

Daily Dispatch

NEWS FOR AMERICA'S FIRE SERVICE



MEDIA PLANNER

WHAT IS THE DAILY DISPATCH?

The Daily Dispatch is a scan friendly electronic newsletter featuring current national and state news and fire service announcements in a format that was designed to meet the needs and interests of the busy fire chief and motivated career officer.


Readers are able to quickly decide what articles and issues are important to them and access the information through a convenient link to additional content and resources.

The Daily Dispatch combines the communications efforts of leading fire service organizations and provides a popular abbreviated style that focuses on the highlights of the day. Keeping its readers "in the know" is the goal of the dedicated staff that run the Daily Dispatch.

Each edition of the Daily Dispatch is compiled specifically for the state in which it is published and provides regional focus through articles and content chosen for its relevance to the local reader. The Daily Dispatch is sent electronically to the thousands of fire service members who have joined the service.

The Daily Dispatch is provided as a free service and is open for everyone to subscribe at the following website: www.dailydispatch.com. It is endorsed by and brought to the fire service by the Divisions of the International Association of Fire Chiefs (IAFC).

We welcome you to experience the benefits of this publication for yourself.



NEW MEXICO FIRE CHIEFS ASSOCIATION
SOUTHWESTERN DIVISION OF THE IAFC
New Mexico Daily Dispatch

STATE NEWS

City Council looks at EMS plan
Source: Items Highlight (NM)
Indexed At: 1/10/05 5:11 PM (197962071)
Keywords: inform fire code
Byline: Hecena Montalano
Abstract: ... code by replacing an outdated edition of the *Uniform Fire Code*. The city has utilized a 1997 edition to govern conditions hazardous to life and ...

Tourism, fireworks among highlights for council
Source: Silver City Sun-News (NM)
Indexed At: 1/7/05 12:26 AM (197771669)
Keywords: fire marshal
Byline: By Levi Hill

NATIONAL NEWS

5 trapped in Bangkok building collapse
Source: NewsFlash (PA)
Indexed At: 1/9/05 8:25 AM (19766006)
Keywords: firefighter1
Abstract: ... collapsed in the Thai capital Sunday, trapping five firefighters inside the wreckage, police said. The fire started on the fourth floor of the ...

Chlorine Threat Lingers From Train Wreck
Source: PhillyBurbs.com (NJ) (sic: 39,699)
Indexed At: 1/7/05 5:51 PM (19726354)
Keywords: fire chief, Fire Chief AND retire, award, recognition, firefighter1, Legislation
Byline: JENNIFER HOLLAND
Abstract: ... grabbed me," said Charles Royce Littlejohn, a volunteer firefighter who ran to the scene. "It gassed me and brought me down to my knees. ...

ANNOUNCEMENTS

- FEMA Announces New National Response Plan (NRP) - Online Training
- FEMA/DHS Fire Act Grant Award Announcements - Search for grants awarded in your state
- FY 2005 Homeland Security Grant Program - DHS releases application kit and program guidelines
- IAFC Member Alert - IAFC Expanding Wildland Fire 2005 Partnership
- IAFC News - Department of Homeland Security Announces Completion of the National Response Plan
- IAFC working to address budget cuts at NFA - Concern over budget cuts at the National Fire Academy
- National Fire Academy Training Opportunities - As of October 27, 2004
- NPSA Layout Technician Training - 2005 Class Schedule
- NIMS Alert - New downloadable version of the NIMS document now available
- Post Announcements at nim_admin@wfa.com

AFFILIATED IAFC DIVISIONS

- Eastern Division of the IAFC
- Southeastern Division of the IAFC
- New England Division of the IAFC
- Great Lakes Division of the IAFC
- Missouri Valley Association of Fire Chiefs
- Western Fire Chiefs Association
- Southwestern Fire Chiefs Association

CONTENT SECTIONS

- Local News
- National News
- SPONSOR ADS
- Announcements
- Events
- Jobs
- Equipment Classifieds
- FireRescue GPO
- Websites

BECOME A SPONSOR OF THE DAILY DISPATCH

Thank you for your interest in advertising with the Daily Dispatch news publication. We reach thousands of fire chiefs and administrative officers each day with our popular newsletter. Our subscribers have joined the Dispatch service as the result of their membership in an IAFC Divison, a state fire chiefs association, or by submitting a request to our staff or through our website. The fire officers who receive the Dispatch value it as a member benefit and innovative service.

Our publication is strongly user-driven, and we are committed to partnering with our valued fire service vendors. Unlike other publications, we will not be featuring animated images. The formula for our publication is to provide news, events, and resources in a quick to scan and easy to read email. For this reason, available sponsor advertising opportunities are limited to three each day per regional division.

By limiting the exposure to typical advertising, we believe we can maintain the trust and value our members have in following the hyperlinks we provide. We encourage our vendors who chose to advertise with us to provide informative, helpful links and resources in addition to product focus.

The Sponsor Ads section of the Daily Dispatch will feature a convex version of your logo and up to four lines of descriptive text such as a tagline, a featured product, or a promotional offer. An active hyperlink to your website or online ad will be included. The logo image will also be an active link to encourage readers to visit your Internet marketing and PDF downloads.

The Daily Dispatch will be publishing all the news and content found in the state editions of the newsletter on the new www.dailydispatch.com website, launched in March 2005. The interactive site will also feature the Sponsor Ads run on the electronic version of the newsletter to further promote the vendors who support our efforts to reach out to the fire community with this important communications service.

We would like to help you place your first Sponsor Ad. The Daily Dispatch is a great way to promote your products and services to the fire service locally or nationwide. Please give us a call to learn more at (503) 419-6423.

Sincerely,



Jeff Griffin
President

Daily Impact

Communicate your marketing message to our national readership.

Thank you to our sponsors who are helping us advance our mission - *Providing Today's Information to the Fire Service Industry.*



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WHAT OUR DAILY DISPATCH SUBSCRIBERS ARE SAYING

I was very pleased with the advertising we did with the Daily Dispatch. We advertised our fire instructor's position on the website. In the past we have only received 8 or so applications. With the help of the Daily Dispatch we received 28 applications from 6 different states. Thanks for helping us find the right person for the position.

Johnny Mack
Chemeketa Community College, OR

AWESOME service!!! THANKS for including me!!!

Keith Tanner, Fire Marshal/EMC
Round Rock Fire Department, TX

The best...I can't say enough good things about this service. I rush to start my computer every morning just to read and see what is going on around the area. You even had some articles on my home town of Long Branch. Please keep up the good work.

Thomas A. Siciliano III, Engine Captain 75-3-69
Fort Monmouth Fire and Emergency Services, NJ

A few months ago we were recruiting for an Assistant Fire Chief of Operations. After one month, we had received very few applications. We decided to have the position posted on the Western Fire Chiefs Association's Daily Dispatch. During the Month the job was posted on the Daily Dispatch, we received thirty applications, many from our neighboring states. I would highly recommend the use of the Daily Dispatch for job announcements.

Joe Perry Fire Chief
University of California, Davis CA

Keep it going - excellent means of keeping us informed about what is happening in a larger area than what we may normally get.

John Washington
Ogontz Fire Company, PA

DAILY DISPATCH

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