

Issue	Issue Highlights	Special Feature	Product Showcase	Bonus Distribution/ Value-Added Marketing	D
JANUARY	<b>Fire &amp; Emergency Apparatus</b> The Apparatus Architect Firefighter Health & Fitness	<b>APPARATUS ROUNDTABLE</b>	Apparatus Cabs & Chassis	Apparatus Symposium Jan. 20-23, Lake Buena Vista, FL Fire-Rescue East, Jan. 25-26, Daytona, FL	Ins Ma
JANUARY WORLD EXPO	<b>Wildland Firefighting Strategies &amp; Tactics</b> Firefighter Training	<b>NEW! FIRE-BASED EMS  HIGHER EDUCATION</b>	Thermal Imaging Cameras	<b>FIREHOUSEWORLD</b> Feb. 17-21, San Diego, CA	Ins Ma
MARCH	<b>Combination Fire Department Run Survey</b> Combination Fire Department Leadership Emergency Communications	<b>NEW! FIRE-RESCUE-EMS APPS GUIDE TECHNICAL RESCUE</b>	Self-Contained Breathing Apparatus	<b>Ad Readership Study APPS Showcase</b>	Ins Ma
APRIL	<b>Firehouse® Heroism &amp; Community Service Awards</b> Firefighter Training The Apparatus Architect	<b>HIGHER EDUCATION</b>	Training Props/ Communications Equipment	FDIC Show April 22-27, Indianapolis, IN	Ins Ma
MAY	<b>FIRE SERVICE TECHNOLOGY Volunteer &amp; Rural Firefighting</b> Firefighter Health & Fitness	<b>NEW! MANAGING MASS-CASUALTY INCIDENTS</b>	Hose & Nozzles/Monitors Hose Reels/Hose Fittings	Harrisburg Fire Expo May 17-19, Harrisburg, PA	Ins Ma
JUNE	<b>National Run Survey – Fire Dept. Profiles</b> Fireground Operations	<b>TECHNICAL RESCUE</b>	Personal Protective Equipment	NYSFC Show, June 12-15, Verona, NY <b>APPS Showcase</b>	Ins Ma
JULY EXPO	<b>National Run Survey – Total Calls, Engine &amp; Ladder Managing the Fireground</b> Firefighter Training	<b>NEW! EMERGENCY COMMUNICATIONS CENTERS</b>	Public Education Products & Services	<b>FIREHOUSEEXPO</b> July 23-27, Baltimore, MD	Ins Ma
AUGUST	<b>National Run Survey – Chiefs &amp; Specialty Units</b> Emergency Communications The Apparatus Architect	<b>HIGHER EDUCATION</b>	Pre-Planning & Incident Management Software	APCO International, Aug. 18-21 Anaheim, CA IAFC Show, Aug. 13-17, Chicago, IL	Ins Ma
SEPTEMBER WORLD EXPO	<b>National Run Survey – Pay Scales &amp; Staffing</b> Fire Prevention/Fire Safety Education Wildland Firefighting	<b>NEW! FIRE-BASED EMS</b>	Specialized Rescue Tools, Equipment & Supplies	<b>EMSWORLD EXPO</b> Sept. 8-13 Las Vegas, NV <b>APPS Showcase</b>	Ins Ma
SEPTEMBER	<b>Volunteer Run Survey</b> Volunteer Fire Department Leadership Firefighter Health & Fitness	<b>TECHNICAL RESCUE</b>	Firefighter Hand Lights	<b>Ad Readership Study</b>	Ins Ma
SEPTEMBER	<b>APPARATUS SHOWCASE</b> The Apparatus Architect <b>Airport FD Run Survey</b>	<b>HIGHER EDUCATION</b>	Apparatus Components	<b>Holiday Gift Guide</b>	Ins Ma
SEPTEMBER	<b>HAZARDOUS MATERIALS RESPONSE</b>	<b>TECHNICAL RESCUE</b>	Gas Detectors  <i>Tentative schedule as of 8/1/2012; subject to change.</i>	<b>APPS Showcase</b>	Ins Ma

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## **NEW! FIRE CHIEF LEADERSHIP PROFILES**

*Firehouse®* presents in-depth interviews with fire chiefs who are focused on overcoming today's command, emergency response and budget challenges. Current, new and aspiring fire chiefs will have the opportunity to learn from the very best in our profession.

## **NEW! BEST PRACTICES: PIOs & Fire Prevention**

Progressive public information officers understand that the best way to manage emergencies is to avoid them in the first place. Imagine reducing fire deaths in your community by preventing fires from occurring. Fire departments across the country are implementing public education and fire safety programs that target at-risk populations and teach them to prevent the fire before it can happen.

## **NEW! Marketing Your Fire Department**

In today's challenging political climate, it's more important than ever to "sell" your fire department to the public you serve by highlighting the value of the services you provide. Learn how fire chiefs and fire departments are proving their worth through professional marketing campaigns and other public outreach programs.

## **NEW! BEST PRACTICES: The New Company Officer**

The first-line supervisor has been described as THE

key position in any fire department, yet few adequately prepare new company officers for leadership roles. *Firehouse®* identifies best practices to help new company officers succeed in this challenging job.

## **NEW! BEST PRACTICES: Recruitment & Retention**

Recruiting members to a career, combination or volunteer department involves more than just enlisting candidates. For example, consider recruitment campaigns, health screenings and background checks. Then, once new members are in place, what type of training programs, promotion opportunities and benefits will keep them interested and involved? Learn from fire departments that have mastered the art of recruiting members and keeping them on the job.

## **NEW! BEST PRACTICES: The New Fire Chief**

New fire chiefs rarely have a full understanding of the challenges they are up against until they actually take the job. The job involves much more than managing emergency responses. From political pressures and budget challenges to personnel issues and public relations, new chiefs frequently find themselves "over their heads." *Firehouse®* identifies best practices to guide the new fire chief in meeting the ever-increasing demands of the job.