



LAKELAND FIRE DEPARTMENT

Media Release

FOR IMMEDIATE RELEASE

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**Presenting the Department's First Full Length Video Production:
*Fully Involved: What it means to be a Lakeland Firefighter***

The Lakeland Fire Department is proud to present its first major video production *Fully Involved: What it means to be a Lakeland Firefighter*. The production was developed as a recruitment tool and was made to help inform young men and women who are in the process of selecting a potential career to pursue, on the many interesting and rewarding careers available in the fire service.

The film highlights the many different kinds of work Firefighters do; it's so much more than just fighting fires! The video features Lakeland's Firefighters sharing their personal stories to describe the risks, rewards, highs and lows that come with serving on the front lines of public service as an emergency responder. The film uses entirely original footage of the Lakeland Fire Department's response to incidents, training, community events, and the many more activities the department does.

The 25 minute video will be distributed to all high schools and vocational schools in Polk County and is available in its entirety online on the Lakeland Fire Department's website (www.lakelandgov.net/ldf) and You Tube page ([Lakeland Fire](https://www.youtube.com/watch?v=K18jobCNSFc)). This film is free and openly available for use.

The Lakeland Fire Department strongly encourages it to be shared and can make copies available to any media outlet interested in broadcasting and further sharing the film.

Available at www.lakelandgov.net/ldf and [youtu.be/K18jobCNSFc](https://www.youtube.com/watch?v=K18jobCNSFc) .

- END -

Gary Ballard, Fire Chief

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WWW.LAKELANDGOV.NET/LFD



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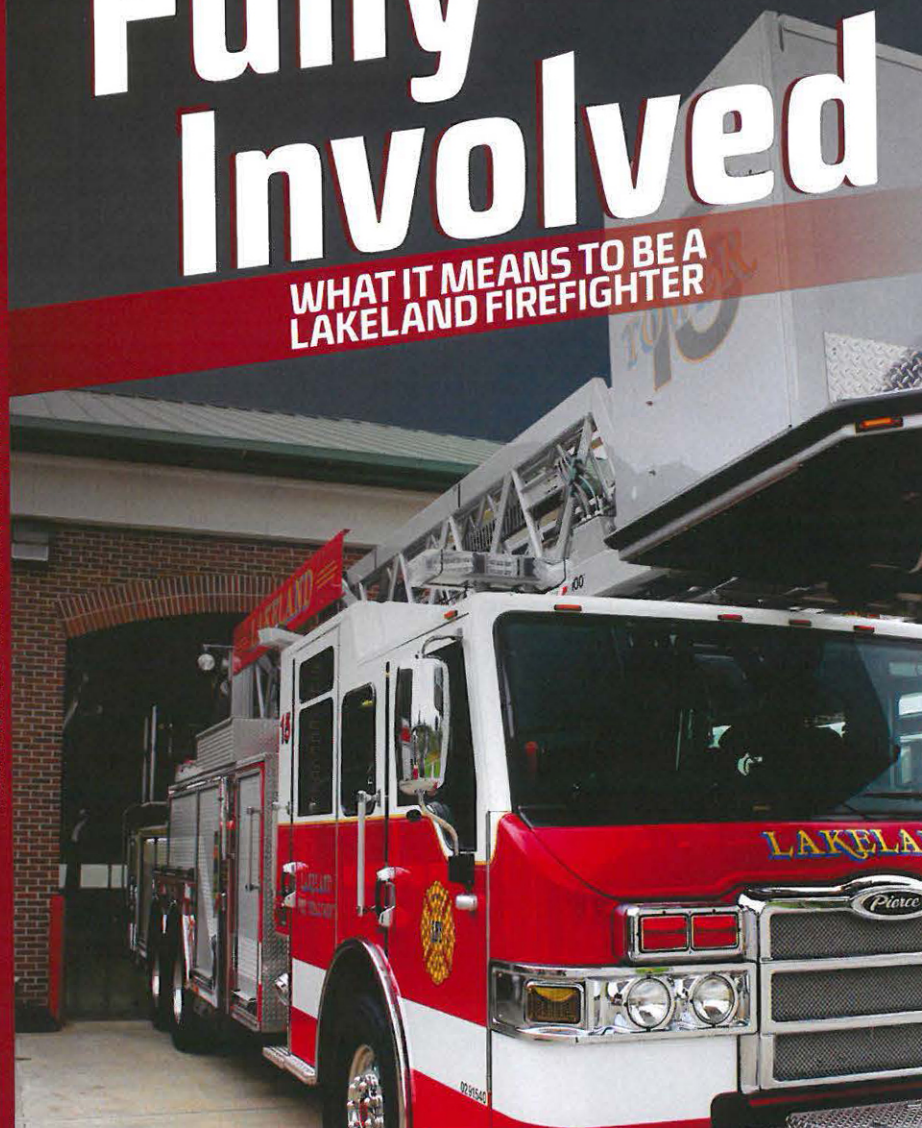


LAKELAND
FIRE DEPARTMENT

Fully Involved

WHAT IT MEANS TO BE A
LAKELAND FIREFIGHTER

FULLY INVOLVED - WHAT IT MEANS TO BE A LAKELAND FIREFIGHTER



DO YOU KNOW WHAT IT REALLY MEANS TO BE A FIREFIGHTER?

DO YOU EVER WONDER IF YOU HAVE WHAT IT TAKES?

Learn about an exciting career in the emergency response field directly from some of Lakeland's Firefighters. This film highlights the diverse work Firefighters do; it's so much more than just fighting fires! Through the Firefighter's personal stories, you'll also get to learn more about the Lakeland Fire Department and the rewards of serving their community.



LAKELAND
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This production was made entirely with Lakeland Fire Department personnel and real footage of the Department's Firefighters at work in their community.

Produced in 2015 by the Lakeland Fire Department in Partnership
with the City of Lakeland's Communications Department.

For more information about the Lakeland Fire Department visit
www.lakelandgov.net/lfd



/LakelandFD



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CHAPTER LINEUP

Pathways: Making the choice to become a Firefighter. Listen to real Lakeland Firefighters describe what made them choose a path of public service in the emergency response field.

Callings: Joining the Fire Service isn't just a job, it's a calling! Firefighters describe the many different aspects of being a Firefighter because it's not just about fighting fires anymore.

Family: Compared to most other careers paths, firefighting is unique in that you live where you work. Firefighters describe the bonds they forge with their fellow Firefighters and what it's like having a "second family".

Opportunities: Firefighters describe the perks of the job including the ability to further their education, career advancement, and helping their community in exciting ways.

Teamwork: Firefighting is very much a team effort. Firefighters describe how they work together to help their communities and depend on each other to not only do their jobs but to keep each other safe.

Realities: Firefighting is a very rewarding career but there are some tough truths to the work they do. Here Firefighters describe the risks, rewards, highs and lows that come with serving on the front lines of public service as an emergency responder.

Qualities: Firefighters describe what the job takes and the qualities a candidate should possess to be able to succeed as a Firefighter — It's what's on the inside that counts.

Conclusion

