



2010 OFFICERS SCHOOL
Green River Firefighters Association
February 19, 20 & 21, 2010
Lexington Convention Center – Lexington KY



19. Media Operations – In Good Times and Bad Times

Media operations are critical to the image of your department, whether you are a small or large fire department. This class will improve your ability to serve as a public information officer (PIO), whether for one incident or all incidents with your department. Students will explore how to generate positive news coverage for your department and how to respond to the news media when a negative event has impacted your department. Included in the class will be information on press releases and press conferences.

This is a **ONE DAY CLASS** and will be offered on **SATURDAY ONLY**

INSTRUCTOR: MARSHALL GRIGGS, BATTALION CHIEF
LEXINGTON FIRE DEPARTMENT

Marshall is a 17 year veteran of the Lexington Fire Department. He has served in various capacities, including EC Unit Officer, Rescue Company Officer, Training Officer, and a District Fire Officer. He currently serves as the Public Information Officer for the Department.

Join BC Griggs and his invited speakers as you learn to improve the public image of your department through effective Media Operations.