

LOG OF MEETING

dsj 30/6/95

SUBJECT: Coalition for a Safer America

DATE OF MEETING: April 26, 1995

PLACE: National Consumers League, Washington, DC

NON-COMMISSION ATTENDEES: See attached

COMMISSION ATTENDEES: James F. Hoebel, Engineering Sciences

LOG ENTRY SOURCE: James F. Hoebel

[Signature]

SUMMARY: The Coalition is developing an ad campaign targeted at fire safety for young children. Minutes of the April 26 meeting are attached.

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c/o National Consumers League, 1701 K Street, Suite 1200, Washington, DC 20006, (202) 835-3323, FAX (202) 835-0747

Minutes

For A Safer America Coalition
Wednesday, April 26, 1995

The meeting was called to order by Alan Benedeck at 12 p.m.

Coalition members present were: Linda F. Golodner (National Consumers League), Cleo A. Manuel (National Consumers League), Pat Nolan (General Federation of Women's Clubs), Alan Benedeck (Allstate) Barbara Patasce (US Fire Administration), John Ottoson (US Fire Administration), James F. Hoebel (CPSC), Sara C. Yerkes (NFPA), Barbara Bailey (PTA), Linda Blake (Ad Council), Christine Dobday (Ad Council), June Million (NAESP), Shirley Kennedy Keller (AASA) and Adam Konowitz (Avrett, Free & Ginsberg) by speaker phone.

The agenda was adopted.

Chris Dobday introduced Adam Konowitz, who participated by speaker phone. Konowitz said that the Agency had come up with a plan that empowers children with information on reducing fire, as well as teaches them how to prepare for a fire. He then went over the outline. He explained his agency's idea of having a 15 minute video, that can be edited into different segments for different video requirements. Pieces could also be taken out in 60-, 30- and 10-second spots.

The video will be an info-tainment news show, hosted by two ten-year-olds. It will feature a talk/news show format. The hosts will be interrupted by individual "news segments," featuring animation, rap, claymation, and other creative techniques, to show different fire messages. SEE ATTACHED CREATIVE TREATMENT.

After Konowitz gave the report from Avrett, Free & Ginsberg, Dobday asked for coalition response.

Barbara Bailey congratulated the agency for the work. Sara Yerkes wanted to confirm the technical numbers, especially the three children dying per day. John Ottoson confirmed that number.

Jim Hoebel said that it was a very exciting creative approach. He mentioned that the video should add information on disabling smoke detectors. Many people disable detectors because they are bothered by false alarms. The CPSC is working to educate consumers to clean their smoke detectors and make sure they are not too close to kitchens.

Yerkes was pleased that Konowitz had mentioned bars on windows hampering escape. Konowitz asked what the solution is for this problem. Ottoson replied that there are quick release bars available. Landlords would have to put them in, however.

June Million and Shirley Kennedy Keller both said they thought Konowitz deserved a round of applause. They were concerned, however, about the suggestion of having the POWER RANGERS as characters. Konowitz said they could try to use another character instead. (The attached version does not include the POWER RANGERS.)

Million said that she could see the PTA and schools using the family segment. She added that we should stress that children should not go back into the home to get pets.

Benedeck asked about print outreach. Konowitz reported that he could see a series of print ads, one on each component of the video.

Cleo Manuel asked about the timeline. Dobday said that the Agency will make a presentation to the CRC on May 17. The Agency will flush out segments, have visuals, and develop more of the script for the presentation. Konowitz said it all depends on the CRC giving approval. Also, there are other variables: doing animation takes time, as does getting approval to use certain characters or contacting star athletes.

Dobday said that the agency and the Ad Council are both sensitive to the timing issue and want to give a timeline that is based on production deadlines.

Barbara Patasce suggested that the video not just refer to "mom and dad" -- but also to other grown ups, since not all kids are raised in traditional families. Hoebel asked if Konowitz had mentioned heating equipment.

Konowitz answered that it was difficult, because the agency doesn't know how to address it without making it interesting. Hoebel agreed it was better not to mention it, since kids aren't involved in the ignition process of heaters. Konowitz said that the agency saw most of the problem from matches and lighters. Ottoson wondered about the fact that many kids come home alone, but said that operating a heater is beyond most of them. He

suggested giving a message to kids about keeping objects away from heaters.

On smoke detectors, Dobday suggested that we should be careful on how we show one going off. Benedeck said we don't want to encourage the kids to experiment. Hoebel said that we do want to encourage people to test, however. Kennedy Keller said this is one area where we want the child to do this with an adult. Million asked if the experts have a day once a month when people should test. Dobday reminded the coalition that we can't put everything into the video. Patasce said that we had talked about distributing stickers, and that we could make stickers on checking smoke alarm batteries.

Patasce also mentioned that it is important to send the message to kids NOT to hide from fire fighters. Konowitz said that the agency will emphasize that kids should not hide, even if they started the fire. Ottoson said that sometimes kids are scared of fire fighters when they come in -- all their equipment, the sounds. Konowitz agreed in the importance of that message.

On the 911 message, Million stressed that the coalition should not ignore rural areas. The message there should be "get out and stay out." Dobday said that the agency would be sensitive to urban/rural, as well as to cultural and economic differences in putting this together.

Golodner asked how often we want families to make all these safety checks. Patasce said that different agencies say different things. Golodner suggested that this problem could be solved with

the sticker idea (to be placed on home calendars) mentioned earlier in the meeting.

Kennedy Keller asked what the roll-out will be. Benedeck said that getting the video piece out the first year is our main goal. If there is money left over, we will talk about doing print pieces as well. We will not be in the schools the first year. Dobday agreed, saying that it will be important to get the longer video out first, then go out to schools. Benedeck agreed, saying we would have to see what the final product is, and then see how we can get it into schools.

The meeting was adjourned at 1:35 p.m.