



2026 ANNUAL MEETING



Specialty Workshops, Scientific Assembly & Trade Show

Media, Messaging, and More for the EMS Physician



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January 26-31, 2026

Tampa, FL

JW Marriott Tampa Water Street

#NAEMSP2026

DISCLOSURE SLIDE

SPEAKER DISCLOSURE / COI STATEMENT

NAEMSP asks all individuals involved in the development and presentation of Continuing Medical Education (CME) activities to disclose all relationships with ineligible companies within the past 24 months. This information is disclosed to CME activity participants. NAEMSP has procedures in place to resolve any apparent conflicts of interest.

I, Sabina Braithwaite, have no commercial relationships to disclose.



Why?



Your local TV station has called and would like you to comment:

Pulse of 'dead' San Antonio wreck victim wasn't checked

San Antonio paramedic didn't check pulse before declaring wreck victim dead

Life Goals

- Above the fold on the newspaper

The Boston Globe

SUNDAY, APRIL 9, 2017

DEPORTATIONS TO BEGIN

President Trump calls for tripling of ICE force; riots continue

Curfews extended in multiple cities

PRESIDENT TRUMP has set in motion one of his most controversial campaign promises, calling on Congress to fund a "massive deportation force" by tripling the number of federal Immigration and Customs Enforcement agents.

The president made the announcement in a nationally televised address last night from the Old Post Office building in Washington, D.C., now a Trump International Hotel. In a surprise move after the speech, Trump invited Attorney General Chris Christie to stand right next to him at the podium to field questions. "#no_side_eye for Christie this time," tweeted Fox News Channel reporter Megyn Kelly, who was covering the speech from a sports bar near Rockefeller Center because she has been placed on a White House blacklist.

Although Trump reiterated his promise to eject some 11.3 million illegal workers on a two-year timetable — "so fast that your head will spin" — he also promised to "do it humanely." He did not immediately offer details but said he intends to flesh out the policy with special adviser George Papadopoulos, just as soon as the 2009 college grad returns from a preplanned Model UN session in Geneva.

The \$400 billion deportation program promises to be one of the most disruptive government actions attempted since desegregation. Economists estimated ICE would need more than 900,000 agents to complete the deportations in the next two years.

Thousands of protesters remain camped outside the Trump International Hotel and around the fence of



the White House. Singing and chanting have been audible inside the executive mansion day and night for weeks. The scent of tear gas pervades Lafayette Square. After Trump vowed to strip federal funding from sanctuary cities during his campaign, round-the-clock protests in Cambridge, Mass., shut down the Red Line temporarily, forcing scores of attendees at an elite Harvard/MIT tech-fest to evacuate Kendall Square and

take the MBTA's #1 Bus across the Charles River to an alternate site in Boston.

Already in California, armed ICE agents confronted 30 illegal strawberry pickers on a Santa Barbara County farm and bused them to a detention center to await prosecution and a government-chartered flight back to Mexico. State officials held a press conference shortly after the raid to express concern about the economic impact if

"dishes go unwashed in the kitchens of San Francisco restaurants and if our \$3 billion strawberry crop is ultimately left to rot."

Trump downplayed fears that the deportations would hurt industries that rely on illegal workers. "Don't forget. . . you have millions of people that are waiting in line to come into this country, and they're waiting to come in legally!"

DEPORTATIONS, Page T10

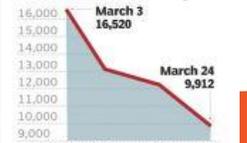
Markets sink as trade war looms

WORLDWIDE STOCKS plunged again Friday, completing the worst month on record as trade wars with both China and Mexico seem imminent.

Markets from the Dow to the FTSE to the Nikkei have sunk on speculation that China is dumping some of its US Treasury holdings after the Trump administration announced tariffs as high as 45 percent for all Chinese imports and 35 percent for some Mexican goods.

"I don't mind trade wars when we're losing \$58 billion a year," the president said last year. But Chinese officials have made it no secret that they will not let tariffs go unanswered. The Asian giant is the largest holder of US debt, owing some

Dow declines at record pace



- On the CNN crawler



Police bodycam released after EMS providers charged with murder of patient in their care

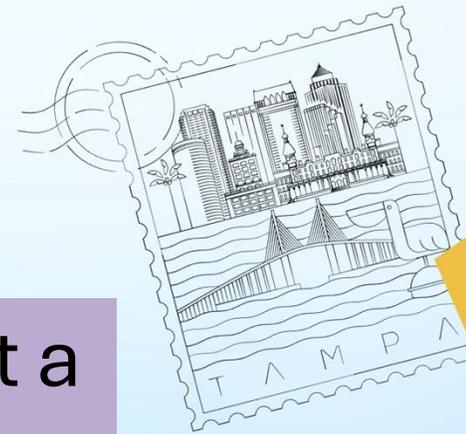
The 35-year-old man died from compressional and positional asphyxia, which a coroner said was a result of being placed face down on a stretcher

January 11, 2023 11:27 AM

<https://www.police1.com/patrol-video/articles/police-bodycam-released-after-ems-providers-charged-with-murder-of-patient-in-their-care-PmrhyFpoehli0pXg/>

Messaging

A **brief, value-based** statement aimed at a **targeted** audience that captures a **positive** concept



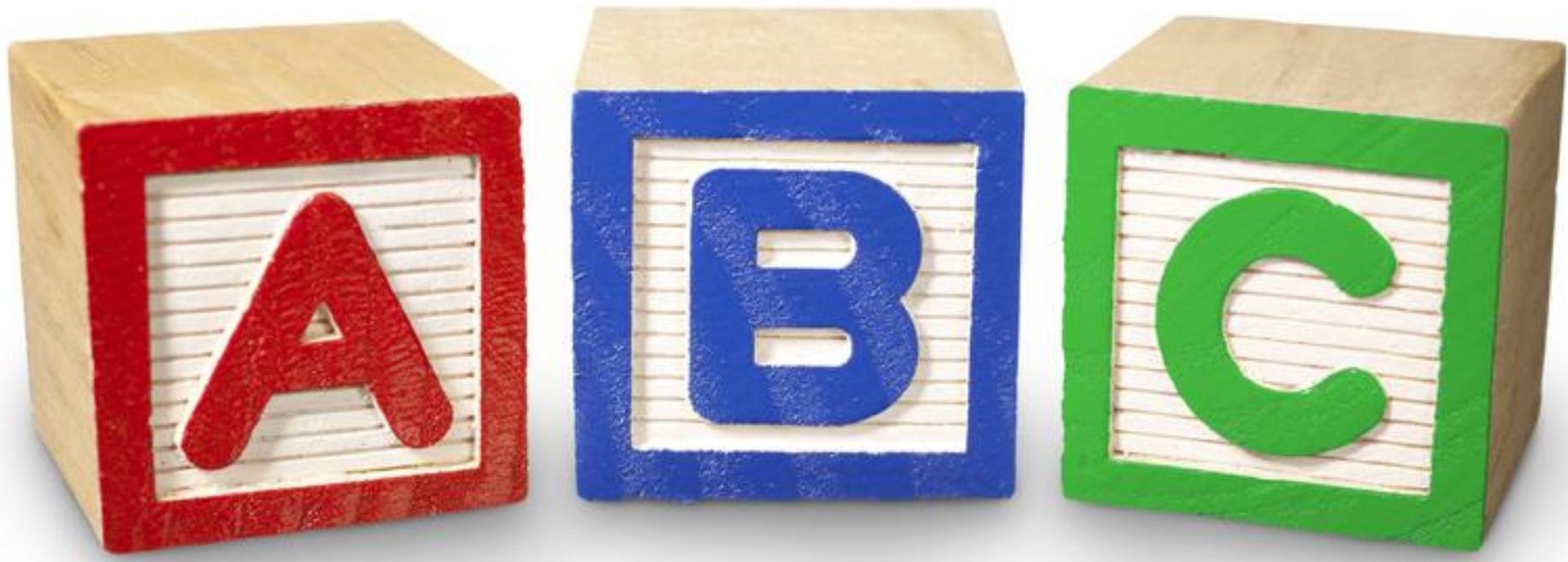
Positive



Negative

By Toby Hudson - Own work, CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=16049033>

Who?



<https://ideas.ted.com/before-your-next-presentation-or-speech-heres-the-first-thing-you-must-think-about/>

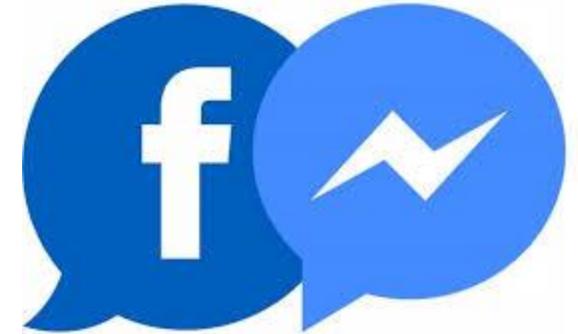
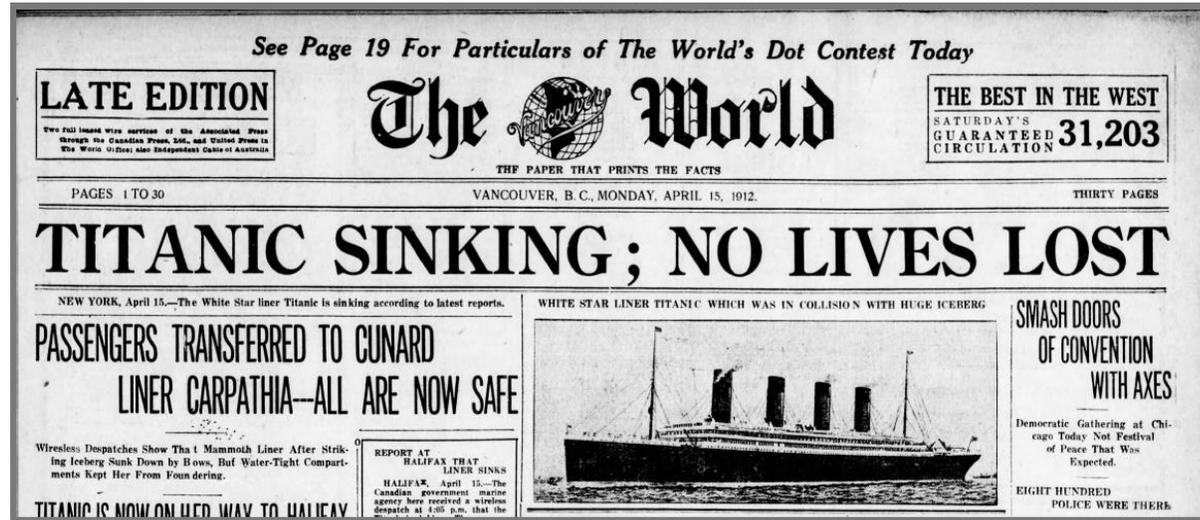
What?



What?



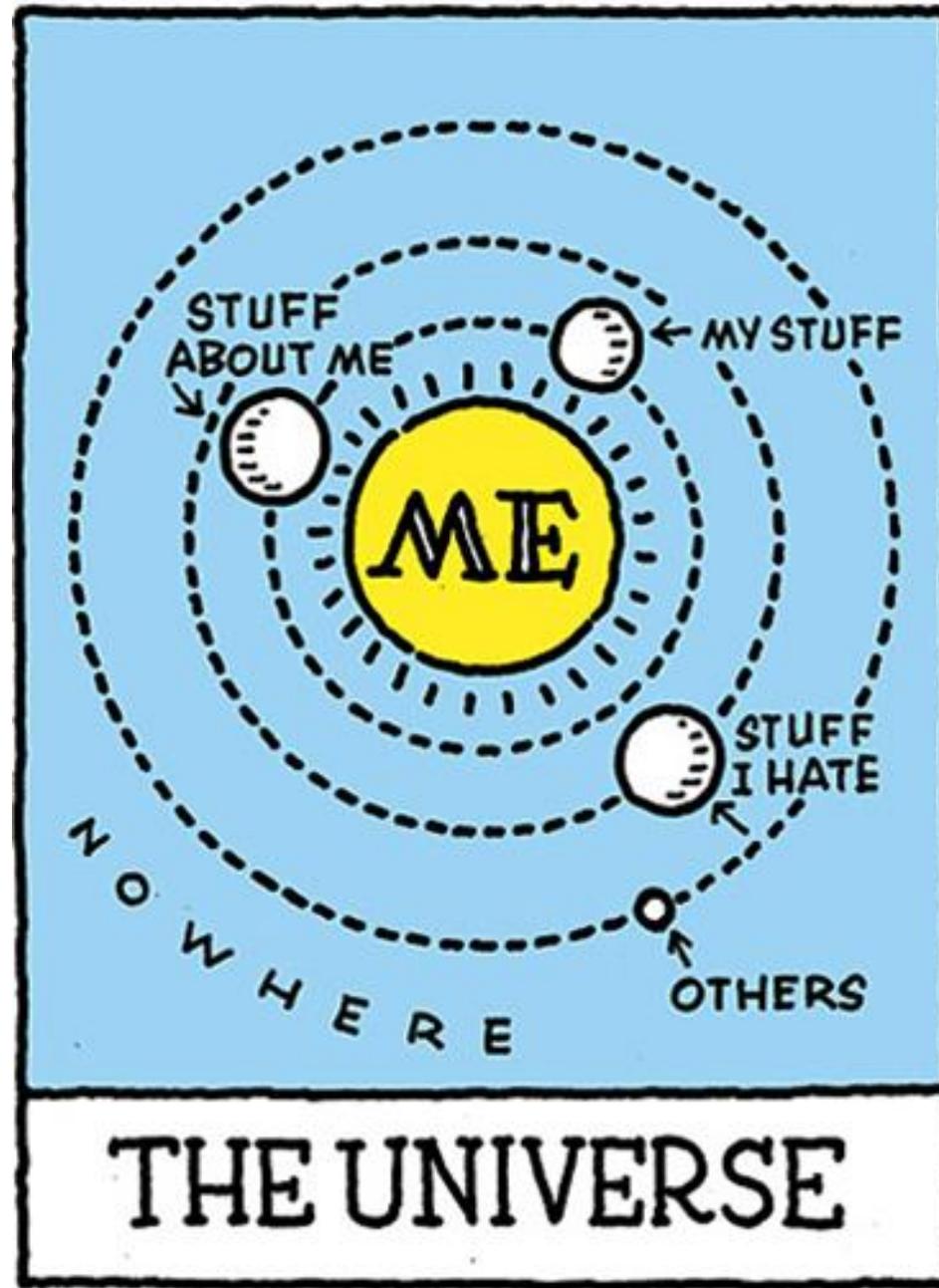
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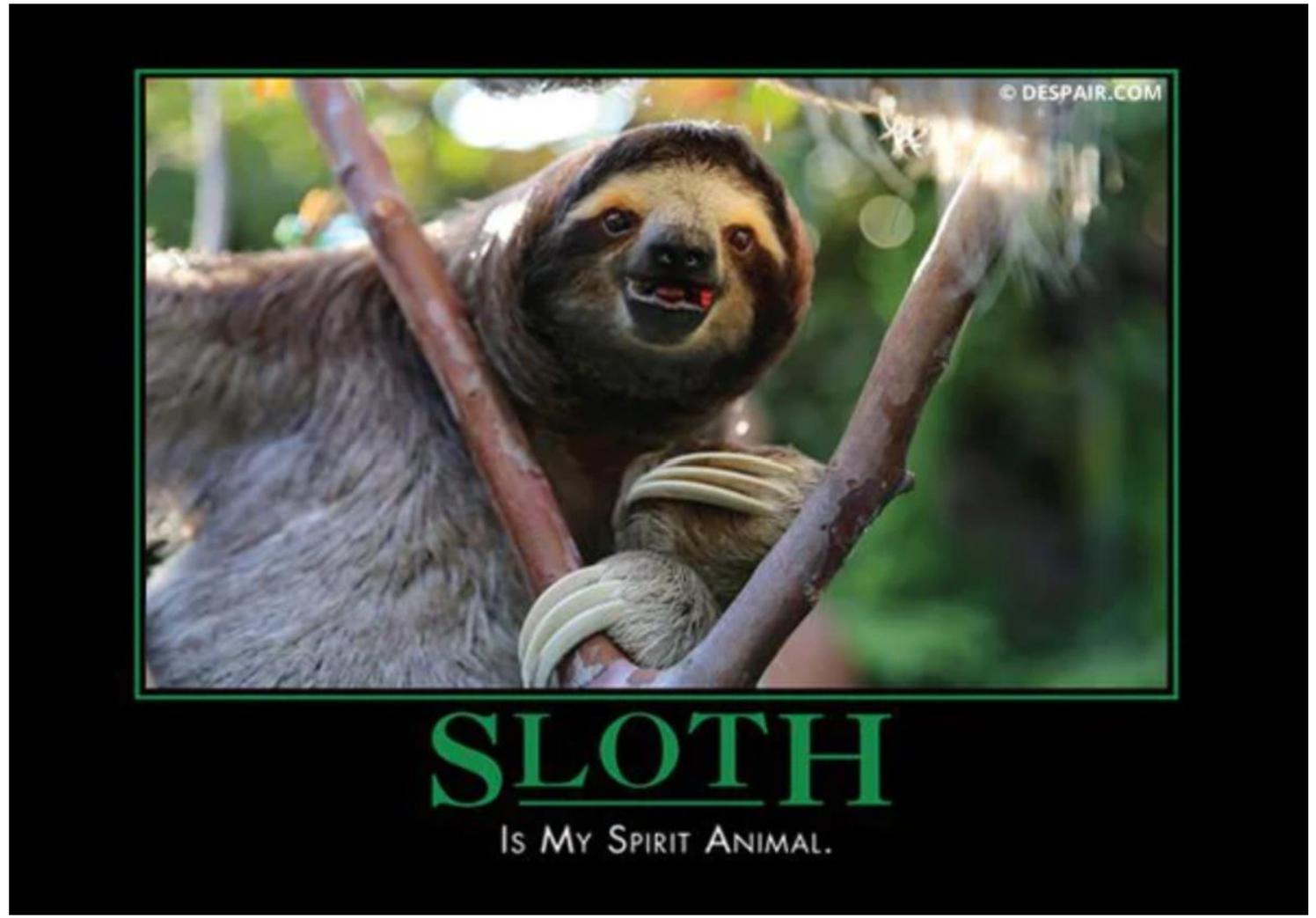
Framework



Perspective



How?



www.despair.com

Strategies



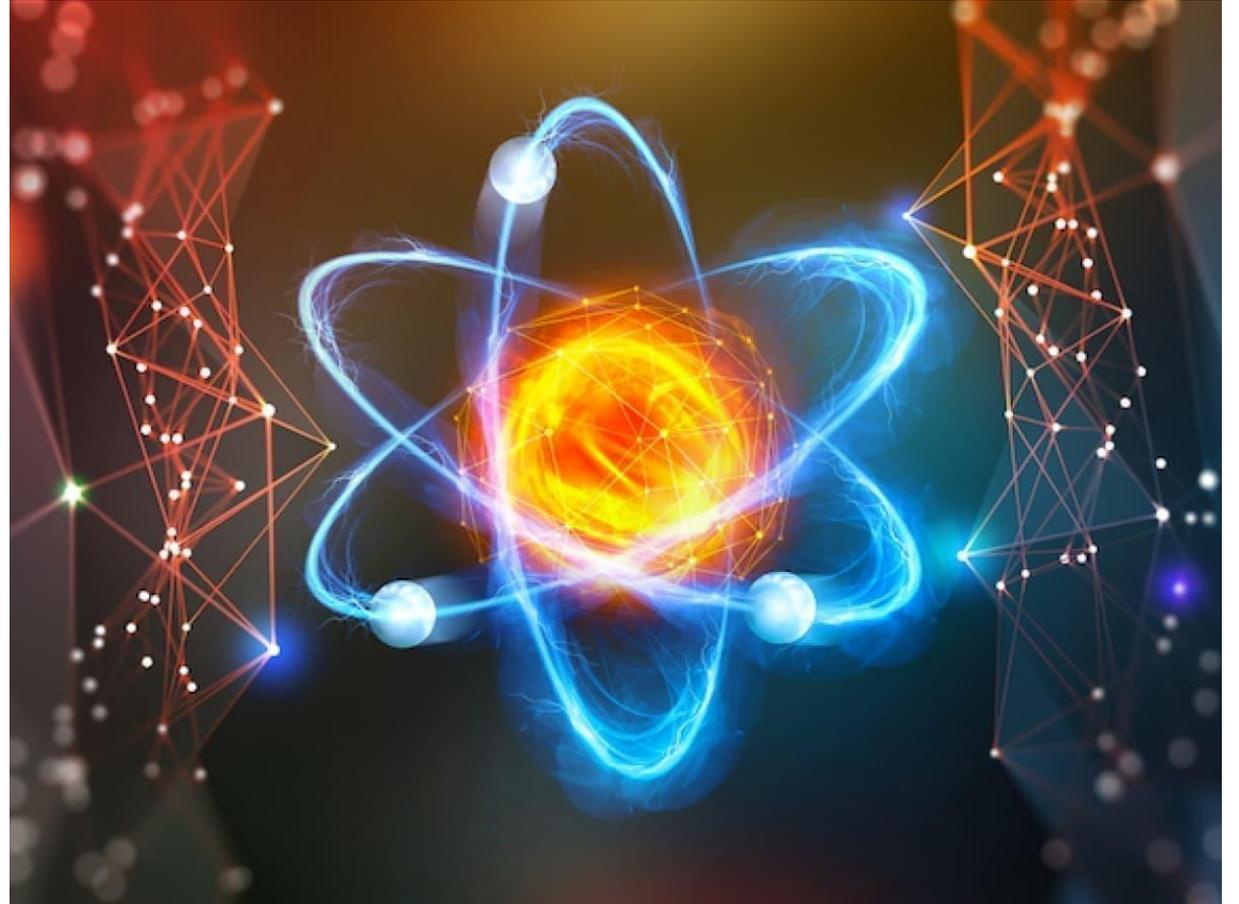
Proactively develop a positive image



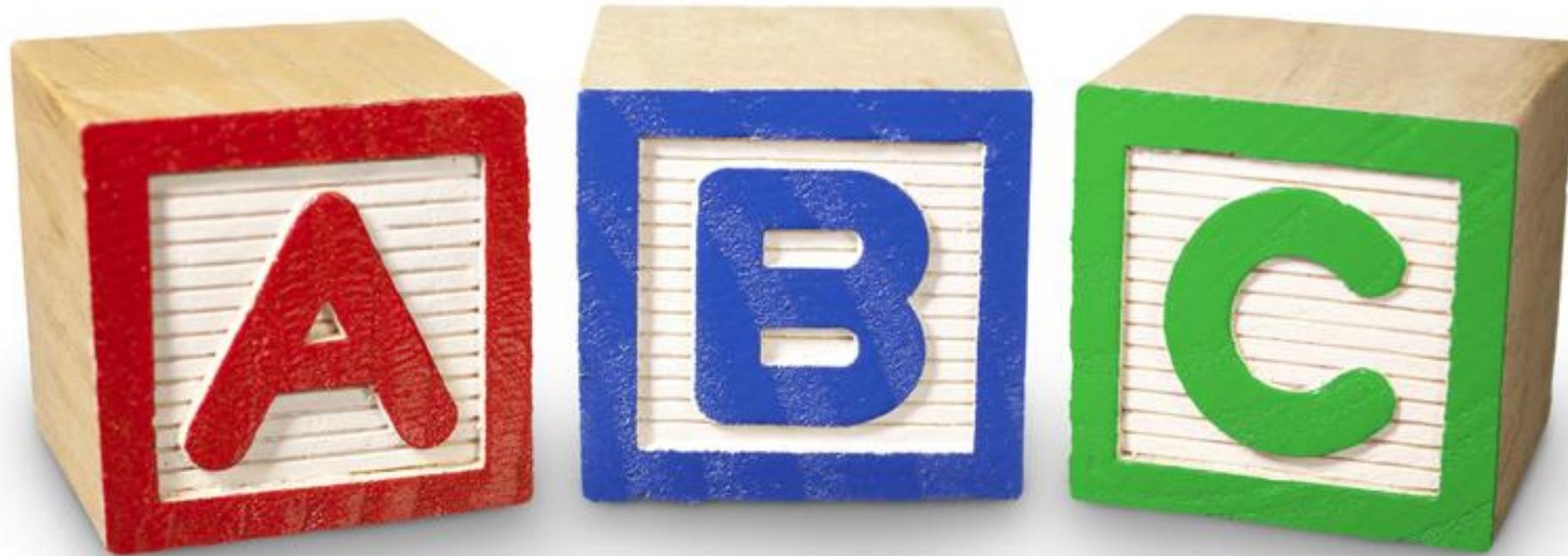
Be energetic, authoritative, and human

4 C's:

- Cosmetics
- Credibility
- Control
- Commercial



How?



Write down your message(s)

K.I.S.S.



Tell a story



The microphone

- **4 P's**

- Pitch: high or low
- Pace: quick or slow
- Pause: create suspense / emphasis
- Projection: loud or quiet

- **is always on**





“Rules”

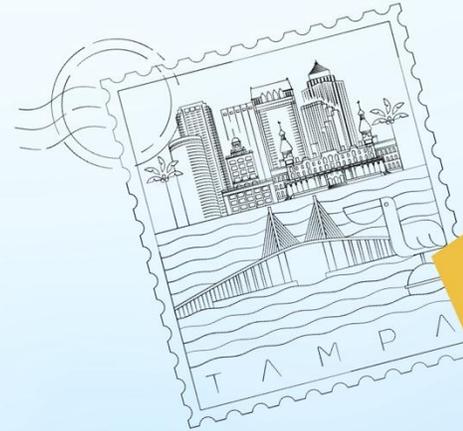
1. Do your homework
2. Tell the truth in sound bites
3. Respond quickly, confidently and accurately
4. Be human
5. Make it relatable, but not personal

- 6. Make others look good**
- 7. Have a “hook” or story**
- 8. Provide key statistics and support, be factual and objective**
- 9. Stay on message: repetition, redundancy, reiteration ...summary**
- 10. Trust no one, expect sabotage**

When you don't want to answer

- Defuse, redirect, reframe
- Persuasive statement vs. negative statement
- Restate your core message(s)
- STOP talking

Questions?



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