



PHOTO BY:
TOM KELLY



1975 REPORT

NINETEEN SEVENTY FIVE--
The Year Madison Suffered Its
Greatest Fire Loss Since
The Turbulent Years of Campus Unrest

Estimated Loss: \$2,060,035

1975's fire loss spiraled considerably above the past five-year average. Loss of life from fire totaled five, one above 1974. Fire related injuries to both firefighters and civilians showed a marked increase over those sustained in the previous year.

This report briefly outlines some of the problems confronting the Madison Fire Department. It also reveals those activities that are required to keep the department in readiness as well as the services provided our citizens throughout the year.

The cover photo details our most serious problem--HOME FIRES. Over 50% of Madison's fires occur in residential structures, a statistic that closely parallels a recent nationwide study which estimates that 76% of all fire deaths occur in residential structures. The study further reveals that 27% of these deaths are related to residential furnishing fires caused by smoking materials. Damages to buildings and furnishings are devastating and the trauma suffered by those surviving is immeasurable, but both of these are minor compared with the loss of life. Home fires do kill and maim.

Other activities increased throughout the year. Arson and incendiarism accounted for approximately 16% of our fires; an increase of 45% over 1974. This chilling fact will receive a top priority in 1976. Among our other statistics, one cause of fire clearly stands out--carelessness. People are careless--people cause fire.

One of our objectives for 1976 will be to curb these losses through fire prevention and education. We want to reach out and inform, but we cannot do it alone; we need the help of every member of our community in achieving this goal.

When the alarm is sounded your Fire Department is ready to meet the challenge with unselfish duty. Will you have done your part



Division heads meet with Chief Maginnis bi-weekly in brainstorming sessions to keep abreast of happenings within the department to better understand and cope with present problems and to plan for the future.

Sometimes the simplest solution is the most difficult to find. This is where a wealth of experience and knowledge in the minds of these division heads aids the city and the fire service toward the goal of preventing fires and improving fireground efficiency. This team directs a complement of 289 personnel, encompassing a budget in excess of \$7,000,000.

Standing in the center is Eldon E. Maginnis, Chief of the Department. From left to right, Division Chiefs are Donald M. Olson (Communications), Donald A. Huggins (Training), Glenn A. Wilcox (Assistant Chief), John R. Tappen (Fire Prevention), James C. Olson (Maintenance) and Paul R. Toltzien (Field Operations).

DISTRICT CHIEFS Firefighting and rescue operations are the prime responsibility of these officers. Their supervision extends to all other fire company activities within the respective districts.

Robert Mutch



Arthur Wicks



Lloyd Briggs



PHOTO BY: L. ROGER TURNER

Dean Beyler



Harry Klinger



William Carow



COMPARATIVE FIRE STATISTICS

| | <u>1973</u> | <u>1974</u> | <u>1975</u> |
|--------------------------------------|-------------|-------------|-------------|
| Fires in Buildings | 428 | 386 | 428 |
| Fires Outside of Buildings | 425 | 525 | 489 |
| Alarms Not Involving Fire | 1530 | 1593 | 1855 |
| False Alarms | 160 | 224 | 161 |

Type of Situation Found

| | | | |
|--|------------|-----------|-----------|
| Fire, explosion w/fire, crash w/fire | 853 | 911 | 917 |
| Overpressure rupture (no combustion) Explosion (no fire) | 7 | 3 | 3 |
| Rescue, Crash - no fire (includes accident, first aid calls, breath. dif.) | 448 | 447 | 529 |
| Hazardous Condition (includes potential accident, gas leak, gasoline spill, lines down, radiation, etc.) | 268 | 178 | 324 |
| Public Service Call (includes lock out, lock in, water leak, etc.) | 160 | 181 | 114 |
| Alarm, No Fire (includes smoke scare, controlled burning, accidental alarm) | 626 | 591 | 684 |
| False Alarm, Malicious (includes bomb scare--no bomb) | 160 | 224 | 161 |
| Electrical Failure (includes motors, appliances, when damage is limited to electrified portions) | 140 | 116 | 152 |
| Emergency Alerts (Aircraft) | <u>119</u> | <u>77</u> | <u>49</u> |
| TOTAL | 2781 | 2728 | 2933 |

Emergency Rescue Responses

| | | | |
|--------------------------------|-------------|-------------|-------------|
| Ambulance Conveyance | 3462 | 3637 | 4125 |
| No Conveyance | 995 | 1251 | 1466 |
| False Alarms | <u>51</u> | <u>45</u> | <u>44</u> |
| TOTAL | <u>4508</u> | <u>4933</u> | <u>5635</u> |
| TOTAL ALARMS | 7289 | 7661 | 8568 |

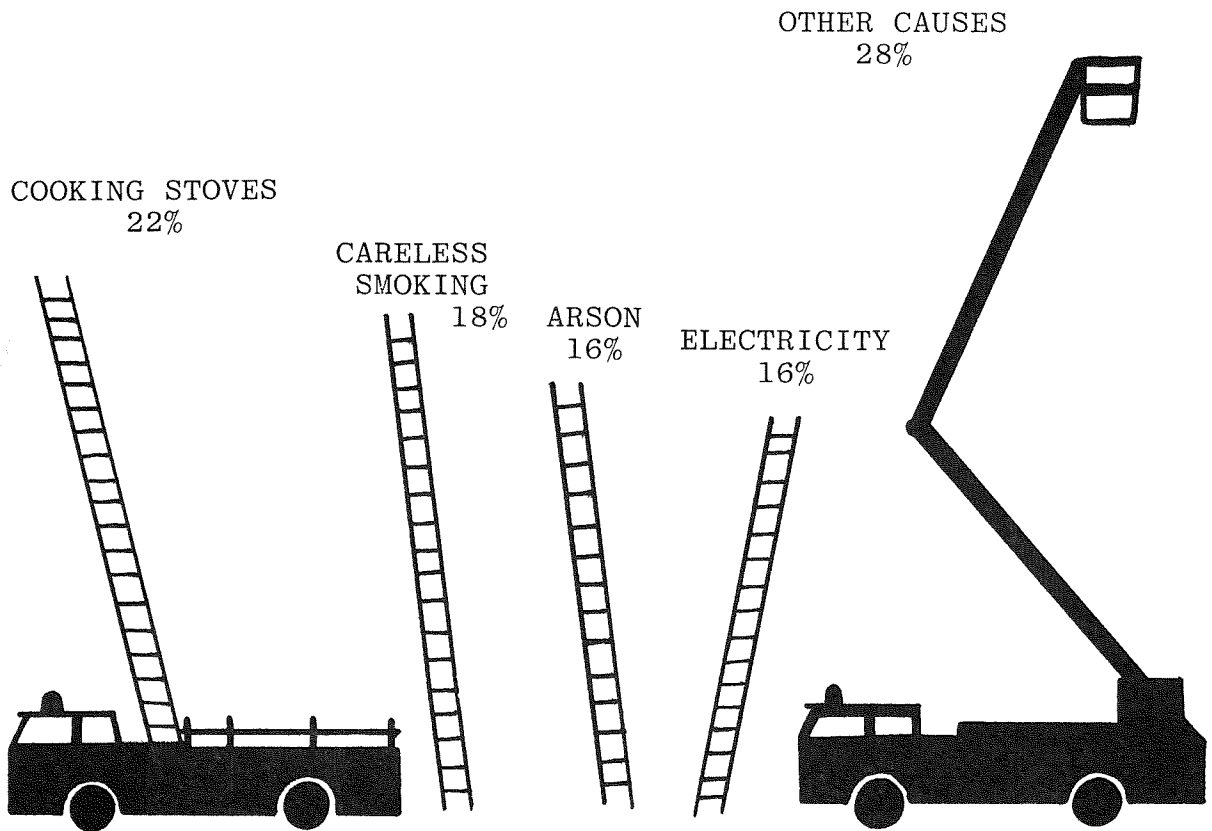
Out-of-City Responses

| | | | |
|---|----|---|---|
| Calls for fire | 10 | 7 | 2 |
| Calls for Emergency Rescue Conveyance | 0 | 1 | 0 |

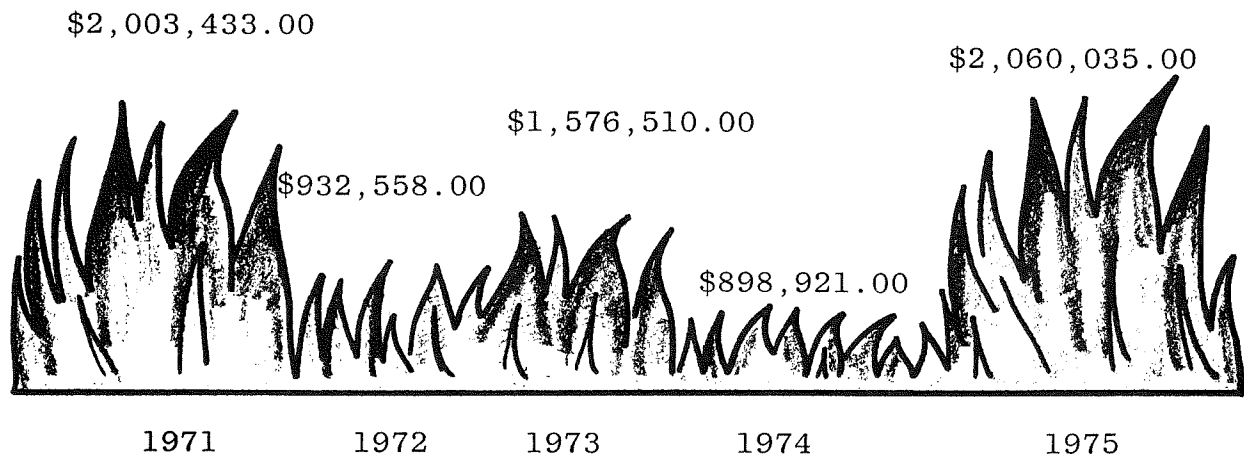
Injuries - Fatalities

| | | | |
|-------------------------------------|----|----|----|
| Injuries - Firefighters | 59 | 53 | 85 |
| Injuries - Civilian | NA | 8 | 20 |
| Fatalities - Firefighters | 0 | 0 | 0 |
| Fatalities - Civilian | 7 | 4 | 5 |

FIRE CAUSES IN 1975



THE FIRE LOSS IN 1975 AMOUNTED TO \$12.12 FOR EVERY MAN, WOMAN AND CHILD IN THE CITY OF MADISON



AVERAGE FIRE LOSS OVER A FIVE-YEAR PERIOD

\$1,494,291.00



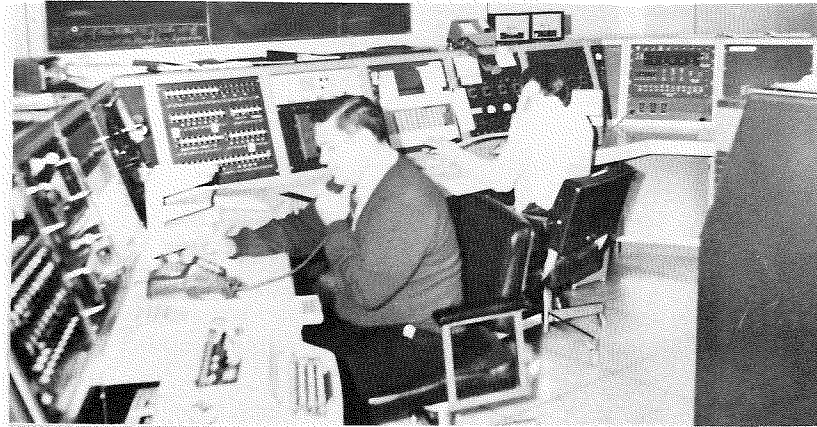
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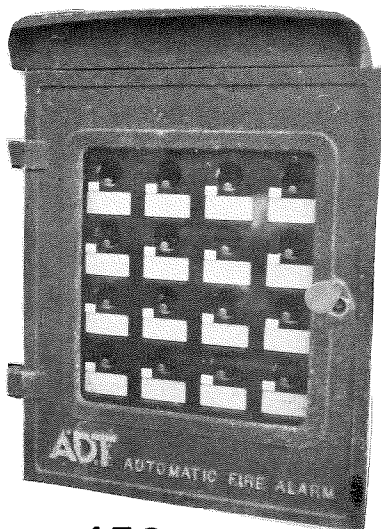
6,968



78



ALARMS RECEIVED



152

**Other
sources
54**



179

THE MADISON FIRE DEPARTMENT responded to 8,568 alarms in 1975. This included 5,635 ambulance responses and 2,933 fire alarms. The normal fire response is two engine companies, one aerial truck company, one rescue unit and a district chief. Second alarms usually double the manpower and equipment. Regardless of the number of firefighters or equipment assigned to an incident, it is still recorded as one alarm.



Formerly, the concept of ambulance service was to quickly load the victim into the ambulance and race to the hospital -- today, with well trained paramedics and modern equipment, the emergency medical service is an extension of the doctor's hands.

At the scene of an emergency, paramedics are in radio contact with the emergency room doctor, relaying the victim's vital signs and condition and receiving directions for stabilizing of the victim's condition before transporting to the medical facility.



PHOTO BY:
J. D. PATRICK



PHOTO BY:
TOM KELLY





PHOTO BY:
L. ROGER TURNER

FIREFIGHTING is:
Dangerous, Strenuous and De-
manding. In 1975, 85 FIRE-
FIGHTERS were injured combat-
ing fires.



PHOTO BY:
TOM KELLY

A gulp of fresh air, a drink
of water, a new tank of air,
or water to soothe an injured
hand are always welcome.



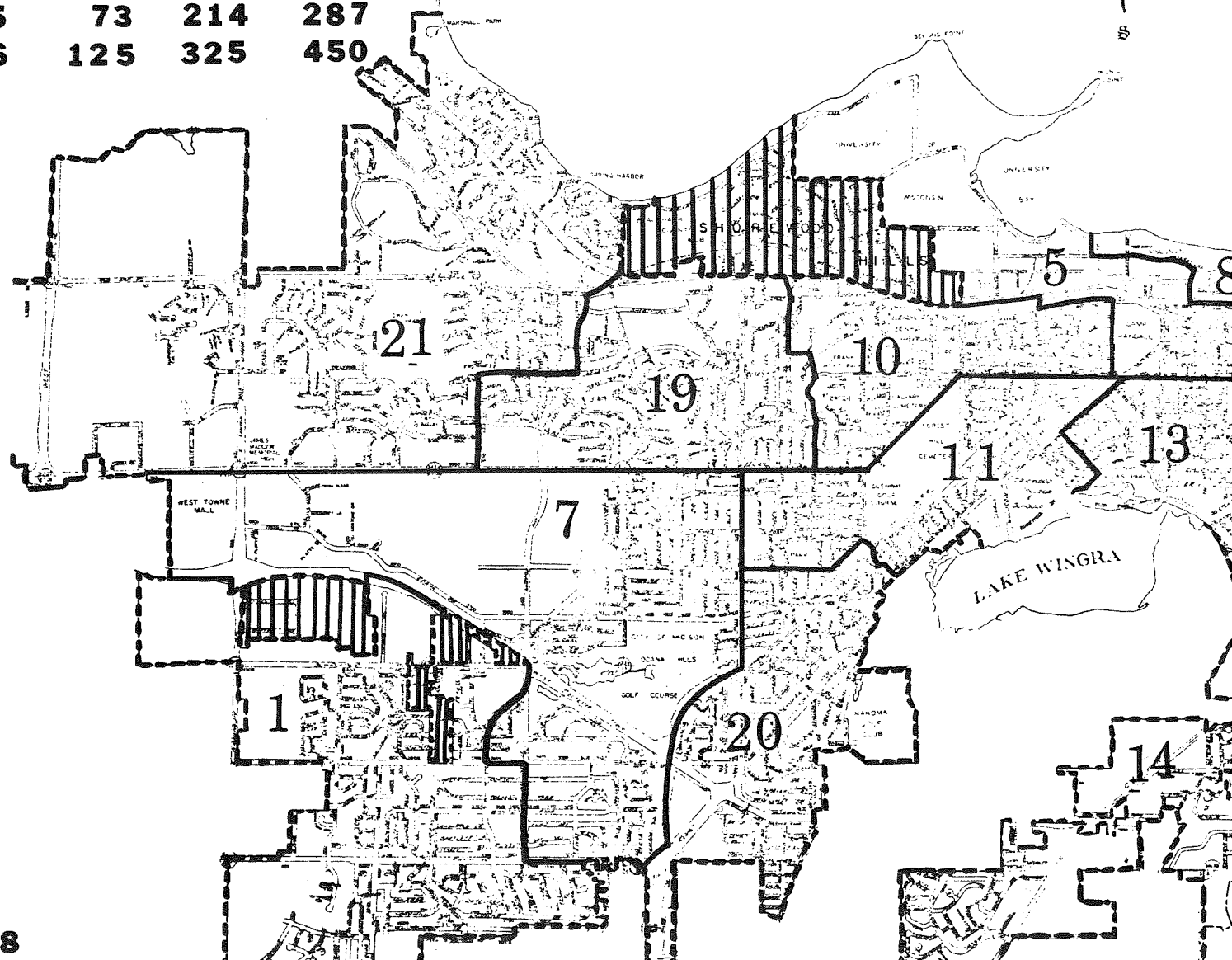
PHOTO BY:
L. ROGER TURNER

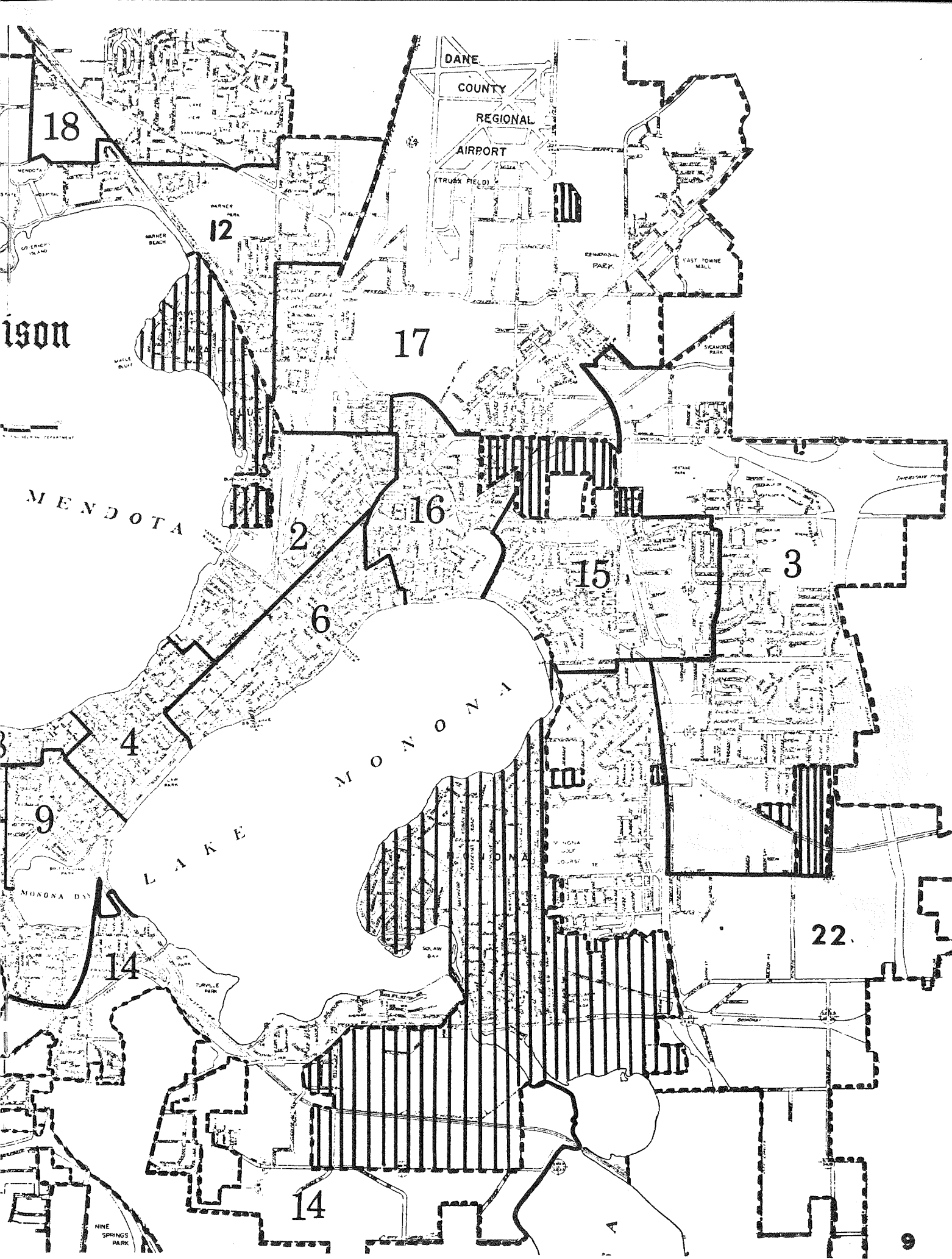


PHOTO BY:
MARK PERLSTEIN

City of Mad

1975

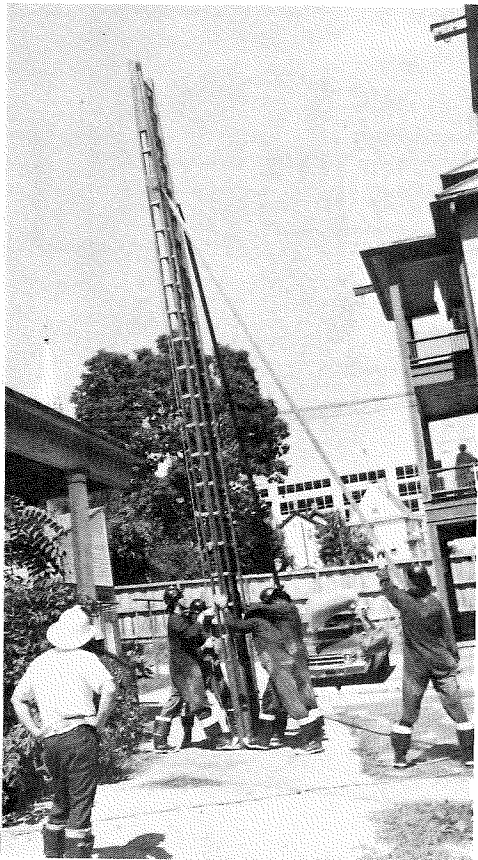




Successful training programs must be a combination of on-the-job training station schools and special courses.

On-the-job training includes day-to-day attainment of knowledge and skills through supervisor-subordinate contact in job performance and the accomplishment of training activities as directed by the DIVISION OF TRAINING.

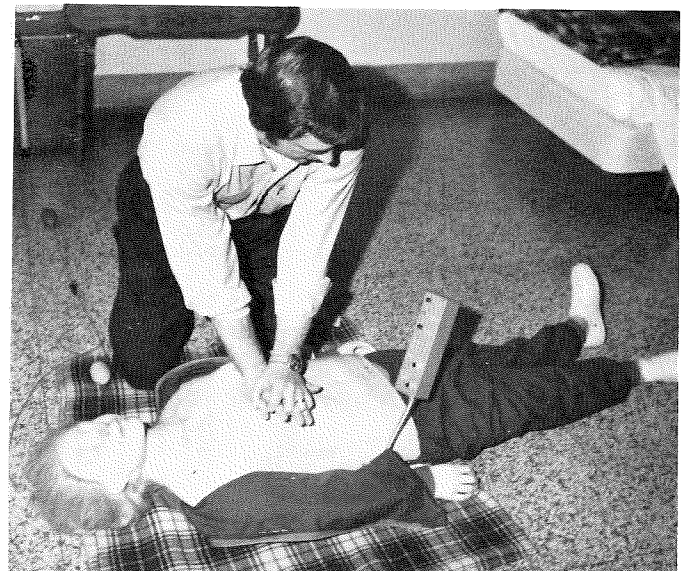
Special courses include participation in extension training programs, short courses, workshops, conferences and recognized professional schools, all with the purpose of improving the efficiency of your Fire Department.



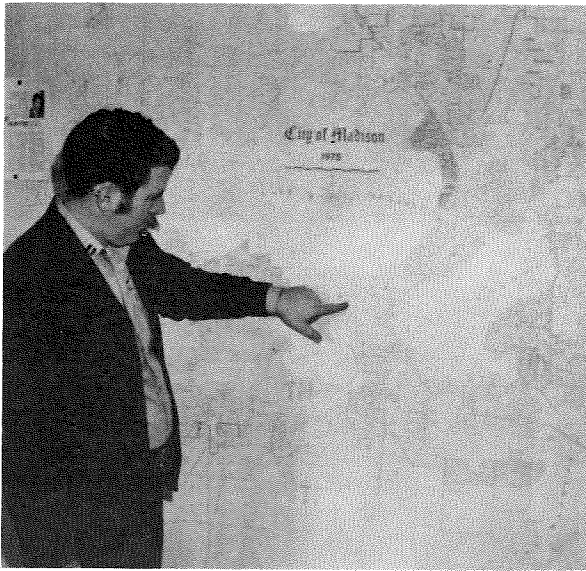
Whether it is the proper method of raising a ladder, or



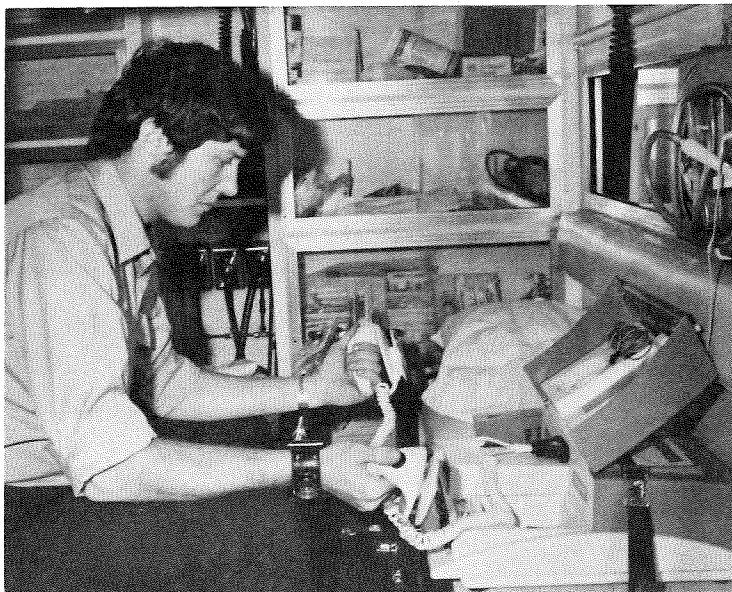
. . . specialized training in administering the breath of life and closed chest cardiac massage, Training develops.



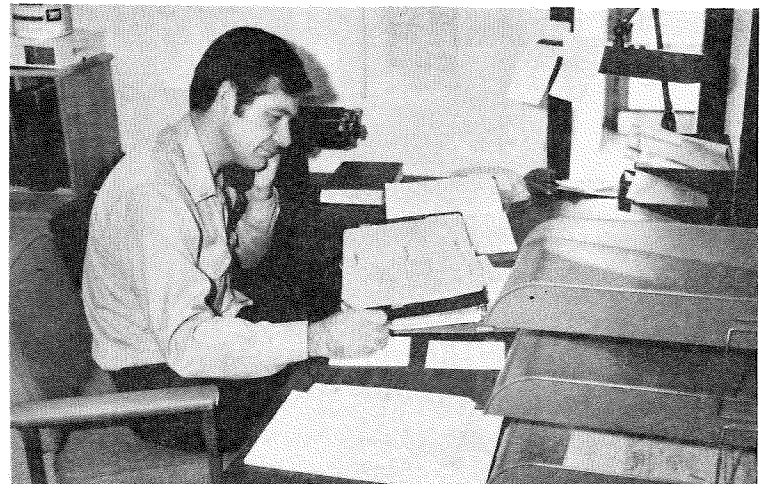
Firefighter training begins the first day on the job and continues until the day of retirement. They must have a comprehensive knowledge of . . .



. . . methods of response to the alarm



. . . specialized equipment that may be needed



. . . recording the findings upon return

With the ever-increasing number of fire responses being received each year greater emphasis must be placed on all phases and areas of fire prevention.



Inspection of new construction assures fire protection equipment is installed and maintained according to codes.



Trash accumulation must be removed daily.

The goal of the fire inspector is to detect and correct hazards. His first concern is preventing a fire from starting; secondly, checking for safeguards that will prevent the spread of fire; and finally to assure there is adequate exiting provided and that all exits are marked and properly maintained.

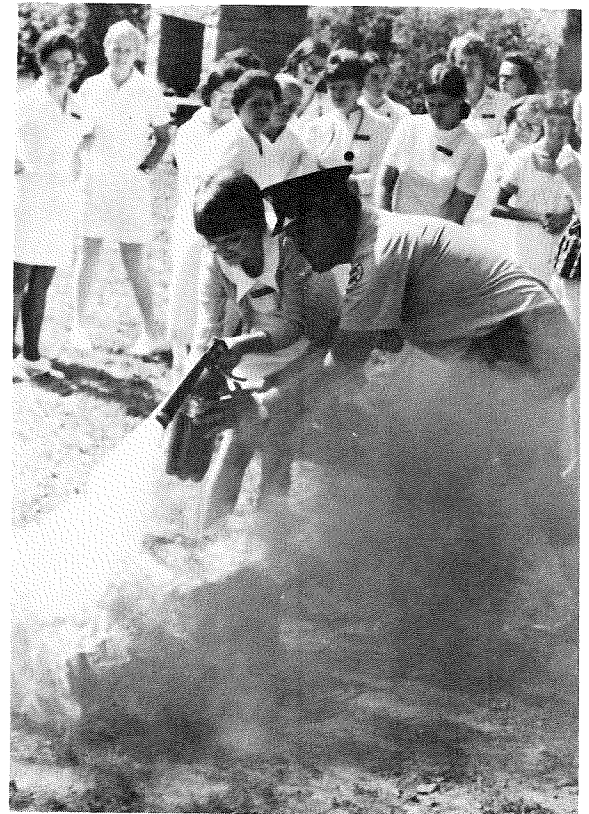


PHOTO BY:
L. ROGER TURNER

Employees receive training on the use of fire extinguishers.

The FIRE INVESTIGATOR must sift through rubble and debris in an attempt to determine the cause of the fire. In 1975 approximately 16% of the fires in MADISON were attributed to ARSON, resulting in an estimated fire loss of over \$600,000.



PHOTO BY:
TOM KELLY

PRIME REASON FOR ARSON FIRES

Profit -- Financial gain --
Revenge -- Jealousy --
Intimidation
Pathological -- Pyromania
Protests -- Civil Rights --
Cover evidence of another
crime

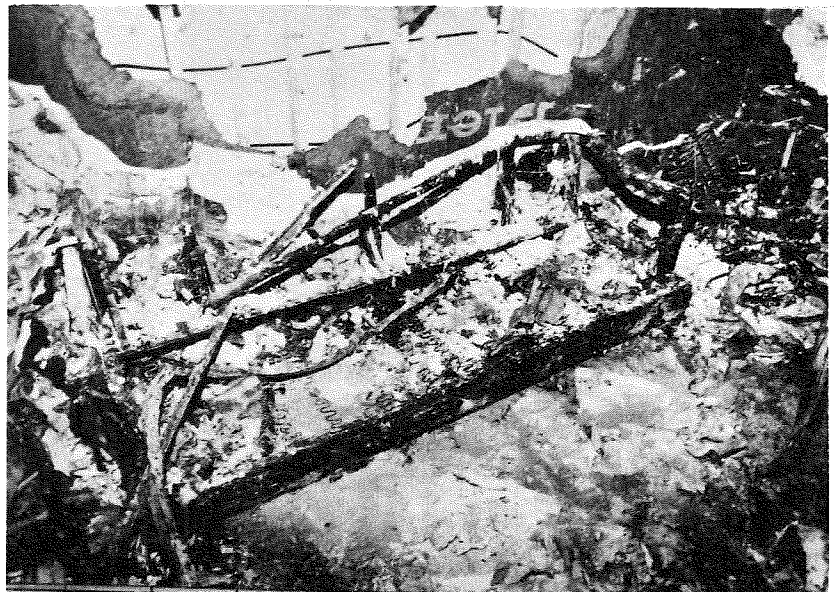
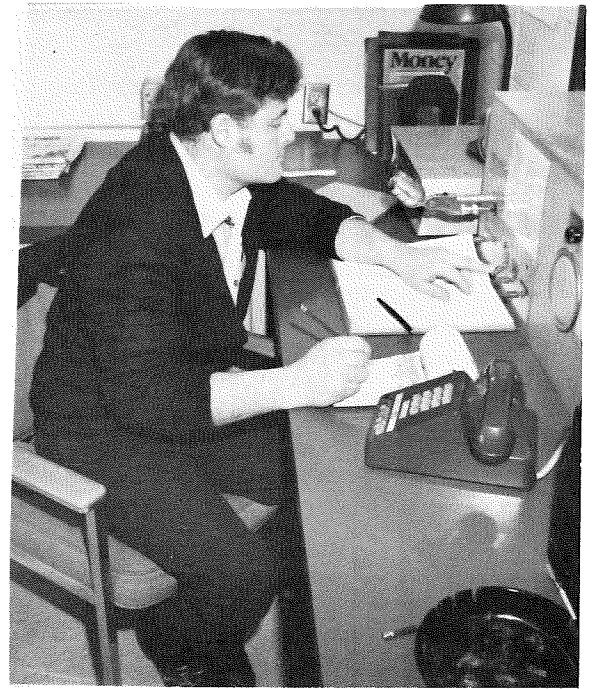


PHOTO BY:
DAVID SANDELL

Frequently, the evidence is destroyed by the fire, making ARSON INVESTIGATION a highly technical job.



Firefighters' duties are as varied as fires themselves. Equipment maintenance is a major duty in the constant readiness for responding to any emergency, at any time.



Fire stations are open for visits when the company is available. Groups or individuals may stop to register to vote, purchase a bicycle license or ask information of our city or fire department.

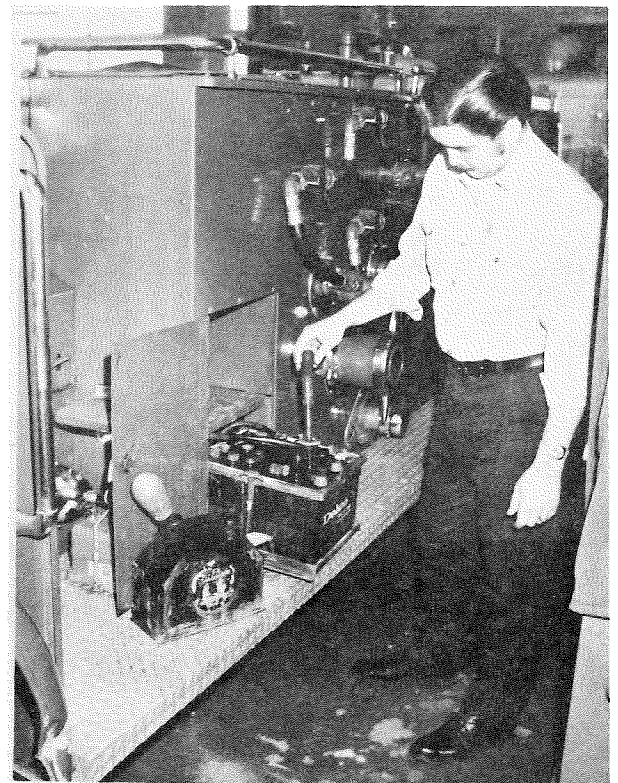
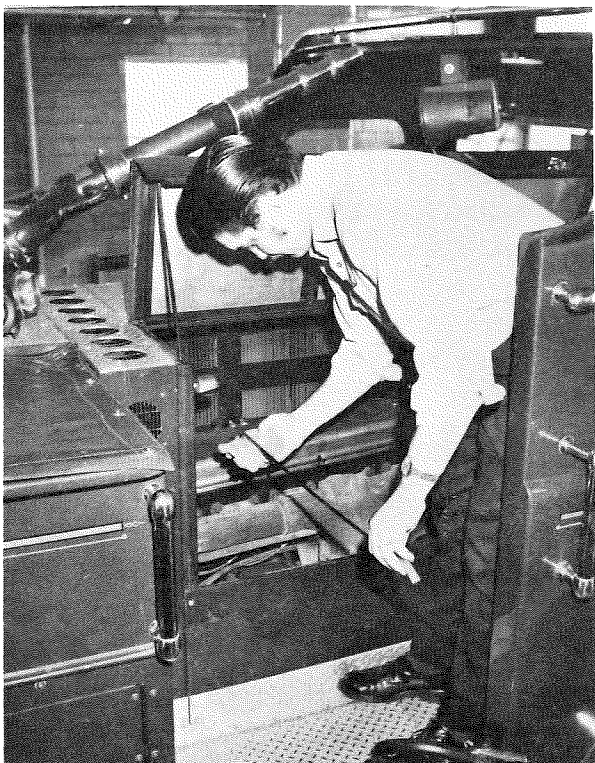
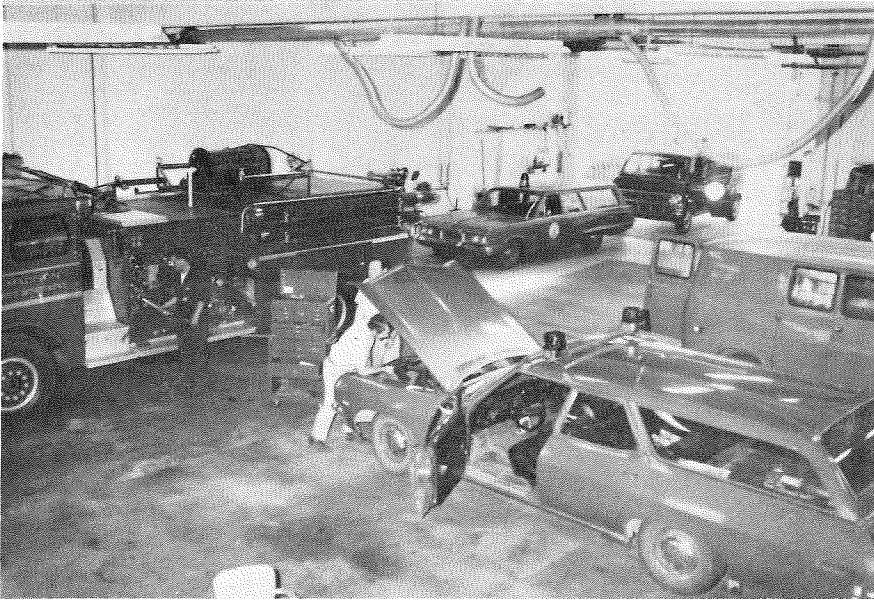


AIR MASKS may mean the difference between life and death--the person trapped in the building, the firefighter attempting the rescue, or just in putting out the fire. Air masks permit entry where humans could not otherwise survive.

PHOTO BY:
TOM KELLY

Scheduled maintenance programs keep 41 pieces of mobile equipment ready to respond and assist in maintaining the 20-year life expectancy of all major pieces of apparatus.

The MAINTENANCE DIVISION is also charged with the upkeep of all tools and equipment used in firefighting operations, plus nine fire stations, the Administration Building, Training Center, Maintenance Shop and their surrounding grounds.

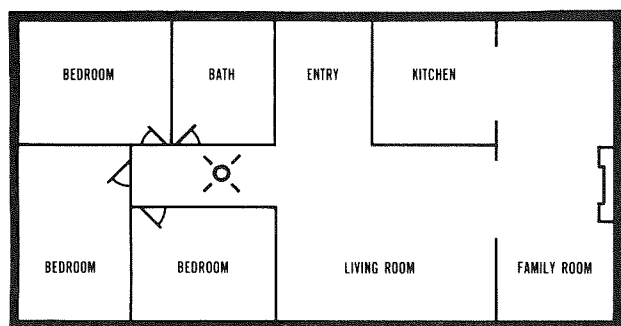


Daily checking the readiness of equipment insures the response when the alarm sounds.

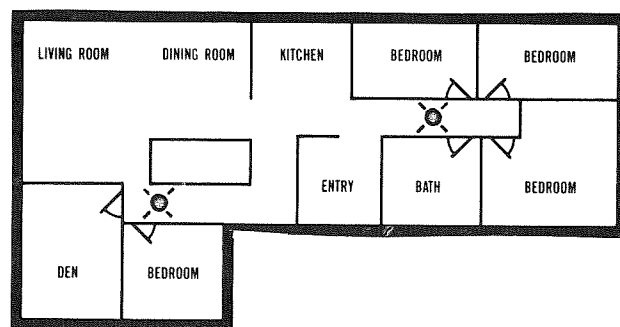
IS YOUR FAMILY PROTECTED?

EARLY DETECTION of fire is a vital factor in the protection of loved ones. This is particularly important while people sleep. Fires, undetected, spread and emit toxic gases unknown to the sleeping individual, and often the situation does not permit escape. The simplest device for protection is the SMOKE DETECTOR. This device will detect small amounts of smoke--sound an alert signal--permitting occupants time to escape from the area.

Placement on Ceiling near Bedroom



One Bedroom Area



Two Bedroom Areas

SMOKE DETECTORS are available from many sources in our community, and within a price range all can afford. When properly installed in your home, and by sleeping with bedroom doors closed, plus having an escape plan in effect, you will have taken some very important steps in the protection of your family, should a fire break out in your home.

WHEN THE ALARM SOUNDS--

Use your exit escape plan.

Don't waste time.

Get everyone out--meet and take count.

Call your FIRE DEPARTMENT.

Do not return to the house for valuables. Remember--deadly smoke and heat reach out far in advance of the flames.

ACKNOWLEDGEMENTS

Throughout the year the Fire Department is called to assist many people. During this same period generous help is received from many citizens and organizations - - - we acknowledge their generosity:

THE WISCONSIN STATE JOURNAL and the CAPITAL TIMES -
for supplying us with photographs to help
make this report possible.

NEWSPAPERS, RADIO AND TELEVISION STATIONS for conveying our message of fire safety to the public in order to make Madison a safer place to live.

The INDEPENDENT INSURANCE AGENTS OF DANE COUNTY
for purchasing films on fire safety.

The CHAMBER OF COMMERCE for honoring firefighters
at the Firefighters' Recognition Banquet.

The cooperation of the MADISON AREA SAFETY COUNCIL
for their help and interest in fire prevention.

The DANE COUNTY CHAPTER, AMERICAN NATIONAL RED CROSS, for
disaster relief and assistance at fire scenes.

To Don Chandler of IMAGE WEST PROFESSIONAL PHOTOGRAPHY
for consultation and assistance in photography work.

And, a special thanks to all unnamed citizens and
organizations that have contributed to the
prevention of fires.

1975 ANNUAL REPORT - Compiled and edited by Lt. James Gschwend

Art Work by Dispatcher Niki Olson.

Photos not credited: Madison Fire Department photos.

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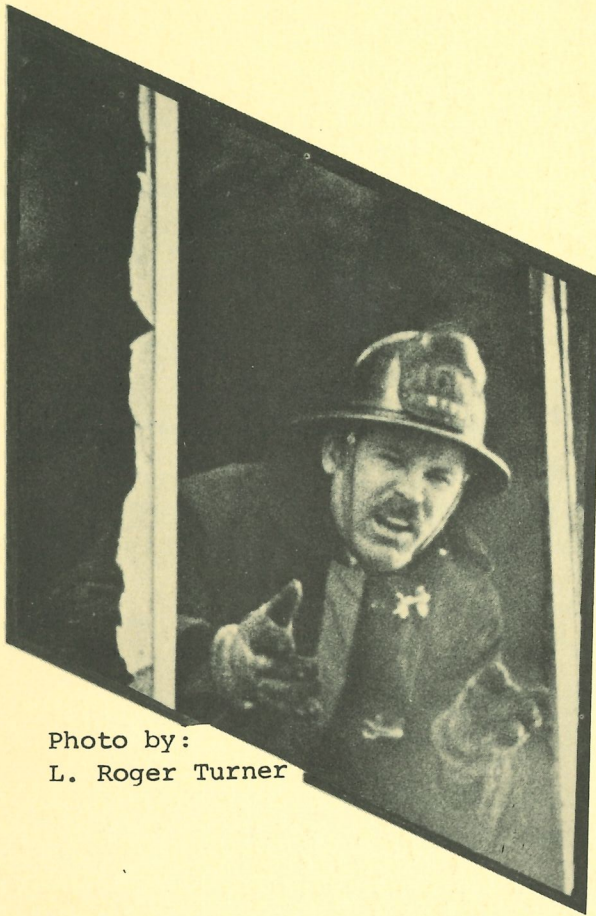


Photo by:
L. Roger Turner

PLEASE ! ! !

HELP US PREVENT FIRES

PLAN AHEAD

HOLD FIRE DRILLS IN YOUR HOME. PLAN AT LEAST TWO WAYS OF EXITING--A SECOND DOOR OR A WINDOW.

MAKE SURE SMALL CHILDREN ARE SUPERVISED BY AN ADULT AT ALL TIMES.

UNPLUG ALL ELECTRICAL APPLIANCES WHEN NOT IN USE.

WHEN SMOKING USE A LARGE, DEEP ASHTRAY; BE CERTAIN ALL SMOKING MATERIAL IS OUT BEFORE DISCARDING.

DON'T LEAVE UNATTENDED FOOD COOKING ON THE STOVE.

REMOVE ALL RUBBISH FROM THE GARAGE--THE BASEMENT--THE ATTIC.

STORE GASOLINE IN APPROVED METAL CONTAINERS--NEVER IN THE BASEMENT.

CALL YOUR FIRE DEPARTMENT FOR A FREE FIRE SAFETY HOME INSPECTION--
266-4484

IN CASE OF FIRE THE NUMBER TO CALL IS 255-7272