



## TEMS AND PEMS RECRUITMENT CAMPAIGN BEGINS

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A core group of individuals from The TEMS Recruitment, Retention, and Recognition Workgroup was joined by a group from the Peninsula Emergency Medical Services Council (PEMS) to develop a unique multi-media recruitment program to create awareness of volunteer and career EMS opportunities within the regions. An RSAF Grant application was submitted and in January, 2010, FARC approved the request. The campaign was named **BecomeEMS.org** and kicked-off during EMS Week this past May.

**BecomeEMS.org** includes: a special website, two TV commercials, radio advertising spots, talk-show interviews, internet banner ads, provider testimonials, media personality ride-alongs and TV news features about how EMS has impacted peoples' lives. **BecomeEMS.org** is a special "portal" website that provides a unified recruitment message, marketing and promotional materials, and hyperlinks directly to websites for each agency. This key concept allows agencies to individually tailor information and membership applications for their organization needs.

Rubin Communications in Virginia Beach was selected as the marketing and media consultant and was instrumental in creating "partnerships" with WAVY-TV and Sinclair Communications (a five radio station group). The result is that **BecomeEMS.org** is much more than just advertising.

The RSAF Grant was used to fund the **BecomeEMS.org** media promotions for one year and the domain name and website hosting for five years.

Click on the two links below to view WAVY news stories of the BecomeEMS.Org recruitment campaign:

[http://www.wavy.com/dpp/news/local\\_news/va\\_beach/15-year-old-saved-from-cardiac-arrest](http://www.wavy.com/dpp/news/local_news/va_beach/15-year-old-saved-from-cardiac-arrest)

[http://www.wavy.com/dpp/news/local\\_news/saved-from-sudden-cardiac-death](http://www.wavy.com/dpp/news/local_news/saved-from-sudden-cardiac-death)

[http://www.wavy.com/dpp/news/local\\_news/a-family-reunited-with-lifesaving-ems](http://www.wavy.com/dpp/news/local_news/a-family-reunited-with-lifesaving-ems)