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AND THE EMMY® GOES TO ... NCAFC's VWS "THEY SAY" PSA
60-Second Video Features North Carolina Fire Personnel in Effort to Recruit Volunteers

February 15, 2020 | Nashville, TN – “They Say”, a public service announcement launched by the North Carolina Association of Fire Chiefs (NCAFC) and the International Association of Fire Chiefs’ (IAFC) Volunteer Workforce Solutions (VWS) volunteer firefighter recruitment campaign won two Midsouth Regional Emmy® Awards from the National Academy of Television Arts and Sciences.

The [PSA](#), produced in partnership with Chief Tracy Mosley of the North Carolina Association of Fire Chiefs, the International Association of Fire Chiefs (IAFC) and Jeffrey Fitzgerald of [JeffInHighDef](#), was nominated for four awards and received top honors in two categories at the 34th Annual Midsouth Emmy Awards show. The PSA was designed to increase awareness and visibility for the volunteer firefighter shortage in North Carolina. The video includes captivating footage and visually groundbreaking moments as well as feature fire personnel from Station 9, the Silver Lake Volunteer Fire Department, a smaller fire station in Wilson, NC as well as other volunteer departments in Nash County, NC.

The awards are for Public Service/Community (PSA) Campaign and Photographer/Short Form for visual excellence. The chapter recognizes television excellence in North Carolina, Tennessee and North Alabama.

The project was written, shot and produced by Jeffrey Fitzgerald of [JeffInHighDef](#), a broadcast, online and livestream media company based in Loudoun County, Virginia. The PSA “tells a story of unity in uncertain times, showing tar-heel state pride through the volunteer fire service. Wow, I think, is an understatement” said Fitzgerald about the news.

Highlighting volunteer firefighters operating at various emergency scenes and performing some of the

many skills they possess thanks to the professional training they receive, the PSA illustrates that volunteer firefighters come from all walks of life. They're male, female, teachers, business owners, retirees, mothers, fathers, students, and more. And, they want more members of their communities to answer the call. "To know that we have been acknowledged for the PSA is outstanding. However, knowing that it has and continues to make an impact across the state of NC is the true reward," says NCVWS program manager Chief Tracy Mosley. "And it's working. We're getting more and more inquiries every day. The Emmy® win is beyond anything we could have imagined."

About the NCVWS Program

[VWS](#) a program dedicated to increasing the number of volunteer firefighters throughout the state. A partnership of the [North Carolina Association of Fire Chiefs](#) (NCAFC) and the [International Association of Fire Chiefs](#) (IAFC). The NCVWS program is an initiative designed to address the shortage of volunteer firefighters in North Carolina. It is helping achieve a viable and sustainable volunteer firefighter workforce for fire departments throughout North Carolina. This program is funded by a Staffing for Adequate Fire and Emergency Response (SAFER) grant awarded to the NCAFC by the U.S. Department of Homeland Security's Federal Emergency Management Agency (FEMA) to develop a model to enhance the recruitment and retention of volunteer firefighters.

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