

Friday – Afternoon

4 Hours

The Weight of the Trumpets

This four-hour session is designed for anyone in the Fire Service who wears the speaking trumpets of command... or any firefighter who one day hopes to. View from the perspective of rank as a responsibility to both lead and communicate, discussions and activities will focus on what it means to effectively identify your audiences and get your message out. It may be coordinating with other agencies, internal dialogue within your own department, media interviews or reaching out to the communities we serve. It all directly involves you. Our insignia designating rank is not a bugle, it's a speaking trumpet. As such, it is actually a symbol of leadership AND communication. From the lone volunteer firefighter on-scene establishing incident command to a chief with five trumpets, clear, concise and purposeful communication is a must for everyone in the Fire Service. It's a large part of what we do. It's an important part of how we should train.

Instructors – Janie Gunnell and Joe Farago

Janie Gunnell has been a fire instructor for 20 years and contracts with the National Fire Academy, St. Petersburg College, and state fire academies in North Carolina, South Carolina, Oklahoma, and New Hampshire. Janie has been a speaker at national and international conferences, and is a curriculum designer and instructor for FEMA classes. Janie retired from Nassau County Fire Rescue and the Florida State Fire Marshal's Office, and has degrees in business and fire science administration.

Joe Farago is a crisis communications specialist, information officer and national consultant on public information systems. Joe has spent 45 years working in the field of communications, with experience in radio and television news, public relations, mass marketing, education, and disaster response. As a former firefighter and "red card" member of a Type II National Incident Management Team, he has deployed as a Public Information Officer (PIO) on hurricanes, tornadoes, and numerous large western wildfires. He frequently serves as an evaluator, reviewing disaster responses and exercises for agencies throughout the United States. He is currently a contract instructor at the Emergency Management Institute in Emmitsburg, Maryland (EMI), teaching Advanced Public Information Officer courses and providing input for updated state-delivered curricula. He also helped design and deliver the Nation's first FEMA/DHS Master PIO course at EMI. Additionally, he has recently been working with the Center for Public Safety Excellence (CPSE) as a Peer Reviewer for the newly created Public Information Officer professional designation through the Commission on Professional Credentialing (CPC).