

1979



ANNUAL REPORT

THE ENEMY

I am more powerful than the combined armies of the world. I have destroyed more men, women and children than all the wars of all nations. I massacre thousands of people every year. I am more deadly than bullets, and I have wrecked more homes than the mightiest guns.

In the United States alone, I steal over 500 million dollars each year. I spare no one and I find my victims among the rich and the poor alike, the young and old, and the strong and the weak. Widows know me to their everlasting sorrow. I loom up in such proportions that I cast my shadow over every field of labor.

I lurk in unseen places and do most of my work silently. You are warned against me, yet you heed me not. I am relentless, merciless and cruel. I am everywhere, in the home, in the schools, in the factory, on land, in the air, and on the sea.

I bring sickness, degradation and death, yet few seek me out to destroy me. I crush, I maim, I devastate--I will give you nothing and rob you of all you have.

I AM YOUR WORST ENEMY -

I AM RAMPANT FIRE



FORMER CHIEF MAGINNIS

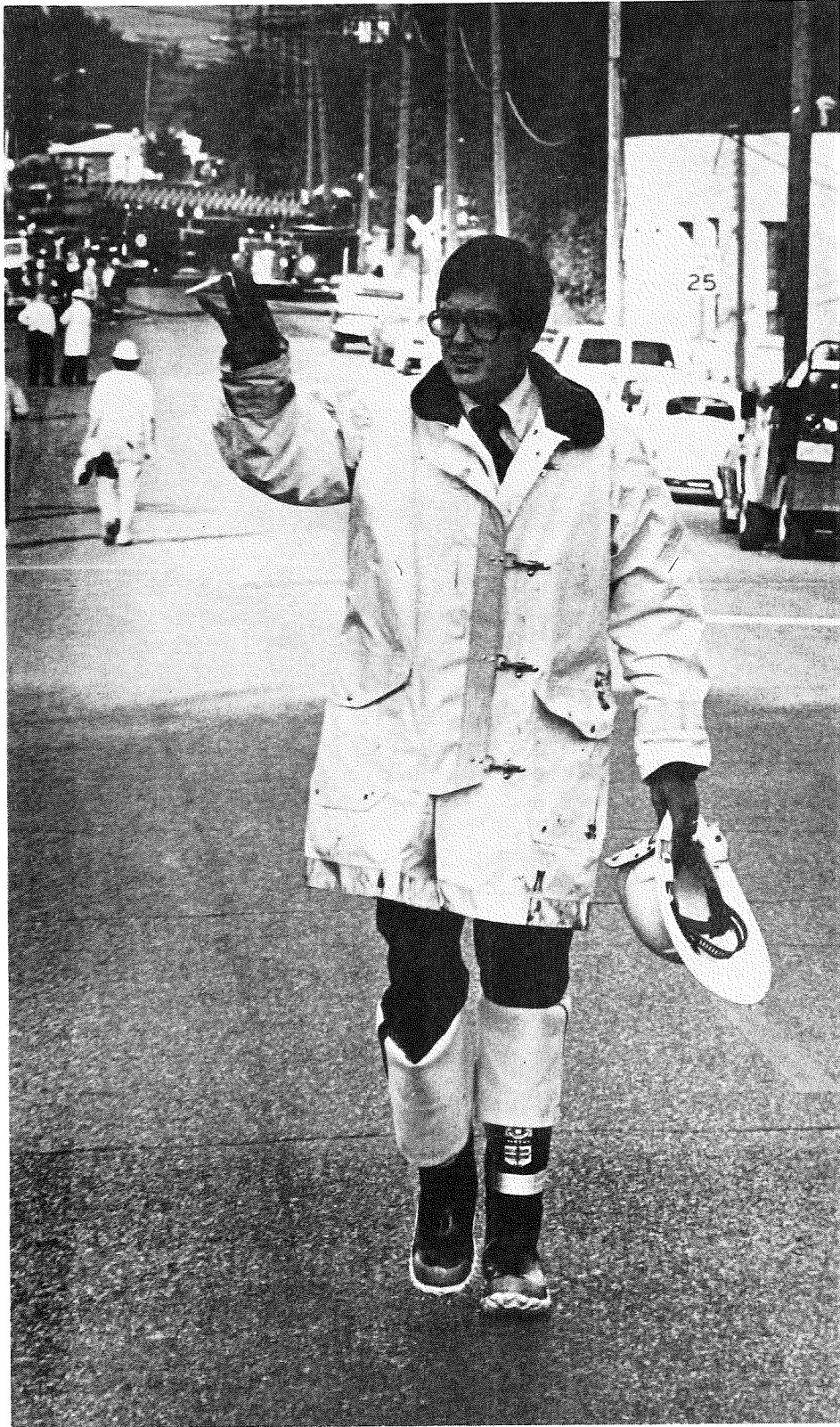
On August 20, 1979, the "Trumpet" was passed, and Chief Eldon E. Maginnis hung up his boots and helmet and stepped into retirement. Chief Maginnis' retirement came after 32 years of progressive, dedicated service which encompassed his advancement through the ranks from Firefighter to Chief of the Department in April of 1974.

Chief Maginnis leaves a record of progressive leadership that laid the foundation for programs that are growing in national stature. Working with officials of the International Firefighters and Fire Chief Associations, the first Firefighter Apprenticeship Program in the Nation was developed and is now registered with the United States Department of Labor.

Maginnis also coordinated the first efforts in the organization of a Police-Fire Arson Squad. This ground work has paved the way for today's all-out assault on malicious fires.

As a subordinate officer, Chief Maginnis was given the task of developing the Fire Department's first rescue ambulance service. That service has now grown into one of the finest in the Nation and highly skilled Firefighter/Paramedics now respond in five sophisticated units to nearly 7,000 calls a year.

Chief Maginnis and wife Arnita plan to enjoy their retirement years in Madison. We wish them a long, healthy and well-deserved retirement.



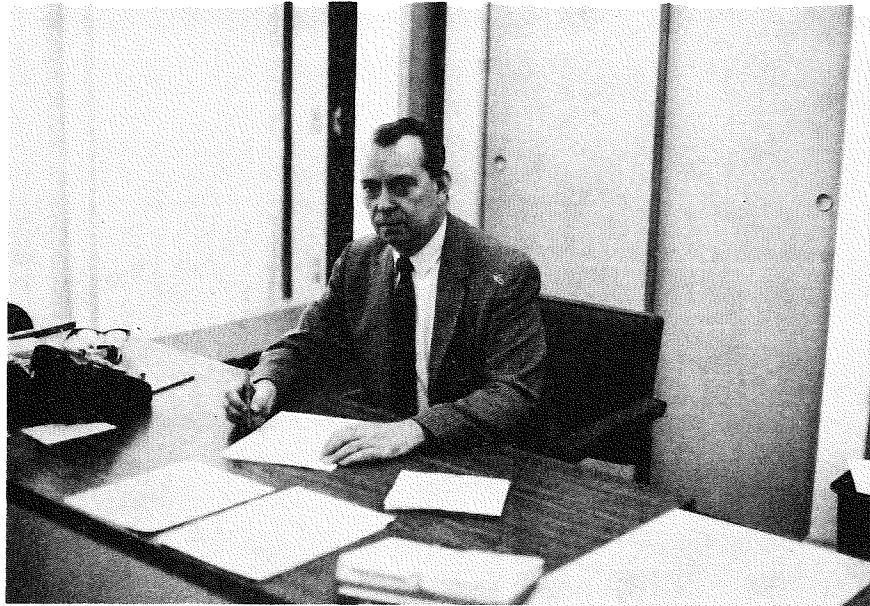
Daily Cardinal photo

Mayor Joel Skornicka



State Journal photo

Chief Edward Durkin



IN MEMORIAM
John N. L. Hereid
1921--1979

Administrative Assistant to the Chief, John Hereid was a 33 year veteran employee of the Madison Fire Department. Before his untimely death, John had served during the administration of three chiefs.

His long and dedicated service earned John the respect and admiration of all persons he contacted. His in-depth knowledge of City Government and Fire Department administrative procedures was sought by many and freely dispensed to all who asked his assistance.

His passing will leave a void, but the memories of his work and dedication will live on forever.





GLENN WILCOX
ASSISTANT CHIEF OF
ADMINISTRATION

HARRY KLINGER
ASSISTANT CHIEF OF
OPERATIONS

PAUL TOLTZIEN
DIVISION CHIEF OF
SUPPRESSION

E.Stein

The responsibility of these top assistants is to carry out directives from the chief of the department to improve the fire service and thus effectively reduce the hazards of fire to our community.

Assistant Chief Glenn A. Wilcox assumes full responsibility for the department when the Fire Chief is absent from the city.

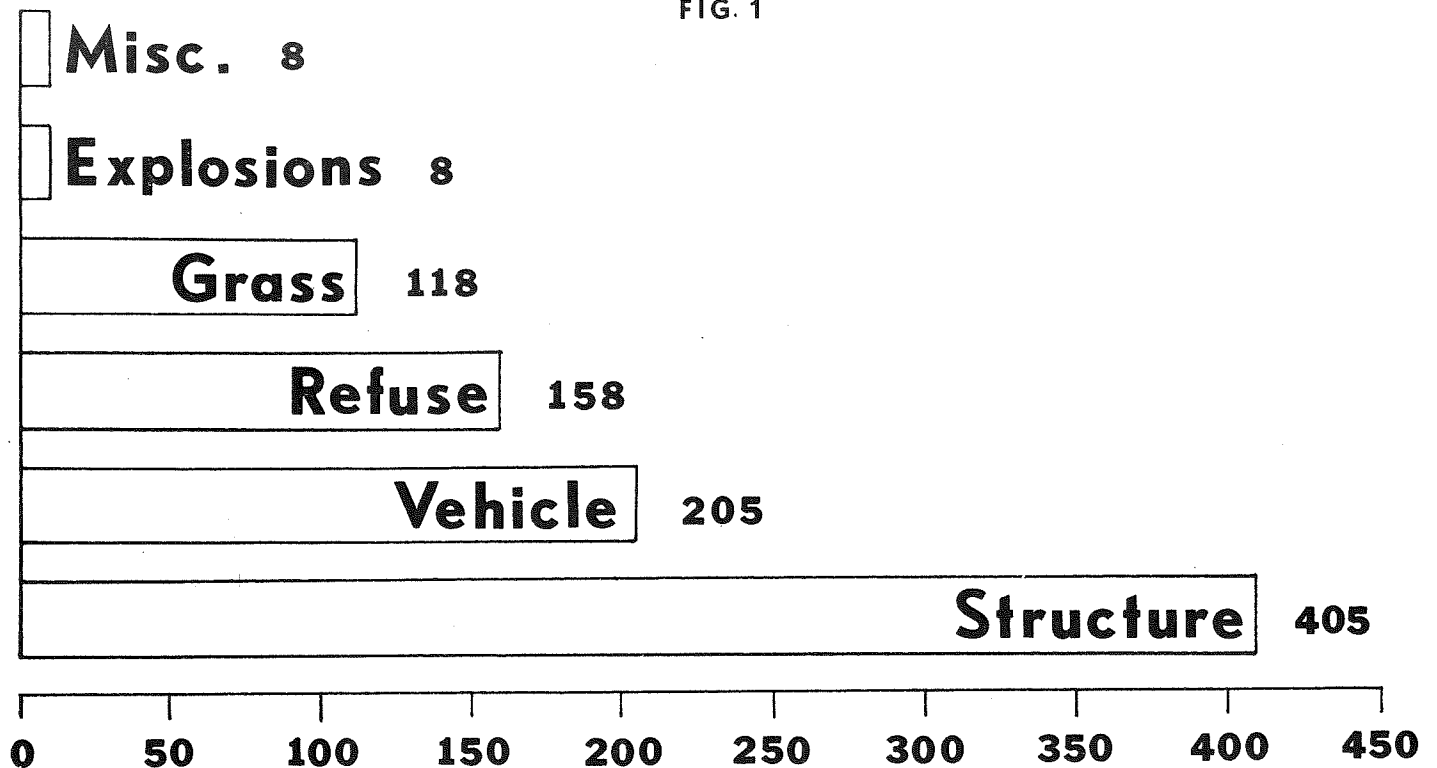
Chief Harry G. Klinger coordinates and controls the Operations Division.

Chief Paul R. Toltzien directs all other fire suppression activities.

Decisions made at this top management level are backed by their combined total experience in the fire service of over 90 years.

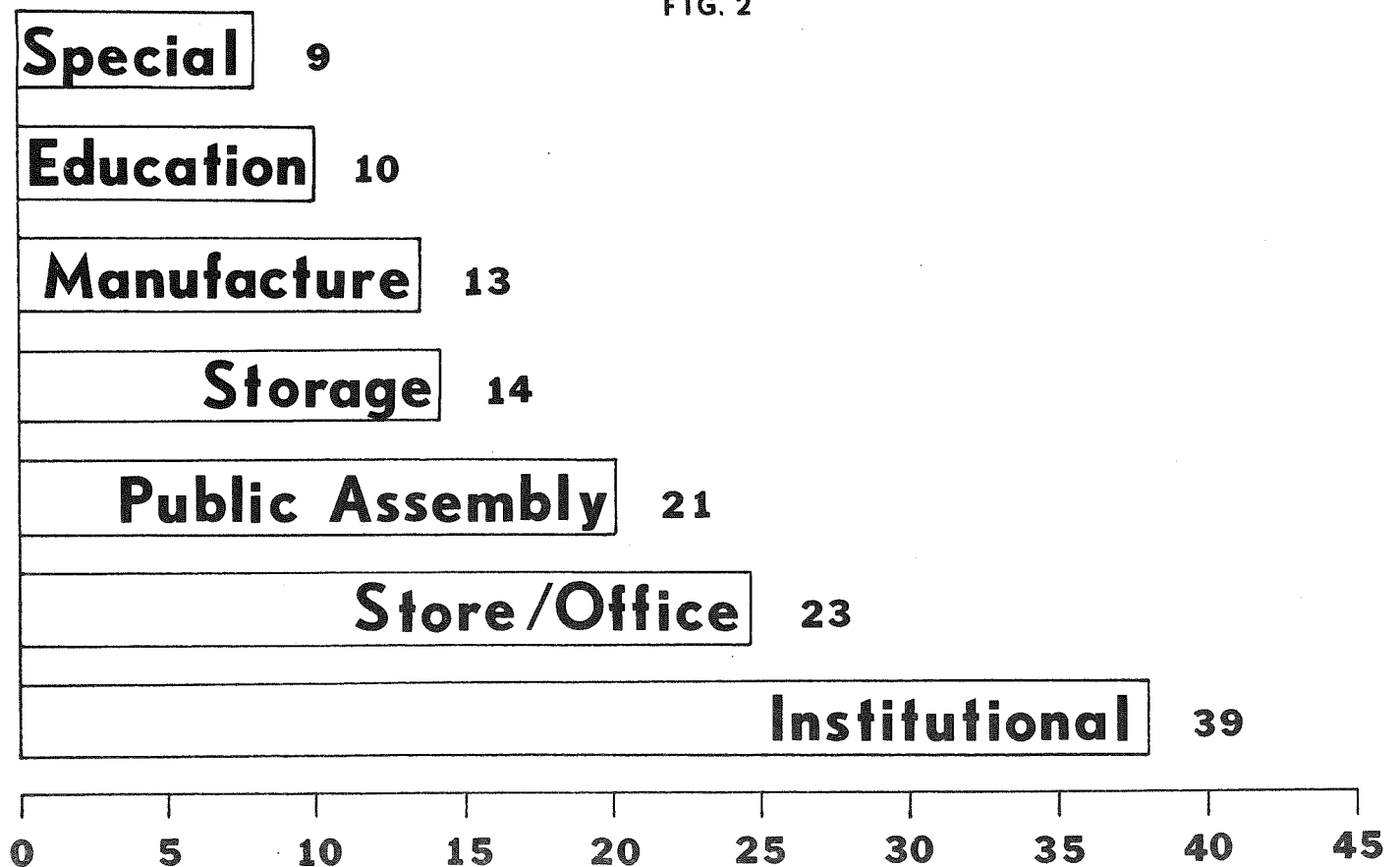
TYPES OF FIRES (TOTAL)

FIG. 1



STRUCTURE FIRES (NON-RESIDENTIAL)

FIG. 2

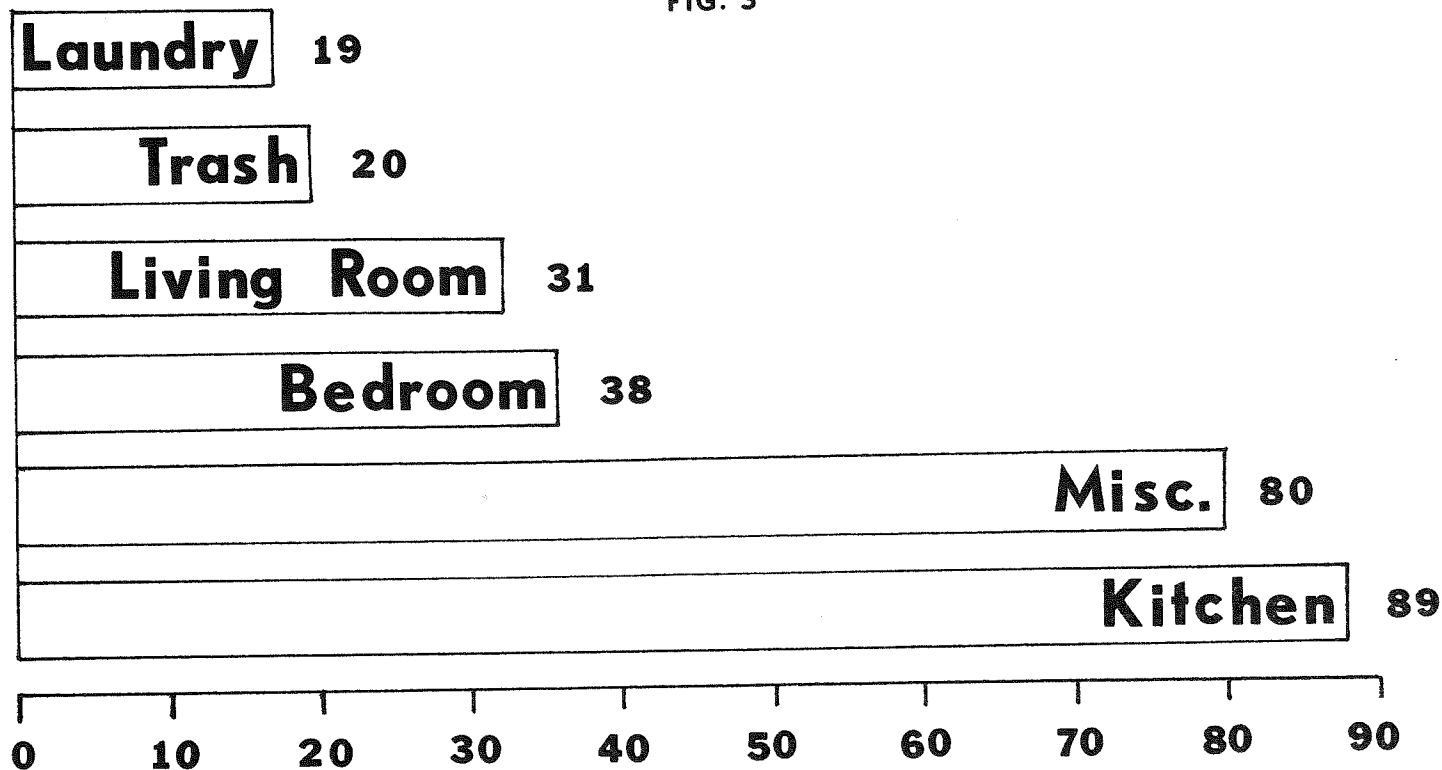


STRUCTURE FIRES RESIDENTIAL)(TOTAL 27)

It is to be noted that although electrical fires (Fig. 4) possibly indicates failure from appliances, it must be remembered that leaving an iron unattended, leaving an electric stove on, or improper useage of extension cords and overloading outlets can cause fires. It must also be pointed out that the next three, (cigarettes, matches, and combustibles near heaters) (Fig. 4) combined for a total of 90 - is the most controllable factor if we use fire safety thinking.

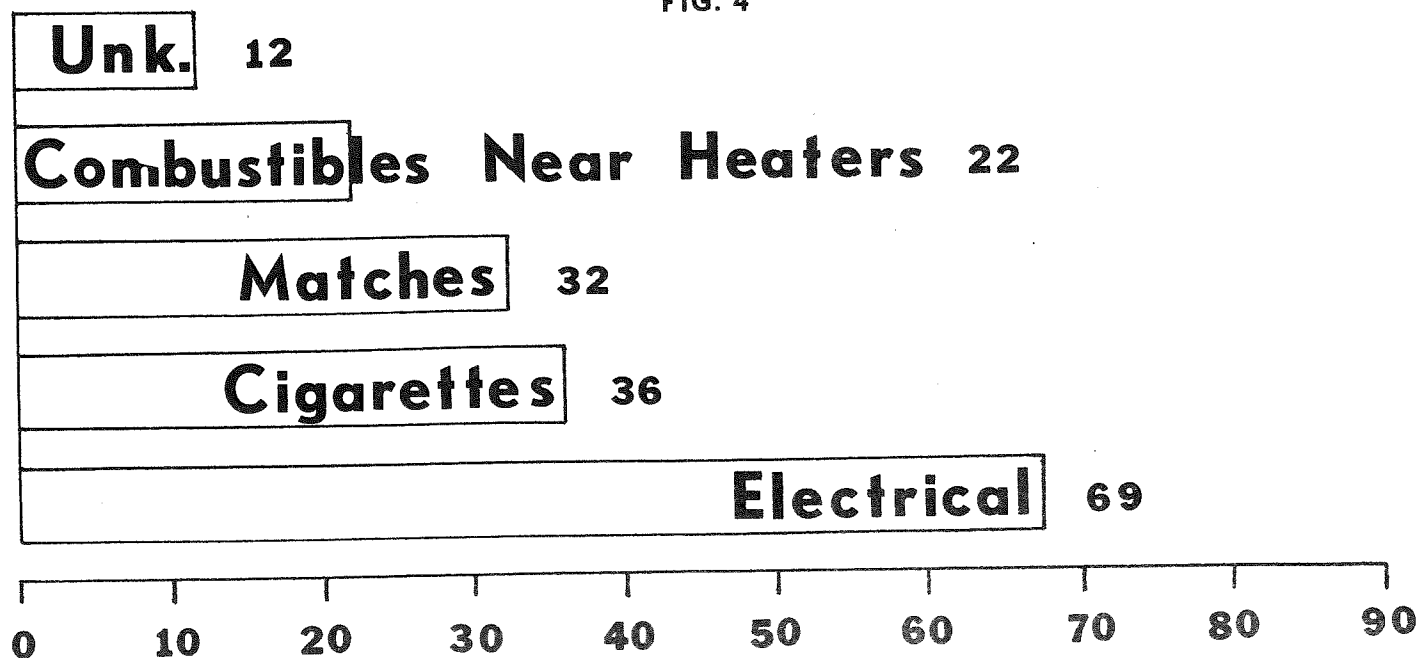
AREA OF ORIGIN

FIG. 3



FORMS OF IGNITION

FIG. 4



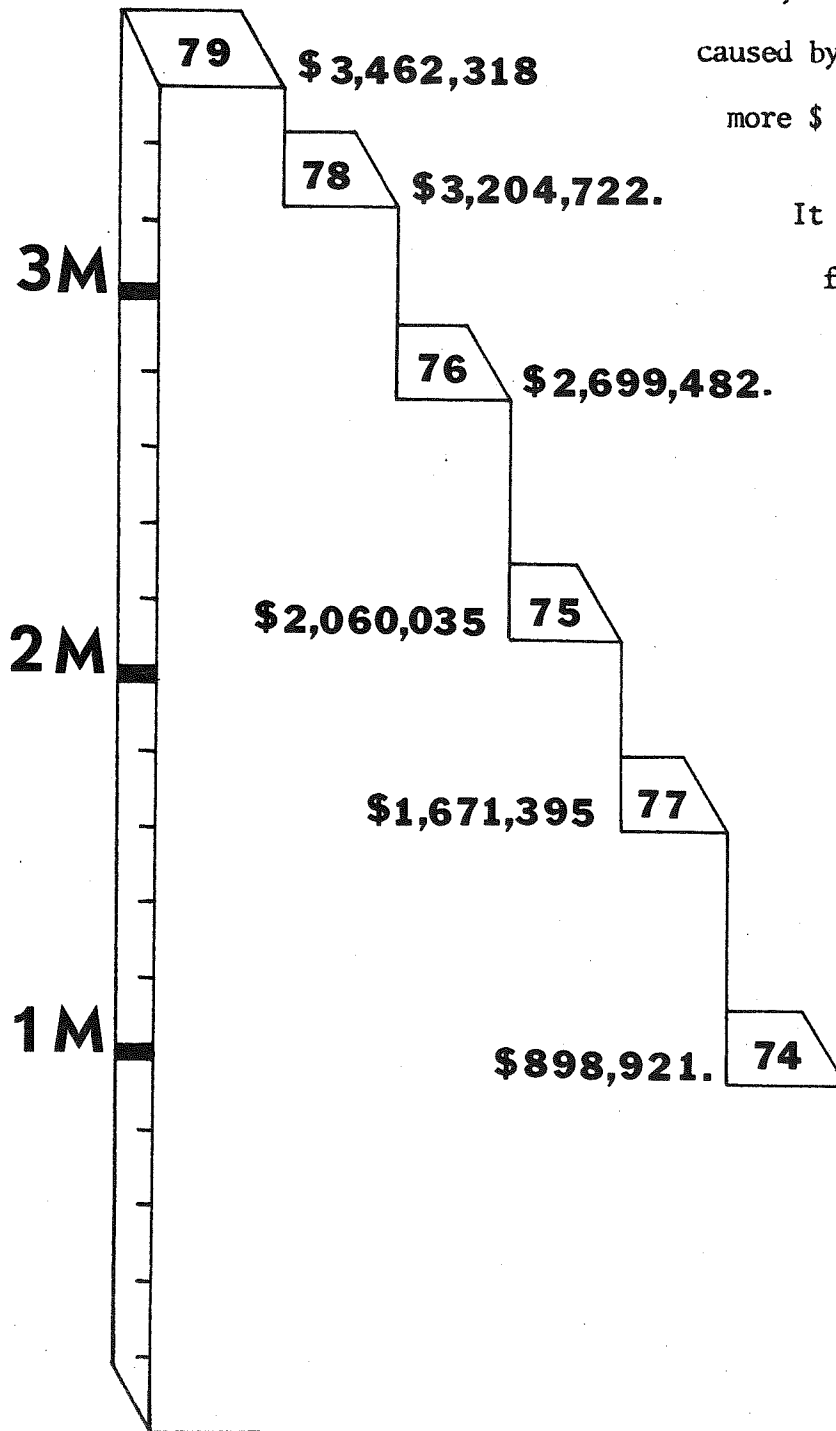
5 YEAR TOTAL \$ LOSS

The dollar loss (fig. 5) though not in chronological order indicates a 5 year trend rather than comparing one year to the next. It is true that inflation takes a role in spiraling fire loss, it is our duty to eliminate the factors that unnecessarily destroy property and jeopardize lives.

In 1979, 53% of the total dollar loss was caused by arson which means \$1,832,204. - more \$ loss than the entire year of 1977!

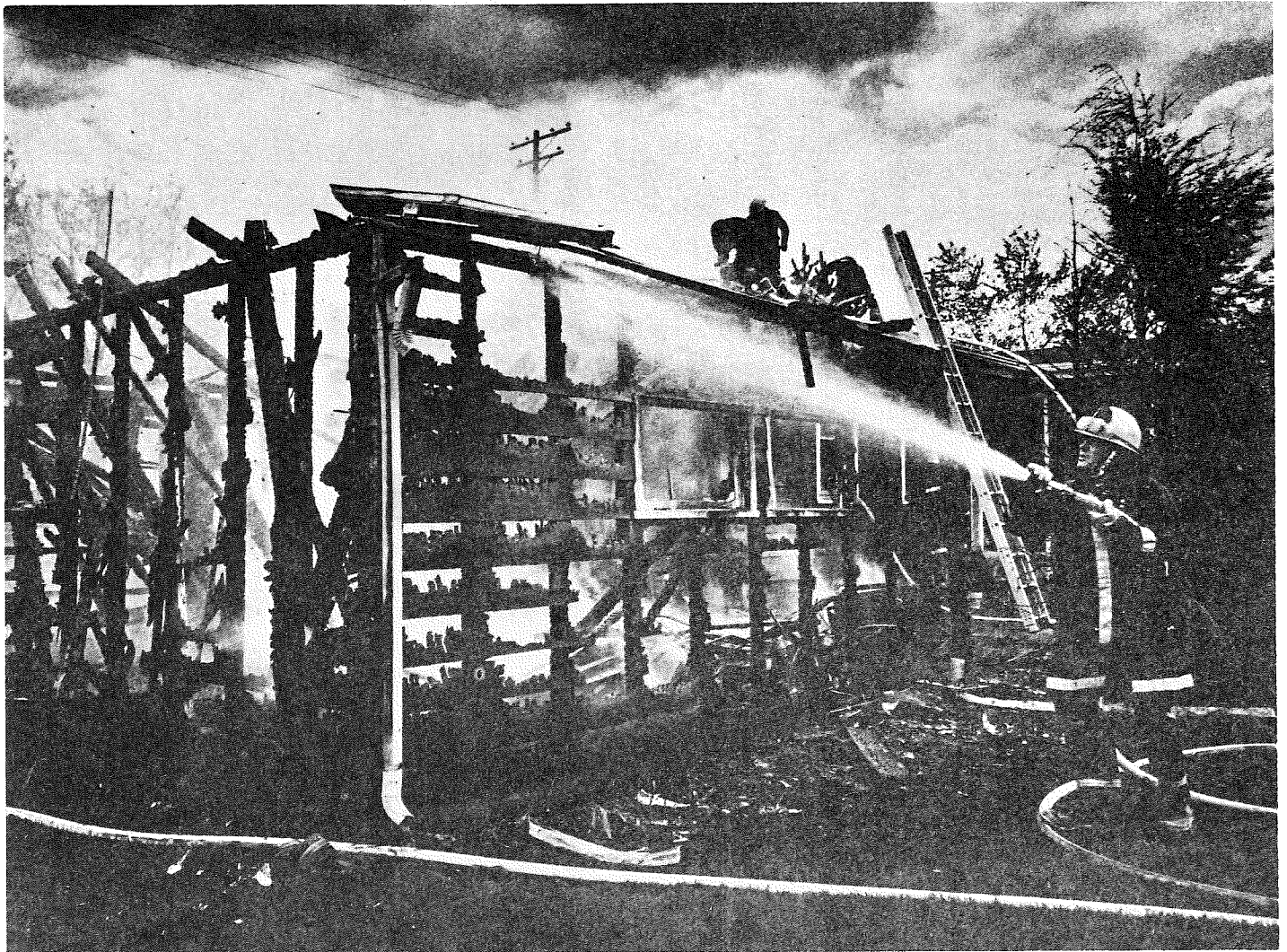
It has been determined that arson fires cause more \$ loss than indicated here. Lost tax revenue, lost jobs, cost of protection, and higher insurance premiums are components of an arson fire that affect you.

In 1979 the per capita loss was almost \$20. This means a family of 5 will absorb approximately \$100.00 loss gone up in smoke.



(Fig. 5)

A vital role of the Madison Fire Department is to eliminate situations such as the one depicted below. Through public education, ordinances, codes, and improved firefighting techniques, your fire department is working to reduce fire loss in this city. Your response to and support of these programs is not enough. Of all fires in our city, 75% can be eliminated by you through attitudinal and behavioral changes toward living a more fire conscious life. Look again at the picture below. Then look around your house; assess your family's fire safety behavior. Do you have smoke detectors? Do you have a plan for the entire family in case of fire? Are smoking materials left lying about? Are cords and electrical appliances operating properly? What about the fireplace, wood burner or furnace? If you can't answer these questions, look again at the remains of this house. It's too late to act when we arrive to extinguish those remains!



FIRE PREVENTION

The underdog of the fire service is the Fire Prevention officer. The code enforcement, blueprint checks, permit approvals and denials, special investigations, and mountains of paperwork are no less important than the first water put on a fire.

For every violation corrected, a potential hazard has been eliminated. In 1979, the Fire Prevention arm of the Madison Fire Department corrected 3,289 violations. The suppression division corrected 4,153 violations. It must be noted that cooperation between the fire service and the public has made it possible for us to conduct 15,800 total inspections.

Under the supervision of Chief Donald Olson, City Fire Marshall, the continuing efforts of the Fire-Police arson squad has accounted for 13 arrests this year. Nationally, arson has been increasing 25% yearly, and as our knowledge and investigative techniques come of age, it becomes apparent that arson is a crime against us all. It is no longer a problem that can be dealt with by the Fire Service alone.

**This needless loss
of property
can stop —**



**You must help
us help you.**

E. Stein



Determining the
cause of a fire
through investigation



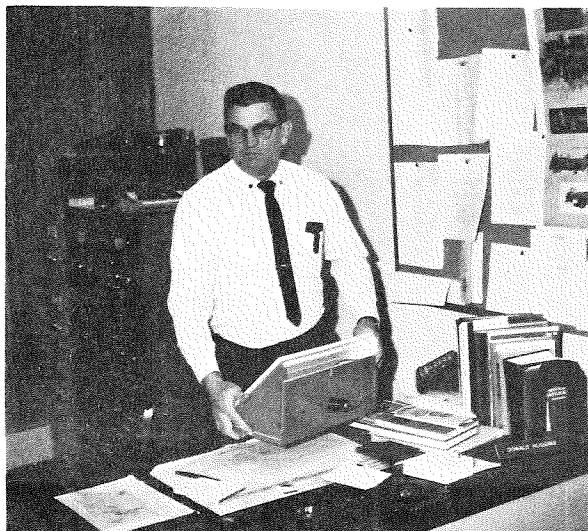
may lead to
revision of
building, electrical
and fire codes

TRAINING

Special skills and technical information are necessary in the fire service. Effective training programs have been planned to enable the firefighter to attain efficient operational skills. It is with these tools that progressive fire departments attain their goals; the goals of saving lives and property.

Chief Donald Huggins and Lt. Duane Neitzel have been active in training recruits towards these goals through the Firefighter Apprenticeship Program started as a pilot program under the guidance of both management and union representatives. The J.A.T.C. (Joint Apprenticeship Training Committee) which has local, state, and national ties allows the Local J.A.T.C. to adopt training that pertains to specialized needs and equipment of that city.

All recruit firefighters currently in training will complete 42 months of training which will include safety, salvage and overhaul, forcible entry, extinguishers, arson detection, inspection practices, fire apparatus, CPR certification, and tools and equipment. At the completion of this training, they will receive certification and become Journeyman firefighters. Incumbent firefighters all retain their Journeyman certification because of their previous knowledge, experience and the fact that they receive daily training in the form of drill activity.

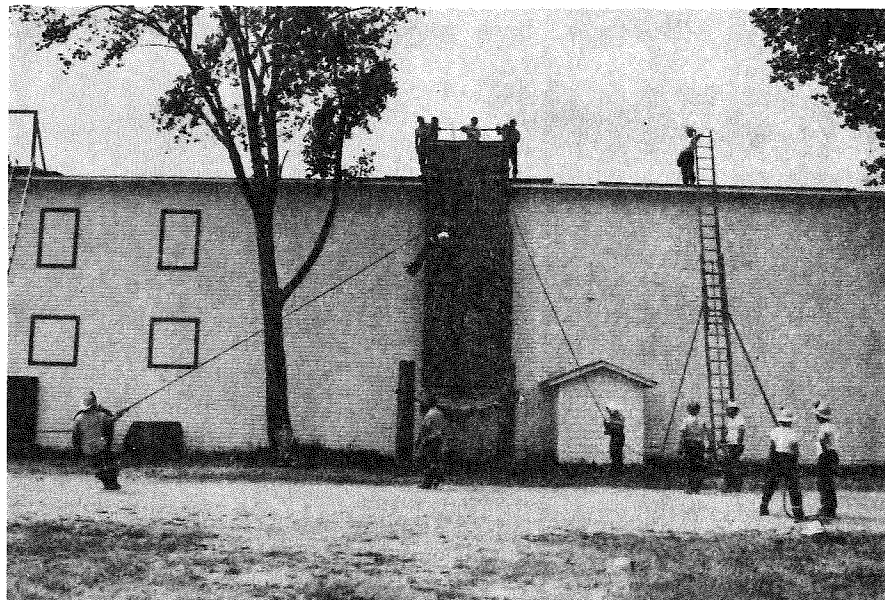




The Ladder of Success!



Through training. . .



these firefighters are trying to "hold the line" on fire loss

AMBULANCE SERVICE

It is important for us to realize that our ambulance service is one of the best in the United States. Ambulance personnel are highly trained in the field of trauma and serious illnesses. We have medications and the expertise to deliver an emergency room atmosphere to any point in the city.

In 1979, the city and county entered into a mutual aid pact which would, upon request, include those communities directly touching our borders. This was done to give those communities having limited capabilities a second line of emergency response. A benefit to the city came in the form of \$72,000 from Dane County EMS funds for the purchase of new equipment. This will enable Madison Paramedics to maintain top notch service to all.

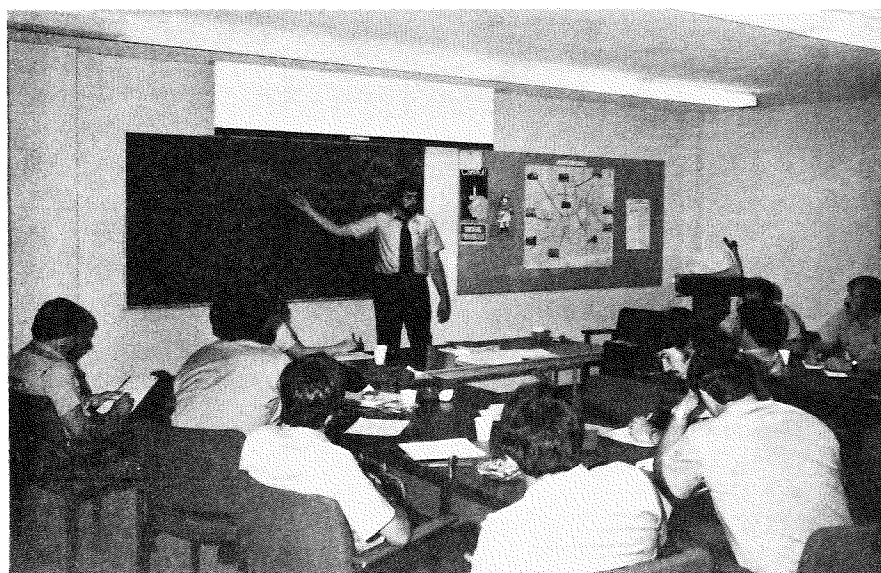
41 active paramedics responded to 6,465 emergencies in 1979, averaging 19 per day. This compares with 4 emergency calls per day when the ambulance was included into the Fire Service in 1965. There were a total of 2,019 medications administered, including 970 I.V. fluids given.

Special thanks should be given to the Medical Director, Marvin Birnbaum, and his staff at University Hospital EMS. They, along with many others at area hospitals, have made it possible to say that Madison has an optimum possible ambulance service.

Paramedic

training

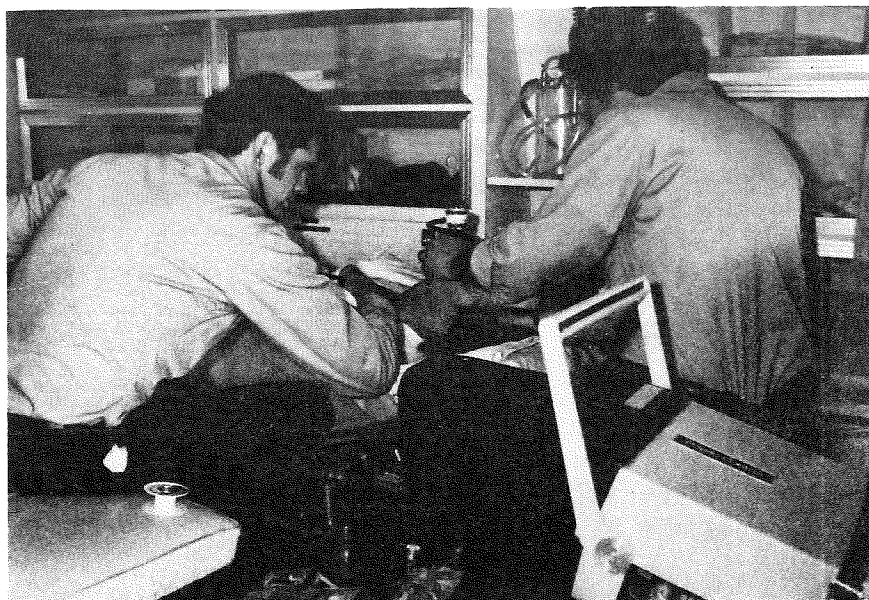
is -



a

continuous

process.



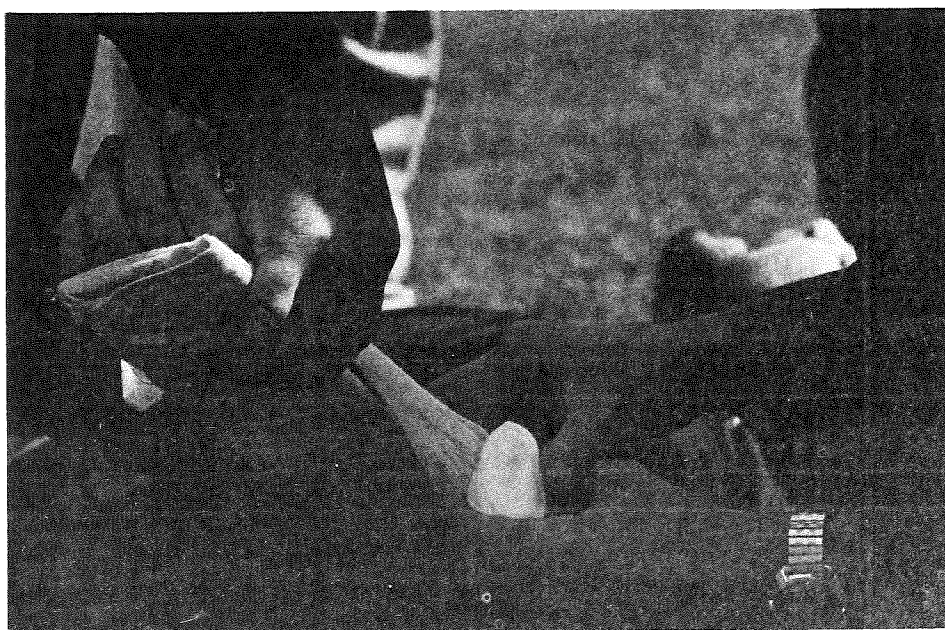
Paramedic

training

payoff -

a life saved

**Firefighters removing
patient from auto accident -
all firefighters are trained
in first aid and respond to
many ambulance calls**



**During and after
removal of patient -
paramedics and fire-
fighters perform stabiliz-
ation.**

COMMUNICATIONS

The communications division is manned by civilian employees. In 1979, they received 9,926 emergency transmissions. In addition to receiving calls, they test alarm boxes, A.D.T. alarms, speaker and alarm systems within the fire service, direct telephone lines, stand-by generator tests, tests with Dane County Sherrifs Dept., and various other tests in order to maintain a constant readiness to receive emergency calls.

Non-emergency but nonetheless vital functions of the Alarm Office include mapwork, up-dating of fire response cards, and the channeling of over 46,000 business calls to the proper informational source.

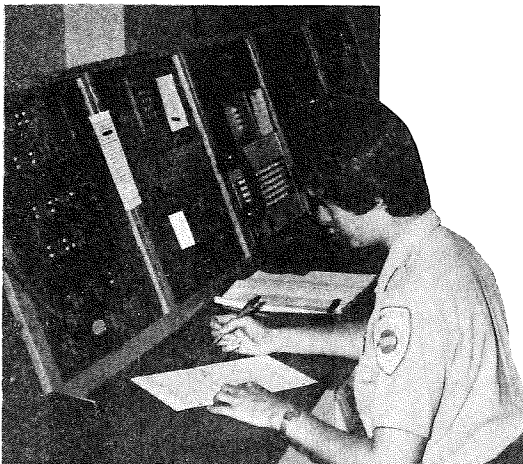
As unseen participants in our efforts to combat the emergencies that take split second decisions, they are to be recognized as our first line of defense.

All calls to the dispatch center are recorded. In addition, two dispatchers are on duty at all times.

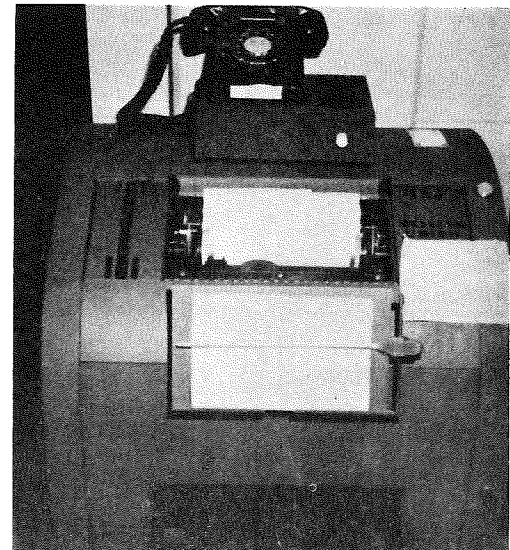


Chief Don Olson supervised the communications division in 1979.

Accurate reports are vital to proper communication.



This unit enables those with a verbal communication handicap to summon emergency help. →



SUPPRESSION

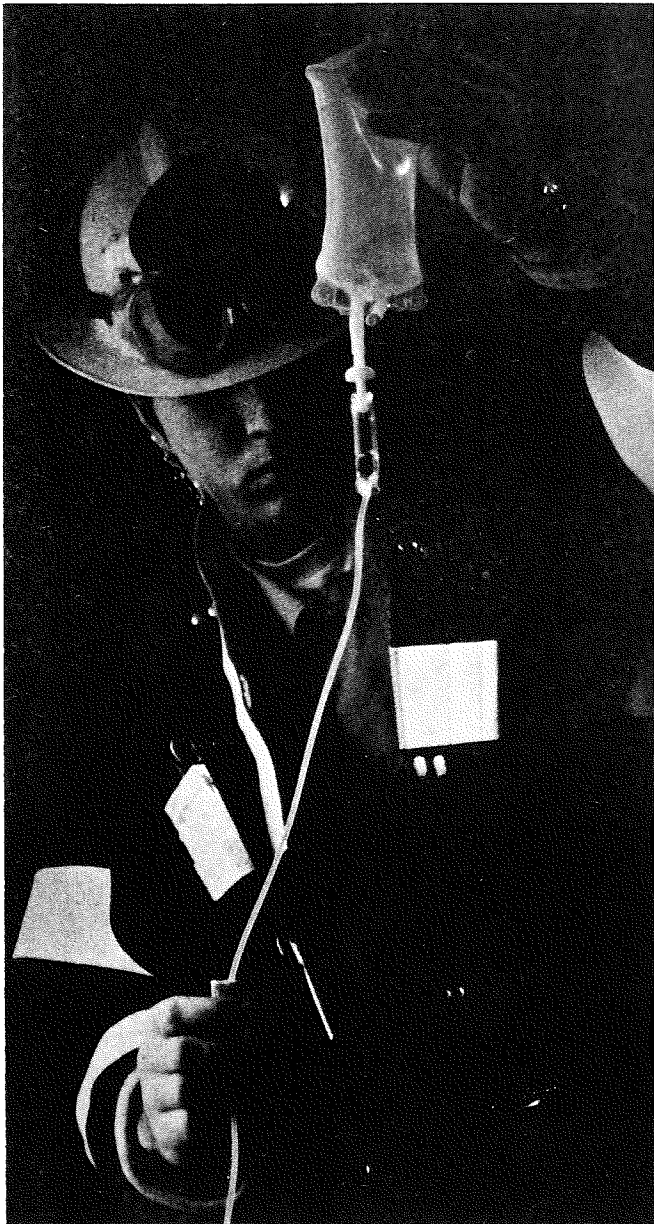
The responsibility of the firefighter and that of the entire suppression team includes not only the skills and expertise necessary to save lives and property in an emergency situation, but branches out to the ultimate goal of every firefighter--to stop a fire before it starts. This is why the Madison Fire Department conducted more than 15,800 building inspections in 1979.

The suppression arm of the Madison Fire Department answered 3,095 incidents in 1979. 29% were fires, 20% were responses involving rescue extrication and first aid, 12% dealt with hazardous materials--including spills and leaks, electrically energized equipment, and chemical emergencies, and 20% were false alarms.

Knowledge, training, and teamwork are the hallmark of the firefighter in his pursuit of public service to the community.



Both of these firefighters
are concentrating their
efforts on the flow of a
liquid...



M. Wood



M. Wood

the extinguishing of

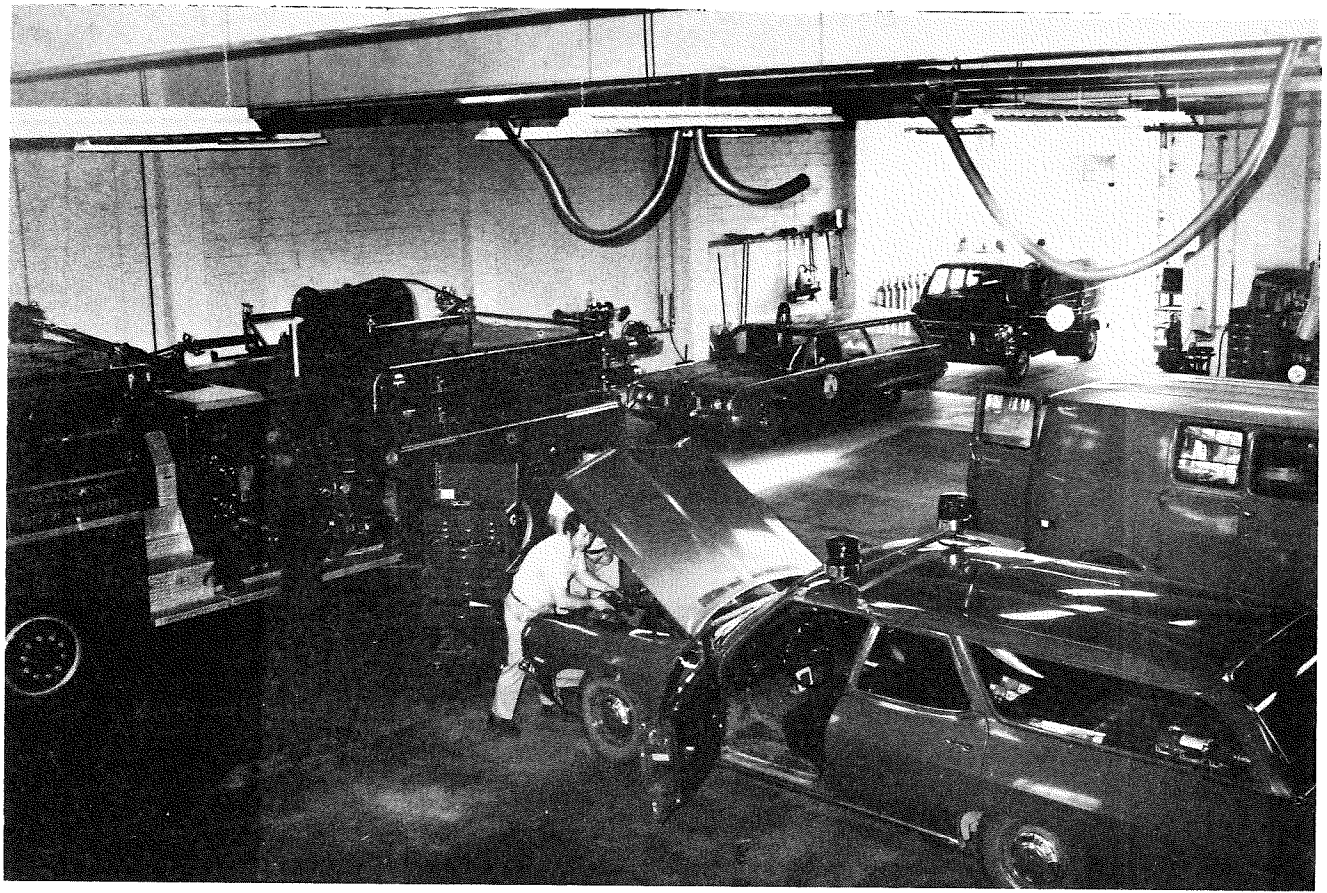
a flame...

the preservation of life.



Bob Johnson, Luke Leatherman — Paramedics, Firefighters

R.Turner



Knowledge, dexterity, and ingenuity best describe the skills needed by the personnel in the Maintenance Division of the Madison Fire Department.

All vehicles, from the Chevy Nova driven by the Chief to the massive diesels driven by firefighters, are kept in top operating condition by the mechanics.

Changing oil, tires, and fan belts, making minor adjustments to equipment, ordering parts, and station repairs are some of the daily activities of this division. Jobs from tearing down a transmission to a brake job on a 70,000 lb. vehicle; from building compartments on a new ambulance to fixing a leaking faucet in the station are not uncommon for the mechanic to encounter. This division is on call 24 hours a day for emergency repairs to insure that vital equipment arrives when needed.