

LOG OF MEETING

SUBJECT: Coalition for a Safer America

DATE: November 10, 1994

PLACE: National Consumers League, Washington, DC

COMMISSION ATTENDEES: James F. Hoebel, ESME

NON-COMMISSION ATTENDEES:

Alan Benedeck, Allstate
Linda Golodner, National Consumers League
Cleo Manuel, National Consumers League
Melanie Preloznik, National Consumers League
Barbara Patasce, U S Fire Administration
John Ottoson, U S Fire Administration
Pat Nolan, General Federation of Women's Clubs
Lee Asher, Ad Council
Barbara Bailey, PTA
Sara Yerkes, National Fire Protection Association

LOG ENTRY SOURCE: James F. Hoebel *JFH*

SUMMARY: The Coalition is developing a media campaign on fire safety aimed at children aged 5-10. The meeting discussed progress towards this campaign.

The attachment represents a summary of the meeting.

CPSA & (b)(1) Cleared
 No Mfrs/PrvtLblrs or *2-9-95*
Products Identified
Excepted by _____
[Signature]

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c/o National Consumers League, 815 15th Street, N.W., Suite 928-N, Washington D.C. 20005, (202) 639-8140

**For A Safer America Coalition
November 10, 1994, Meeting Minutes**

The meeting was called to order by Alan Benedeck (Allstate) at 11:45 a.m.

Present were Alan Benedeck; Linda F. Golodner, Cleo A. Manuel, Melanie Preloznik (National Consumers League); Barbara Patasce, John Ottoson (US Fire Administration); Pat Nolan (General Federation of Women's Clubs); Lee Asher (Ad Council); Barbara Bailey (PTA); Sara Yerkes (National Fire Protection Association); James F. Hoebel (U.S. Consumer Product Safety Commission).

Lee Asher informed members that focus group sessions would be held on November 17 in New Jersey. The Campaign Reviews Committee of the Ad Council wanted the volunteer advertising agency to get more information on the perceptions of fire from children's point of view. Asher invited all members to attend or to provide materials for the focus group.

Asher then presented the For A Safer America Kids Fire Safety Campaign 1994-1995 Marketing Plan she produced. (Copy attached for members who did not attend meeting. All present received copy of full plan.) Asher told the meeting that she synthesized the "Brainstorming" notes into a Marketing Plan for our review. She said that she was impressed with the ideas expressed by members in other meetings and at the "brainstorming" session.

Asher said that the Marketing Plan provides a framework for the coalition, and allows each coalition member to understand what the campaign needs are, and hopefully, how he/she can play an active role.

The plan has six sections: Communication Elements, Action Steps (Timetable), Distribution of Creative Materials, Collateral/Fulfillment Piece, Public Relations, and Community Relations.

The first section, Communication Elements, consists of three components: 1.) an instructional video, 2.) :30 second PSA (lift from video), and 3.) possible additions such as print ad (target: kids) and business press ad (target: educators). Asher suggested that the coalition could use one or all of these. The target age is 5 - 10 year olds. Asher suggested we skew the higher end since younger children emulate older children. The piece or pieces would be done in English, and hopefully, Spanish. She said that the Ad Council has found cheap ways to produce materials in Spanish.

As an example, Asher mentioned the Second Harvest campaign. Second Harvest, a hunger campaign, did a 15 minute piece on "Nick News" on the children's station, NICKELODEON, targeted at 8 - 10 year olds.

Asher noted that fulfillment capabilities of the coalition are still undetermined. She said that there has been a backlash against using an 800 number for latch-key children. In either case, the coalition needs to identify resources for this, since cost is the main issue.

The second section, Action Steps, consisted of the campaign timetable. (Asher has updated the timetable and the new version is attached.) To meet the timetable deadlines, NCL will fax out the Angotti "treatment" -- images, storyboards -- for comment to coalition

members, so that we can have a quick turn-around time.

In the third section, Distribution of Creative Materials, Asher discussed distribution recommendations of the :30 second PSA and the 15 minute video. She states that the main distribution vehicle is the Ad Council mailing list.

This is where Asher thinks coalition local contacts will be best. Asher said that 90% of play is at local spot television markets. She suggested adding individual tag lines to the PSA piece. For example, the immunization PSA had 47 separate tags. Local charities can bother station managers and get them to play the PSA tape.

Pat Nolan said that her organization would be able to play an active role in this. She asked if it were viable for GFWC to get a copy as well as have individual members site local stories. Barbara Patasce said that they encourage local fire departments to do just that. Usually, the Fire Administration pre-writes a release or talking points for the local fire stations, who input local data. Asher said that the Ad Council could do training or provide a notebook to help local volunteers play this role. That way, everyone would have the same messages and instructions.

Asher mentioned that she thinks we will be able to get "free" media as well. For example, KIX cereal has put the immunization message on boxes. Cheerios may put it on their boxes as well. She said these are no cost, great ways to get out our message. She also mentioned using BLOCKBUSTER video to distribute our 15 minute video as well. BLOCKBUSTER has increased marketing for children, and may do a special display or make copies of tapes.

When discussing distribution to elementary schools, Barbara Bailey said that PTA

has 7 million members and could communicate our message to them. Sending the tape would be difficult, since it would cost \$4 per tape to mail. We would need additional funding to mail to every elementary school (there are 60,000 total). All groups that have newsletters could also publicize the availability of all campaign materials.

Benedeck said that we have to remember that this is a three year campaign and that we can't do everything at once.

Golodner said that we could approach other companies and foundations for additional funding once we have a plan and ideas from Angotti.

When discussing collateral and fulfillment pieces, Asher stressed that the materials have to be proactive, focussed. Golodner added that we could provide velox slicks. Benedeck concurred, saying that this would allow schools the freedom to xerox the materials themselves.

Finally, in reviewing the public relations aspect of the campaign, Asher asked for information about special weeks or conferences. The coalition decided to distribute a questionnaire, asking members to add important dates or "weeks" or conferences for possible outreach and distribution.

Other meeting dates were confirmed and added: December 16, January 13, and February 17.

Timetable

November 15, 16
(New Jersey)

Research with children on their perceptions,
understanding of fire and fire safety

w/o Nov. 28

"Topline Report" submitted to Ad Council and
Coalition by Angotti, Thomas, Hedge. L. Asher to fax to
National Consumers League, who will fax it to Coalition
members for their review. Any Coalition comments may be
directed back to Lee at (202) 331-9059.

w/o Dec. 5

Based on research findings, Angotti to present revised
strategy to Campaign Team for approval*

Outline creative work plan: decide on video, PSA, or
both. Again, distribute to Coalition for immediate
comments.

w/o Jan. 2

Angotti to present treatment or storyboards to Campaign
Team

Campaign Team to select from options and provide
direction on revisions

w/o Jan. 9 (N.J.)

Qualitative research on creative (with kids)

Friday, Jan. 13
(DC)

Ad Council to share creative (in progress) with Coalition

Wed., Jan. 18
(New York City)

Angotti to present treatment of video and/or storyboard of
PSA to Ad Council Campaigns Review Committee

Wed., Feb. 15
(New York City)

Angotti to present script for video and/or storyboard for
PSA to Ad Council Campaigns Review Committee

Feb. 16 - on

Creative production begins

Friday, Feb. 17

Coalition meeting - present approved creative materials
(sketches, scripts)

Tentative: April 1

Creative materials completed**

*Ad Council/Project Officers need to provide immediate turnaround

** Video production could take longer than this, especially if it has animation (involves pencil tests,
matting of cells, coloration)

