

EDITORIAL EXCELLENCE

“Just a quick note to compliment you on your magazine and how I was able to ‘Read it Today, Use it Tonight.’ As the training officer for my department, I had planned for the local helicopter to come out for a review of setting up landing zones. When the weather deteriorated, I cancelled the chopper for safety reasons and used the article ‘A Recipe for Disaster’ by Greg Jakubowski in the April issue as the basis for a lesson plan. It gave our department some insight into alternative ways to handle these types of incidents. We now have some additional ‘tools in our toolbox.’ Additionally, during our run review for an MVA, I was able to refer to ‘Upon Arrival’ and its ‘dirty dozen’ sidebar by John Hinton. Thank you, and please, keep up the good work.”

Technical Team: *FireRescue Magazine* has recruited the country’s foremost experts to form a one-of-a-kind “editorial tech team.”

Nick Brunacini

Fire Attack Editor Nick Brunacini has been with the Phoenix Fire Department since 1980 and has served as a firefighter, captain, battalion chief and shift commander.



Scott Cook

Technical Editor Scott Cook is a captain with the Granbury (Texas) Volunteer Fire Department (GVFD). Cook has an associate instructor certificate with the Texas Commission on Fire Protection.



Larry Davis

Rural Fire Command Editor Larry Davis is a full member of the Society of Fire Protection Engineers, a Certified Fire Protection Specialist and a Certified Fire Service Instructor II with more than 30 years experience as a fire service instructor.



William Goldfeder

William Goldfeder is a 30-year fire-service veteran and is a battalion chief with the Loveland-Symmes Fire Department in Ohio. Goldfeder has served on numerous IAFC and NFPA committees. He is a graduate of the National Fire Academy’s Executive Fire Officer program.



Greg Jakubowski

Fire Attack Editor Greg Jakubowski has 24 years of fire service experience, is a senior fire instructor, a fire protection engineer and certified safety professional.



Steve Kidd

Extrication/Truck Operations Editor Steve Kidd recently retired after more than 26 years with Orange County (Fla.) Fire/Rescue.



Tom Pendley

Rescue Editor Tom Pendley is a captain/paramedic with the Peoria (Ariz.) Fire Department and a member of its technical rescue team.



Paul Shapiro

Engineering Editor Paul Shapiro is an engineer with the Las Vegas Fire Department.



Bob Vaccaro

Apparatus Editor Bob Vaccaro has 27 years of fire-service experience. He has served as a firefighter, line officer and chief of department with the Deer Park Fire Department on Long Island.



Tom Vines

Rescue Editor Tom Vines is the co-author of *High Angle Rescue Techniques* and *Confined Space and Structural Rope Rescue*.



FIRE RESCUE...

The Magazine Readers Actually Read!



Readers Value the Content...

- Each issue is read an average of **49 minutes**.
- Issues are kept for an average of **5.5 months**.
- FireRescue* is the one read most carefully . . . **81%**
- . . . offers the most innovative ideas **91%**
- . . . has the best strategic insight/advice **90%**
- . . . has the best columns **81%**
- . . . has the best “how-to” articles **94%**

Readers Value The Magazine

The ONE industry trade publication most useful in their work!

- FireRescue Magazine** **61%**
- Fire Engineering* **21%**
- Firehouse* **10%**
- Fire Chief* **6%**

The ONE publication they choose to read!

- FireRescue Magazine** **58%**
- Fire Engineering* **20%**
- Firehouse* **15%**
- Fire Chief* **6%**

The Magazine they read regularly!

- FireRescue Magazine** **90%**
- Firehouse* **63%**
- Fire Engineering* **57%**
- Fire Chief* **33%**

*Source: Harvey Research, Inc. (May 2004)