

Log of Meeting

Subject: Coalition for a Safer America

Date: December 16, 1994

Place: National Consumers League, Washington, D.C.

Non-Commission Attendees:

Alan Benedeck, Allstate
Linda F. Golodner, National Consumers League (NCL)
Cleo Manuel, NCL
Melanie Preloznik, NCL
Pat Nolan, General Federation of Women's Clubs
Alan Caldwell, Alliance for Fire & Emergency Management
Sara Yerkes, National Fire Protection Association
John Ottoson, U.S. Fire Administration
Shirley Kennedy Keller, Amer. Assoc. of School Administrators
Mac Gray, National Crime Prevention Council
Lee Asher, Ad Council

Commission Attendees:

James F. Hoebel, Engineering Sciences

Log Entry Source: James F. Hoebel *J. Hoebel*

Summary: The Coalition is developing, with the Ad Council, a fire safety ad campaign aimed at children age 5-10. Please refer to the attached minutes.

cc: Margaret Neily
William Kennedy

CPSA 6 (b)(1) Cleared
 No Misc/Frvtlblrs or
Products Identified *2-9-95*
Excepted by _____



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**"For A Safer America" Coalition Meeting
December 16, 1994**

The Meeting was called to order at 11:50 a.m. by Alan Benedeck.

Present were: Alan Benedeck (Allstate); Linda F. Golodner, Cleo Manuel, Melanie Preloznik (National Consumers League); Pat Nolan (General Federation of Women's Clubs); Alan Caldwell (Alliance for Fire and Emergency Management); Sara Yerkes (National Fire Protection Agency); John Ottoson (US Fire Administration); James F. Hoebel (Consumer Product Safety Commission); Shirley Kennedy Keller (American Association of School Administrators); and guest Mac Gray (National Crime Prevention Council).

Lee Asher announced the ad agency Angotti, Thomas, Hedge was not working out so they will no longer be producing for the coalition. The prospective new ad agency is Griffin-Becal. They have two out of the three approvals needed to come on board. Griffin-Becal only has child targeted clients. Griffin-Becal will show us a tape of samples of their work. The agency owns Sunbow Productions, which does in-house production of long format videos, so they have some resources available at a lower cost. Asher

stated that the agency does know our time constraints, and if they do come on board, the timetable will be revised.

Asher showed pictures children at the focus groups drew depicting fires (this was part of Angotti's research). Asher thought that the Angotti research went well and was thorough on what children know and need to know. Asher said Griffin-Becal thinks a longer format program would work using Blockbuster and children's media.

Asher discussed some of the focus group findings (please refer to the enclosed report). She showed drawings from one boy and one girl from the 5 to 9 years old group. Asher felt the children were unbelievably articulate once they felt comfortable with the group.

Shirley Kennedy Keller asked if there was an urban/rural difference. Asher said she was not sure, but could go back to check the research. She did say that there were differences depending on the children's ages. Keller asked about gender differences. Asher said the research showed no difference between girls and boys. Pat Nolan asked if the confidence level was the same between boys and girls. Asher said confidence level was based on age, not gender. John Ottoson stated that death and injury rates for boys is twice as high as girls. He thought this might be because boys are more adventurous, take more risks, and like to play with fire.

Asher asked about treating the media as a package and if there should be different packages for different audiences. Benedeck said that could be done as long as its within our budget.

Asher said she will give Griffin-Becal a copy of the timetable and the focus group tape if they are given the approval to work with us. She asked if anyone would want a copy of the 6 hour, unedited tape of the focus group. Golodner, Yerkes and Ottoson stated they would like a copy.

Benedeck discussed the meeting times with Melanie Preloznik **(enclosed is a list of future meetings - look for information about a new meeting location beginning in March)**. Everyone thanked Asher for moving ahead with the project. Asher said she will have Griffin-Becal's client list for coalition members at the next meeting.

Benedeck introduced Mac Gray of the National Crime Prevention Council (NCPC) who explained the Crime Prevention Coalition campaign on McGruff.

Gray stated that the Crime Prevention Coalition has been a client of the Ad Council since 1979. The Crime Prevention Coalition began with 19 Public Interest Groups and received funding from the Justice Department. The Justice Department has been their primary sponsor since 1978. He emphasized that coalitions take time to develop their final product, it took two years to get

McGruff on the airwaves. Gray said that there were 17 crime prevention symbols before McGruff and now there are two -- McGruff and Morris the Burglar.

Gray said working with a coalition is messy business. Like community mobilization, people want something perfect. He said coalitions always revise, but things do come to closure.

Gray noted that this year there are 126 coalition members. Gray said there were 19 Public Interest Groups and 30 technical people when the coalition started. Gray said that today the steering committee deals with policy, but there are no legal responsibilities of groups. Gray stated that the more people a coalition has, the longer it takes to get things done. It is important to engage all the members, so it is important to keep in contact with the coalition members. Keller asked if the steering committee can self-select. Gray said at first people volunteered to be on the committee. Later, the coalition needed broader representation around the country. They divided the country into ten regions and hold regional meetings.

Asher asked how the Crime Prevention Coalition campaign handles the agency creative process. Gray said they have a campaign team and two firms (Saachi & Saachi and Ardis Moya). Gray said the NCPC, AD Council, the ad agency, volunteer campaign coordinator, Justice Department, and the steering committee work to consensus. He said everyone must work together, trust each other,

and challenge each other.

Gray said that Scruff is the 2nd most successful character and 100,000 copies of the Scruff comic book have been distributed. He told the coalition that once you open the door and go to the schools, be ready to fulfill the orders. He noted that camera-ready art is a good idea.

Keller asked Benedeck about the coalition using an 800 number and asked if the coalition could come to a decision. Gray stated that his coalition explored this issue in great depth. In 1991, the coalition got its first 800 number. The ads they had were self-contained -- write or give a message. Before the coalition had an 800 number they received 4,000 to 5,000 requests for information, after they set up the 800 number the requests increased to 35,000 to 38,000. Gray did say that the 800 number is very expensive and they do receive some "nut calls". He also said that the 800 number company they used stressed that it is NOT a good idea to use an 800 in a campaign targeted at children because children would call repeatedly just to talk on the phone with someone. **The "For A Safer America" coalition decided not to use an 800 number.**

Gray said that a personal or company address should not be used to fulfill orders because it becomes very hectic and overwhelming. With the approval of a post office, his group created the fictional address "One Prevention Way" with the post

office's zip code. The requests would be delivered to the post office and someone doing the fulfillment would pick them up.

Gray said that for children, the simpler the message the better and the quicker it will get on television. He also said that the more you can get your message out the better -- do print materials for schools and make materials reproducible because businesses in the communities will reproduce them. Gray also believes a video is a smart idea.

Sara Yerkes asked how the Crime Prevention Coalition campaign is funded. Gray said they submit their proposal to the Department of Justice. Also, friends in Congress earmark funding for the campaign.

James Hoebel asked how to best motivate TV stations to run a spot. Gray said to go to their doors personally. He suggested creating an Advocates Kit. Gray said PSA directors need personal and community pressure to make them run the spot.

The meeting was adjourned at 2:00 p.m.