

CPSA 6 (b)(7) Cleared
A [Signature]
Produced Pursuant to
Protective Order, [Signature]
Case No. [Signature]
Continuing Processed.

LOG OF MEETING

SUBJECT: Coalition for a Safer America

DATE: May 18, 1995

PLACE: National Consumers League, 1701 K Street NW, Washington

NON-COMMISSION ATTENDEES: See attachment

COMMISSION ATTENDEE: James F. Hoebel, Engineering Sciences

LOG ENTRY SOURCE: James F. Hoebel

SUMMARY OF MEETING: The Coalition is developing an ad campaign addressing fire safety for young children. Minutes of the meeting are attached.

(N)



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

For A Safer America Coalition Meeting Minutes

May 18, 1995

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

Present were Linda F. Golodner, Melanie Preloznik, Cleo Manuel (National Consumers League); Alan Benedeck (Allstate); Pat Nolan (General Federation of Women's Clubs); Don Bathurst, Barbara Patasce (U.S. Fire Administration); James F. Hoebel (Consumer Product Safety Commission); Sara C. Yerkes (National Fire Protection Association); and Leland Asher (Ad Council).

Alan Benedeck introduced Don Bathurst, the new Deputy Director of the U.S. Fire Administration.

Benedeck told the coalition that he, Bathurst, and Lee Asher met with the Ad Council Campaign Review Committee (CRC) on May 17. Asher said the CRC review was very positive and supportive. Suggested media vehicles to be used for the video include Nickelodeon, Blockbuster, and The Learning Channel. She stated

that the CRC believes the budget is workable for what the coalition plans to produce.

Asher then went through story boards and creative treatment (SEE ATTACHED CREATIVE TREATMENT REVISION 8). Everyone liked the creative ideas and agreed to move forward with them.

Sara Yerkes reported she had a briefing with the National Fire Protection Association Public Education Committee and said they had a few concerns and suggestions. NFPA said the coalition should not target four year olds because the message can be too confusing for them. They suggested targeting five to eight year olds instead. They also said before teaching children how to deal with lighters and matches, an in depth study needs to be done to see how young children react. Sometimes bringing up the issue can cause more harm than good. The committee was also concerned about the window/door security bars.

Asher stated the treatment would deal with the security bar issue. Benedeck said the children should not be taught how to open or release these security bars; however, children should learn how to get out of a house if there is a fire. Yerkes said the committee was also concerned about the time frame for testing and changing the batteries in smoke detectors. She said NFPA says to change them once a year. Barbara Patasce pointed out that different groups have different time frames for testing smoke detectors. Jim Hoebel said during Fire Week people are

told to test their batteries when they change their clocks. He said Fire Week is in October, around the time people change their clocks, which may be the reason some people follow this guideline.

Asher told the coalition that the video will focus on children over four years old. She said the only two segments that will work for younger children are smoke detectors and not hiding from firefighters. She said little children will look up older children to learn more about fire safety. Yerkes agreed with this approach.

Benedeck stated he is working with attorneys at Allstate to trademark the coalition's name. He said he is going to talk to them again about developing the paperwork to trademark the coalition's products and/or characters from the video so others cannot use them to sell merchandise.

Patasce said many people have problems with the Ø symbol. She suggested using the X symbol instead because it is easier to understand and is a positive symbol. Cleo Manuel agreed that some people do not know the meaning of the Ø symbol. During focus groups for another project, many people did not understand what the Ø symbol meant. She agreed with using a more positive symbol and mentioned the Safe Kids Campaign safety check ✓ as an example.

Patasce suggested fire gear be shown earlier in the video. The children moderating the show could say "Here's something that might be scary" and show fire gear. Bathurst suggested having one of the children put on some of the fire gear. Patasce suggested having firefighters shown first without the gear, then show them putting it on. This will show that the firefighter is a friend, as well as a firefighter. Bathurst said firefighters do this when they visit schools.

Bathurst asked if the video needs a common thread to tie it all together. He suggested using Gilbert Godfrey, the smoke detector, in all the segments. Asher said she has a problem with using Godfrey in all the segments; having one common thread would change the entire treatment.

Linda Golodner reiterated the concern about people escaping a fire when there are security bars on the doors and windows. Asher said that was dealt with in segment 5. Yerkes suggested dealing with this in the print materials and Benedeck agreed this was a good idea. Hoebel told the coalition to be sure not to teach children how to open the bars. He said, if possible, families should get quick releases for the bars and firefighters should know how to use them. Golodner said that knowing two different ways to get out of a home or building should be stressed. Bathurst said the video should stress parents teaching children how to get out if there is a fire.

Benedeck said we want to get an athlete for one of the segments in the video. The coalition agreed it is not a good idea to use wrestlers because of the violence. Yerkes asked about George Foreman, but the coalition thought that a boxer would also be too violent. Benedeck asked about Michael Jordan, saying the video would get a lot of play with him. Bathurst said Jordan would be perfect. Benedeck asked anyone who has contacts with Jordan or his agent to help get him interested. He added the coalition needs him to do it for free, but the taping could be done in Chicago if necessary. Hoebel said a basketball player is very good to use and suggested David Robinson, who plays for the San Antonio Spurs. Asher said she knew someone at the sports agency Pro Serve and would make contact.

Benedeck asked about the timetable and roll out in September. Asher said the project is moving forward in the present timetable. She said there is a second CRC meeting June 14 to finalize the boards. Shooting is planned at the end of June and the kits will be done in August. Asher mentioned doing a print ad in Sports Illustrated for Kids, working with kids radio, and the Kid Zone in Baltimore. Bathurst said he has a contact at the Kid Zone who he will call.

Benedeck said before the next meeting, a small group of people and Eva Kasten, Ad Council vice president, will meet to outline ideas and discuss kick off. He asked about having the kick off at the White House and using Hillary Clinton.

Benedeck said a sample article for coalition member's publications needs to be written. Manuel asked who should write it, and Benedeck said it would be best if NCL could draft it. Manuel agreed.

Asher confirmed that there will be a final treatment by next month. Benedeck said the worst thing about the last CRC review was that so many people were missing and asked if that would cause any problems. Asher said that does not matter because the CRC said the coalition could go ahead with the plans and spend the money. She said the second meeting is just to show how the project is progressing.

Alan said it is very important for all coalition members to attend the next meeting.

The meeting was adjourned at 12:45 p.m.

The format for communicating the information in all lengths over one minute is that of an "infotainment" or faux entertainment/news show, hosted by two kids. The objective is to be informational and entertaining at the same time. The "personality" of the show will not be funny or silly, but interesting.

The kids, a boy and a girl, will look like they're around ten years old. Like real news anchors, they will sit behind a counter and take turns reporting information or introducing segments, but they will do it on location in a Firehouse.

When information is "reported" by one of the anchor-kids, it is accompanied by appropriate graphics and/or visual imagery seen in a mortise over their shoulder.

All other information will be conveyed by cutting away to various segments. These segments will consist of a variety of creative forms, and may include standard cel-animation, fast motion film, rap music performed on-camera, black and white archival footage (perhaps of large fires), sophisticated puppetry, clay animation, mime, music video, etc.

What follows is a working blueprint of how the show--tentatively titled "BE COOL ABOUT FIRE SAFETY"-- would be structured.

"BE COOL ABOUT FIRE SAFETY"

1. We open on our anchors as reporters in a modern fire house. They introduce themselves and the topic of the show. We see a show logo behind them. One of them reports "Five Facts About Fire." (For example: Fire kills an average of three kids per day in the U.S.) The other anchor will tell kids very specifically how they can become Deputy Fire Marshalls in their own homes. And what an important responsibility it is. They can even teach their parents. Address for official kit will be shown.
2. Segment on how fire starts. A young boy sees matches, while his little sister watches from her playpen. His eyes focus like X-Ray vision. A *Superhero*, enters the room and points out the dangers of never playing with matches or lighters. He says "Always report to grownups when you see a lighter or matches. You'll be a real superhero."
3. Announcers "interrupt" the show to cut to a "live" fire in progress. A puppet fireman is a commentator on the scene. (He is Mark Wiener from "Weinerville.")
4. Segment on smoke detectors. A smoke detector puppet (with the voice of Gilbert Gottfried) tells kids how important smoke detectors are. He hates smoke. It makes his eyes tear; he gets headaches and coughs. That's why he makes a loud obnoxious noise when he detects smoke. He talks about changing the batteries, testing the detector, that you should never disarm your detector, about location and cleanliness.

5. News anchors set up segment on fire escape drills. We would use fast motion film of a family in action to demonstrate the following: drawing up an escape plan that never includes an elevator, conducting a drill, meeting in a pre-arranged place outside of the house. We'd go through it with two different families; one in a house, the other in an apartment. We'd also talk about the need to practice two ways out of each room (where possible), and what to do if there are security bars. We'd also communicate the need to have a fire drill twice a year.
6. Cut back to "fire" in progress. Our puppet fireman imparts information such as: Don't try to put the fire out yourself. Don't take time trying to save toys or pets. Never go back into a burning house. Line art or animation demonstrates what not to do.
7. There are many reasons a child could be scared when a fire starts (including the possibility the child started the fire). But no matter what scares you, you musn't hide. You must get out of the house. Even firemen can look scary. A close up of a masked fireman with a Darth Vader voice will take off his mask and look and sound friendly.
8. Segment on Fall and Crawl. This important information describing when and why to use the Fall and Crawl technique would be communicated via a rap song and demonstrated by babies, experts on crawling. "Here's something you can learn from a baby." ("Rug Rat" babies)
9. One of our anchors talks about when and how to call local emergency phone number from a neighbor's house. Musical notes from a telephone will create a memorable tune for this message, coupled with graphics on news anchors' screen.
10. Segment demonstrating Stop Drop and Roll, uses song "Shake, Rattle and Roll" with new lyrics. They will describe when, why, and how to use this technique. A young boy shows an extremely large athlete how to do it. The little boy "coaches" the athlete, helping him get it right.

11. Our anchors begin to wrap up the show. We cut back to conclusion of "live" fire, now under control. They show contents of Official Deputy Fire Marshall's kit and give kids an address for requesting their own Or suggest a visit to their local Firehouse where they can pick one up.