Active Shooter Video

VFTH

6/23/16

Run, Hide and Fight. Three words that could save your life in an active shooter situation.

WKU has released a powerful new video demonstrating this technique. Amy Bingham has a preview of it in this week’s View from the Hill.

Nightclubs, movie heaters even church. We all know that violent situations can occur anywhere, not just college campuses. But WKU is following the lead of both the city of Houston and Ohio State University who have produced videos about how to respond to an active shooter.

Josh Niedwick \ Associate Producer, Director/WKU-PBS

Dr. David Oliver \ Dir., Environment, Health & Safety

Capt. Dominic Ossello \ WKU Police

“Those initial shots of him drawing that firearm and firing those shots. It looked like something you see on a security camera. When we had that, I think we knew we had something that really is going to leave an impact with the audience when they are done watching it.”

WKU-PBS just completed a five minute video highlighting a survival technique trademarked by the city of Houston.

“We looked at the run, hide, fight as the best option. It was the one that FEMA has adopted for businesses, institutions of learning, hospitals, etc.”

Ohio State University showcased the Run, Hide, Fight strategy in a video six months ago. WKU Emergency Management quickly got WKU Police and the PBS station on board to replicate the same video here.

“By having a video people are able to see what’s going on and feel like they are in the situation and figure out what they’re going to do.”

Videoing began back in January and for some scenes, actors from the community were used.

“We were trying to portray a very frightening scenario where there’s a lot of emotion involved.”

“Our actors reacted perfectly. Sam did an amazing job portraying the active shooter.”

Oliver says it’s a mentality we all must adopt. Being on alert, if you see something say something and finally run, hide and fight.

“People have to be aware, be vigilant and know what to do when something happens. That’s really what we’re trying to do with this training is make them aware of their options to respond.”

If you would like to view the video yourself, log onto wku.edu/emergency.

The video along with supplemental training material, will be rolled out across campus this fall to faculty staff and students.

With this week’s View from the Hill, I’m Amy Bingham.

###