieper

## IAFC-FOCUSED EDITORIAL COVERAGE IN *FIRERESCUE*, 2007

### Total editorial pages = 163

Breakdown: 99 Leader's Edge pages; 48 supplement pages, and 16 pages elsewhere in the magazine

**In 2007, the IAFC Leader's Edge (LE) section included a TOC, President's Letter, Leadership Skills, Near-Miss and Safety columns every month.** (Exception: *The Near-Miss column was not included in the October issue, and the Leadership Skills column wasn't included in November.*)

- The **President's Letter** was written by Chief James Harmes from January-August. From September-December, it was written by Steve Westermann. Some topics included making an effort to get acquainted with your Congress members, new and old; "spring cleaning" of old practices and implementing new ones; the need for re-education due to the high number of home fire deaths; reminding Congress of the fire service's needs; welcoming company officers to the IAFC; and taking important steps to grow IAFC membership.
- The **Leadership Skills** column was written by Chief Jim Broman. Some topics included selecting the correct leadership style or "tool" for each situation, discussing ethical behavior and decision-making with your team, the importance of being a truly approachable officer, mastering the four elements involved in making good decisions, putting an end to hazing and harassing, and establishing effective communication between yourself and your supervisor.
- The **Near-Miss** column was written by now-Deputy Chief John Tippet Jr. except for three columns, which were written by Bill Halmich, Brad van Ert and Steve Pegram. Some topics included protection from toxic environments via proper air management; residential structure fires requiring a coordinated and safe attack; minimizing the danger posed by passing traffic by implementing roadway operations SOPs; taking unnecessary risks on the fireground; and retiring old apparatus before they become hazardous to your crew.
- The **Safety** column was written by a group of contributors that included Robert Dube, Matt Shobert, Danny Kistner, Dan Gaumont, I. David Daniels, Richard R. Anderson and Mike Dubron. Some topics included implementing a medically fit-for-duty policy, the importance of safety during highly dangerous collapse rescue incidents, reducing vehicle-related LODDs via apparatus innovations, MVAs being common and dangerous calls and eliminating unsafe behaviors through leadership and personal accountability.

### In addition, 8 features ran in the IAFC LE section in 2007:

- January: "Mayday Is OK: One department's attempt to protect their own," Assistant Chief Brett R. Bowman
- February: "Preventive Measures: A new report aims to reduce training-related injuries and deaths," Steven T. Edwards
- April: "Ready to Respond: This year's Safety Stand Down focuses on firefighter preparedness," Chief I. David Daniels
- May: "Priority Check: Reflections on fire prevention, 60 years after a national conference gave it top billing," Azarang "Ozzie" Mirkhah, P.E., EFO, CBO
- June: "This Ain't Rocket Science: Simple & straightforward advice for improving firefighter safety," Chief Billy Goldfeder
- June: (special section) "Fire-Rescue International Atlanta Preview," opening letters, James Harmes, Chief Harold D. Miller, Atlanta Fire Rescue Department; education highlights, Staff; Guide to Atlanta, Chief Billy D. Hayes, Riverdale Fire Services, Byron Kennedy, Atlanta Fire Rescue Department and Keith Padgett, Fulton County (Ga.) Fire Department

- July: "The Road to Reconfiguration: The Transition Administrator's latest update on the 800-MHz band reconfiguration"
- November: "Compliance Culture: Fire chiefs must ensure their departments are equal-opportunity-compliant," Paul D. Brown

### **Supplements:**

*February: 2006 National Fire Fighter Near-Miss Reporting System Annual Report Supplement (16 pages plus a CD containing the report; FRM editors worked with Amy Hultman)*

*November: 2008 Near-Miss calendar (32 pages plus a CD containing the report; FRM editors worked with Amy Hultman)*

### **IAFC Coverage/Mentions in TNT (news section):**

- July: "Change of Guard: Mark Light named new IAFC executive director," Staff
- September: "New Faces: Two leaders bring enthusiasm, experience to the IAFC," Shannon Pieper

### **FRI-Related Coverage**

- June: "Fire-Rescue International 2007 Atlanta Preview," opening letters, James Harmes, Chief Harold D. Miller, Atlanta Fire Rescue Department; education highlights, Staff; Guide to Atlanta, Chief Billy D. Hayes, Riverdale Fire Services, Byron Kennedy, Atlanta Fire Rescue Department and Keith Padgett, Fulton County (Ga.) Fire Department
- August: As part of our "show issue," the August issue featured a special show cover for Fire-Rescue International.
- December: "Heat Wave: FRI's product offerings are as hot as ever," Bob Vaccaro

## IAFC-FOCUSED EDITORIAL COVERAGE IN *FIRE RESCUE*, 2006

### Total Editorial Pages = 139

Breakdown: 106 Leader's Edge pages; 24 supplement pages, and 9 pages elsewhere in the magazine

**In 2006, the IAFC Leader's Edge (LE) section included a TOC, President's Letter, Leadership Skills, Near-Miss and Safety columns every month.** (Exception: In December, the LE section did not include the Safety column.)

- The **President's Letter** was written by Chief Bill Killen from January-August. From September-December, it was written by Chief James Harmes. Some topics included getting "out of the box" to solve fire service problems, minding your heart and your health, networking to spark ideas, the benefits of attending the CFSI dinner, the 2006 International Firefighter Safety Stand Down, ensuring you have a succession plan in place and the numerous networking, educational and professional opportunities available at Fire-Rescue International.
- The **Leadership Skills** column was written by Chief Kelvin J. Cochran. Some topics included understanding employee morale, how to be a resilient leader, improving teamwork and customer service through camaraderie, establishing the climate of an organization, gathering and sharing feedback to maintain openness, how to leave a lasting legacy and cultivating a positive image in the community.
- The **Near-Miss** column was written by a group of contributors, including now-Deputy Chief John Tippett Jr., now-chief Stephen Pegram, Deputy Chief Steve Mormino, Chief Bill Halmich and Captain Brad van Ert. Some topics included becoming disoriented in heavy smoke, rural responders nearly colliding during a Code 3 response, escaping danger during what appeared to be a "routine" call, taking action to reduce the number of roadside deaths, the importance of knowing when to back off during fire attack, making both the training ground and the fireground safe scenes and understanding how water affects tender driving speed and maneuverability.
- The **Safety** column was written by a group of contributors that included Chief I. David Daniels, Scott D. Kerwood, MIFIRE, CFO, EFO, CFPS, Chief Dan Gaumont, Chief Billy Goldfeder, Chief Gary Morris, Deputy Chief Robert Dube, Chief I. David Daniels, and Battalion Chief Danny Kistner. Some topics included taking safety cues from wildland brethren, removing the stigma associated with calling a mayday, recognizing that not every call warrants driving over the speed limit, classifying LODDs, the connection between the Safety Stand Down and the life safety initiatives, the importance of wearing seatbelts, the danger of the tenure/competency myth and making the reporting of mayday incidents mandatory.

### In addition, 11 features ran in the IAFC LE section in 2006:

- January: "What You Want, What They Need: How to close the gap between public-safety needs & the city's budget restraints," with "The Ordinary Chief's Guide to Extraordinary Leadership," both written by Jeff Bowman
- January: "The 3 Cs: How to manage command, control & communications at events large & small," William Pessemier
- February: "The 101st Fire: Tragedy may be right around the corner," Chief Billy Goldfeder
- March: "Combi Tools: The VCOS's Red Ribbon Report outlines how to transition from vollie to combi," Fred C. Windisch, EFO CFO with Gary Scott
- April: "Answer the Call: National initiatives aim to create interstate & intrastate mutual aid systems," Chief Bill Metcalf
- May: "It's as Simple as Wearing Your Seatbelt: Use the Firefighter Safety Stand Down to fix some of the issues of firefighter survival," Chief Billy Goldfeder

- June: "FRI's Chariots of Fire: A sneak peek at Fire-Rescue International's apparatus line-up," Staff
- June: "Look & Learn: FRI 2006 features education & exhibit hall activities to advance your career," Staff
- July: "So, Did the Stand Down Matter? It didn't solve the problem, but the 2006 Safety Stand Down is a major, nationally led local step for fire departments in reducing LODDs," Chief Billy Goldfeder
- August: "From Good to Great: Draw on your people to elevate your department's success," Chief Brian Crawford
- August: "Get a Jump Start: Work attendance at Fire-Rescue International into your budget," Chief Kelvin Cochran
- September: "Downsizing: To get back to basics, 2 metro chiefs move to smaller departments," Chief Brian Crawford
- November: "Mission: Mobilize, Integrate, Respond: The IAFC's National Mutual Aid System strategic plan promises to transform disaster response," Chief Bill Metcalf

### **Supplements:**

*August: 2006 FRI Conference Companion (24 pages plus fold-out exhibitor map) Created by the FRM editors, included show highlights, words of wisdom and city highlights.*

### **IAFC Coverage/Mentions in TNT (news section):**

- March: "IAFC survey concludes most departments share the same challenges," Jane Jerrard

### **FRI-Related Coverage:**

- June: "FRI's Chariots of Fire: A sneak peek at Fire-Rescue International's apparatus line-up," Staff
- June: Look & Learn: FRI 2006 features education & exhibit hall activities to advance your career," Staff
- July: The cover displayed a banner above the *FireRescue* masthead that read: "Don't miss Fire-Rescue International! Sept. 14-16, Dallas, Texas"
- July: "The Place to Be: Opportunities Abound at Fire-Rescue International," Chief Bill Killen.
- August: "Get a Jump Start: Work attendance at Fire-Rescue International into your budget," Chief Kelvin Cochran
- August: As part of our "show issue," the August issue featured a 24-page on-site guide for FRI, as well as a special show cover. These items were included only for the copies distributed on site.
- November: "Rodeo of Rigs: Apparatus manufacturers gather in Dallas to showcase their latest and greatest," Bob Vaccaro
- December: "Cool Tools: A sampling of new tools & gadgets from Fire-Rescue International 2006," Bob Vaccaro