

NYSAFC 2016 Recruitment & Retention Skills Training: *Media Relations & Human Resources Skills*

FREE training for current and future fire officers!

This 8-hour training will look at the problem of low staffing levels among volunteer fire departments and help officers develop skills to address the problem. Specifically, the training will help participants develop their media relations capabilities. Training will cover ways to utilize the media as a recruitment tool, how to promote a fire department in the local media, and tips for developing community-specific media campaigns for recruitment and outreach. Some participants will also have an opportunity to practice their media skills in front of a camera.

In addition, participants will explore some of the human resources issues within the fire house that can affect volunteer retention. This knowledge will help fire officers deal more effectively with problematic issues that may arise in the fire house and at the incident scene. Participants will be better able to build a cohesive, committed team and improve morale among their volunteer members. All participants will receive a free copy of the book *Effective Fire and Emergency Services Administration*, a \$60 value, for future reference.

Funding for this training is provided by FEMA through the Staffing for Adequate Fire & Emergency Response (SAFER) grant program.



Schedule: 8:00 a.m. – 4:00 p.m. at all sites.

Dutchess County
February 20, 2016

Monroe County
April 16, 2016

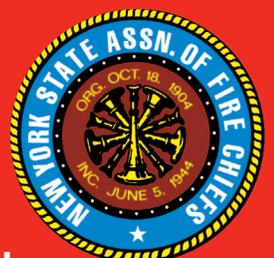
Chautauqua County
March 12, 2016

Saratoga County
April 23, 2016

Otsego County
March 19, 2016

Clinton County
May 14, 2016

Contact Sue Syzdek at
ssyzdek@nysfirechiefs.com
or (800) 676-FIRE for more details.





NYS AFC 2016 Recruitment & Retention Skills Training: Media Relations & Human Resources Skills

Program Registration Form

Registrant's Information

Use one form per person. Copy form as needed.

Confirmation will be mailed and e-mailed to address below. Please print neatly.

Name: _____ Title: _____

Department/Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Daytime Phone: () _____ E-Mail: _____

Training Sites/Dates

Schedule: 8:00 a.m. – 4:00 p.m. at all sites.

- | | |
|---|--|
| <input type="checkbox"/> Dutchess County
February 20, 2016
Dutchess County 911 Center
392 Creek Road
Poughkeepsie, NY 12601
<i>Registration Deadline: February 16, 2016</i> | <input type="checkbox"/> Monroe County
April 16, 2016
Hilton Fire Department
120 Old Hojack Lane
Hilton, NY 14468
<i>Registration Deadline: April 12, 2016</i> |
| <input type="checkbox"/> Chautauqua County
March 12, 2016
Chautauqua County Office of Emergency Services
2 Academy Street
Mayville, NY 12757
<i>Registration Deadline: March 8, 2016</i> | <input type="checkbox"/> Saratoga County
April 23, 2016
Clifton Park Fire Department
38 Old Route 146
Clifton Park, NY 12065
<i>Registration Deadline: April 20, 2016</i> |
| <input type="checkbox"/> Otsego County
March 19, 2016
Otsego County EOC
140 Cty. Hwy. 33W
Cooperstown, NY 13326
<i>Registration Deadline: March 16, 2016</i> | <input type="checkbox"/> Clinton County
May 14, 2016
Clinton County Office of Emergency Services
16 Emergency Services Drive
Plattsburgh, NY 12903
<i>Registration Deadline: May 10, 2016</i> |

***There is no cost to attend. Training is limited to 50 participants per site.
If you register but cannot attend, please notify NYS AFC.***

Submit Registration Form to:

New York State Association of Fire Chiefs • P.O. Box 328 • East Schodack, NY 12063 • Fax: (518) 477-4430
E-Mail: ssyzdek@nysfirechiefs.com • Phone: (800) 676-3473 or (518) 477-2631 • www.nysfirechiefs.com