
Neish, Clive W.

From: Burden, Antonio
Sent: Friday, June 21, 2019 8:33 AM
To: Neish, Clive W.
Cc: Bentley, Dion A.
Subject: FW: BOC request for approval DeKalb County Fire/ AB Documentary
Attachments: FW: DeKalb County Fire/ AB Documentary

Clive,
Please create an agenda item for this request. Call if you have any questions.



Antonio Burden #3200
Deputy Fire Chief
Professional Services and Community Risk Reduction
[DeKalb County Fire Rescue](http://www.dekalbcountyfire.org)
1950 West Exchange Place
Tucker, Georgia 30084
(678) 406-7737 Office
(678) 406-7964 Fax
aburden@dekalbcountyga.gov

From: Bentley, Dion A.
Sent: Thursday, June 20, 2019 5:22 PM
To: Burden, Antonio <aburden@dekalbcountyga.gov>
Subject: BOC request for approval DeKalb County Fire/ AB Documentary

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From: Chiffon Valentine <chiffonvalentine@littonwest.com>

Sent: Friday, June 7, 2019 5:45 PM

To: Bentley, Dion A.

Subject: Re: DeKalb County Fire/ AB Documentary

Hello!

Below you will find our written request! Please let me know if you need anything else from me!

To whom it may concern:

We thank you for taking the time to review our request. We, the production team for the ABC docu-reality series, "Hearts of Heroes" would love the opportunity to highlight the courageous rescue efforts displayed by the amazing men and women of DeKalb County Fire Department. Our show, now deep into it's first season, began airing in January 2019 and can be seen every Saturday morning on your local ABC station. We work diligently to re-tell amazing rescues stories from both the perspective of the first responders and that of the victims that they so selflessly saved. We tell these amazing stories through sit down interviews with all parties involved, as well as through footage provided by both the departments as well as the local media and cell phone footage. With our audience visually

seeing the events from the angle of the responder, it makes them feel like they are in the moment right along with them. Our goal is to help garner more awareness and appreciation from our audience members for their own local first responders, that day in and day out, put their lives on the line for their community members without ever looking for a pat on the back. In doing this show, we've come across countless responders that always have the resounding response of "we're just doing our job" when referred to as a hero, but if even for that one moment where the victim/survivor gets an opportunity to come back and say thank you to that responder that helped bring the calm in an a moment of chaos then we know that we've made a difference. We would love the opportunity to showcase the same selflessness of your first responders and let them even for a moment take in all of the gratitude that they so rightfully deserve.

I thank you again for taking the time to review my request and I hope to hear from you soon!

Warm regards,

Chiffon Valentine

Associate Producer | *Hearts of Heroes*

323.632.0560

chiffonvalentine@littionwest.com

On Thu, Jun 6, 2019 at 10:59 AM Bentley, Dion A. <DABentley@dekalbcountyga.gov> wrote:

Hello Chiffon,

Here is what is needed to complete the process. Once the Fire Chief, Darnell Fullum receives the letter, we will submit the proposal to the Board of Commissioners for approval. All other parties have agreed that DeKalb Fire Rescue can participate in the documentary.

Ga. Code Ann., § 25-13-6

§ 25-13-6. Procedure for seeking permission to use nomenclature or symbols; grant or denial of permission

Currentness

Any person wishing permission to use the nomenclature or a symbol of a department may submit a written request for such permission to the fire chief or director of public safety. Within 15 calendar days after receipt of the request, the fire chief or director of public safety shall send a notice with his or her recommendation to the local governing body stating

whether the person may use the requested nomenclature or symbol. Within 30 calendar days after receipt of a recommendation from the fire chief or director of public safety, the local governing body shall send a notice to the requesting party of their decision on whether or not the person may use the requested nomenclature or symbol. If the local governing body does not respond within the 30 day time period, then the request is presumed to have been denied. The grant of permission under **Code Section 35-10-4** or **35-10-5** shall be in the discretion of the local governing body under such conditions as the local governing body may impose.

There appears to be a process for even seeking approval to use a department's name/emblem. I have copied Chief Fullum on this email to give him a heads up, but it appears that a request should be made by the production company to Chief Fullum, who will then make a recommendation to the governing authority (BOC & CEO), who will make a final decision.

§ 25-13-2. Legislative findings and declarations

It is declared to be contrary to the health, safety, and public welfare of the people of this state for any individual or organization to act in a manner which would mislead the public into believing that a member of the public is dealing with any municipal, county, or volunteer fire department or with a member thereof when in fact the individual or organization is not the municipal, county, or volunteer fire department or a member thereof. Furthermore, the municipal, county, or volunteer fire department, which provides quality fire protection and safety services to the citizens of this state, has established a name for excellence in its field. This name should be protected for the department, its members, and the citizens of this state. Therefore, no person or organization should be allowed to use any municipal, county, or volunteer fire department's name or any term used to identify the department or its members without the expressed permission of the local governing body. The provisions of this chapter are in furtherance of the promotion of this policy.

Dion A Bentley Captain

Public Information Officer

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