

Lights... Camera... Action...

You wouldn't go into a fire without the tools to do the job. Don't go in front of the cameras and microphones without the tools to do the job!

Strategies and tactics to be comfortable and professional when the media circus or just one reporter shows up at your scene or office. Learn the tricks of the trade. Learn why you need the media and the media needs you. Who can speak for your department? Do you need a policy?

You will learn how you appear on camera and how to always be prepared.

The THREE RULES TO SUCCESS with the media. I call it "Defense Against the Dark Arts!"

Instructor – Janie Gunnell

Janie Gunnell has been a fire instructor for numerous years and contract instructor for the National Fire Academy for nearly 10 years. She is retired from Nassau County (FL) and the Florida State Fire College. She was President/Chief of Jacksonville Emergency Medical Auxiliary with Jacksonville Fire/Rescue. She has degrees in Business Administration and Fire Science Administration.

She has been a career paramedic and Quality Assurance Officer. She was also a Public Information Officer for both Fire and Emergency Management departments. She has served on the Command Staff during multiple EOC activations. She was a district leader for the Florida PIO Deployment team. She has been a speaker and instructor at the Florida Governors Hurricane Conference and the Florida Fire Chiefs Conference to name a few.

She was on the curriculum design team and the instructional team for a two-day FEMA class, Crisis Leadership for Local Officials, which was taught in 40 states.