



Pompano Beach Fire Rescue

FIRE ADMINISTRATION
MEMO # 21-A005

To: Greg Harrison, City Manager
From: Chad Brocato, Fire Chief
Date: 10/07/20
Re: Request to Participate in A&E Documentary

Joe Venafrro, executive producer of A&E Networks documentary show titled "Live Rescue," reached out to me to determine if we would be interested in participating. The documentary showcases the daily life of the emergency responder, including incident response, emergency actions, and responding to emergencies. Many other fire departments are already participating in the documentary, and the show places first responders in a favorable light. Moreover, he advised that we will have the ability to edit content that would not show our agency in a favorable light or otherwise does not meet our approval.

He shared the fact that Pompano Beach Fire Rescue was selected because of its Class 1 ISO rating, its location on the East Coast, and because Ocean Rescue is an integral part of our agency. They are very excited to have us involved. I believe it is an excellent opportunity to showcase Pompano Beach. It will likewise show the level of talent that we have within this department.

Below are links and information provided from Mr. Venafrro. The links work if copied and pasted into an Internet browser, such as Google Chrome or Internet Explorer:

You can access the trailer to the show through this link:

https://m.facebook.com/story.php?story_fbid=1285372978461250&id=14044019798

Here are some stories filmed with other departments:

https://www.dropbox.com/s/g1mgm9ku62wksrh/LR_SIZZLE_062320_BL_v1.mov?dl=0

Here's an article and interview with host:

<https://www.google.com/amp/s/www.fox5atlanta.com/video/841553.amp>

"Live Rescue" airs on Fridays and Saturdays from 9-11pm EST on A&E. While it's a live show, it also airs on a short time delay of roughly 20 minutes. This allows time to review material for sensitive content before air. For agencies who cannot go live, we also film non-live stories. Participating departments have said the program is a good way to increase fire safety awareness, build community relations and recruit.

Production would involve a small crew -- trained in HIPAA privacy laws and COVID-19 Protection Policy -- following representatives of your agency on duty. (We do not cover COVID-19 calls on the show.)