



United States
CONSUMER PRODUCT SAFETY COMMISSION
Washington, D.C. 20207

CPSA 6 (M) Cleared

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Commander

MEMORANDUM

DATE: June 30, 1995

TO : Distribution:
FROM : James F. Hoebel *James F. Hoebel*
Chief Engineer for Fire Hazards
Engineering Sciences Directorate
SUBJECT: Coalition for a Safer America

The subject Coalition met June 14. Although CPSC staff were unable to attend this meeting, minutes are attached for your information.

Attachment (s)

Distribution:
Ronald L. Medford
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For A Safer America Coalition
Washington, DC
Minutes - June 14, 1995

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

Present were Alan Benedeck (Allstate); Linda F. Golodner, Cleo A. Manuel, Melanie Kay Preloznik, David Razon (National Consumers League); Romeo Spaulding (International Association of Black Professional Fire Fighters); John Ottoson (U.S. Fire Administration); Sara Yerkes (National Fire Protection Association); Alan Caldwell (Alliance for Fire and Emergency Management); Leland Asher, Linda Blake (Ad Council); Dave Martin (Federal Emergency Management Association); Pat Nolan (General Federation of Women's Clubs); Shirley Kennedy Keller (American Association of School Administrators); June Million (National Association of Elementary School Principals); Todd Leeuwenburgh (*Product Safety Letter*).

Benedeck asked Todd Leeuwenburgh to introduce himself. Leeuwenburgh writes for the *Product Safety Letter* which reports on product and consumer product safety news. The newsletter is distributed to business executives.

Allstate Insurance Company
American Association of School Administrators
General Federation of Women's Clubs International
National Association of Elementary School Principals

National Consumers League
National Highway Traffic Safety Administration
The National PTA
United States Fire Administration

Lee Asher recapped the latest from the Agency. She stated that the media target is children 4 to 8 years old. There will be a 15 minute video and some mini-programming (anomalies) from the long format (1 minute, 30 and 10 second sections). The print ad for children and radio spots will develop around the video. Asher showed the coalition a sample of what could go in the Deputy Fire Marshal kit, including a tip sheet, certificate, and firefighter's hat to cut out and wear.

Asher went through the creative treatment for those members who were not at the last meeting. Asher added that the children moderators in the video will be an African-American boy and a Caucasian girl. The smoke detector character, played by Gilbert Godfrey, will be named "Seemore."

Asher said that the coalition might want to produce a music disk of the songs in the video, such as "Stop, Drop, and Roll," which goes to the tune of "Shake, Rattle, and Roll."

Asher then showed a rough draft of the print ad (SEE ATTACHED COPY). There will be a direct response piece that children fill out and send for a kit. Asher said the ad will be a one page, four color and could run in Spiderman, Barbie or Mickey Mouse magazines, by Welsh Publishing. She added that because of limited available funds, there will be one ad instead of a series of ads.

John Ottoson asked if the "stop, drop, and roll" segment would

focus on what to do if your skin starts to burn. Romeo Spaulding said it is okay not to mention that because it would only confuse children. He said it is important to keep the message simple, clear and straight to the point.

Asher suggested we explore using the World Wide Web to distribute the materials. Pat Nolan said the children could get really involved using the campaign on computer. Linda F. Golodner suggested developing questions for the campaign program on line. Asher said maybe Godfrey, aka Seemore, could answer questions through the computer. Asher told the group that this would take quite a bit of time and the materials would need to be updated every two weeks to keep the children interested. She said that while children are very computer literate, many do not use the Web, so it would be ideal to have a tie-in with Prodigy or America On Line. Melanie Preloznik added that Prodigy has a children's section on the billboards and also advertising space on the bottom of the screen, which could be used to publicize the campaign.

Ottoson told the coalition that Hartford Insurance has a Jr. Fire Marshal program, providing kits to the fire stations, which distributes them. Spaulding said the program has been going for 27 years and is aimed at 4th graders, so we would not be targeting the same group. Kennedy Keller asked how well known the program is, and Ottoson said it is not very well known. Spaulding added that people have to buy the kit and the coalition should look into copyright infringement. He said fire stations cannot get enough.

information and they are constantly looking for new materials. He added that the coalition would have easy access getting our information into fire stations because our materials will not cost anything.

Benedeck told the coalition the project is a three year program and everything cannot be done at once. He added the kit may have to wait until the coalition receives additional funding.

Asher said legal issues for the campaign need to be checked out (i.e., Nickelodeon and Mike Weiner copyrights). The Ad Council has met with three production companies and is asking for bids by Thursday, June 15. She said the goal is to have production finished in August and have the kick-off the first week of September. She said the print and radio ads still need to be routed through the CRC.

Benedeck said the objective of the campaign launch was to create visibility to the fire problem. He said the key for rollout is explaining what the coalition is doing and why, as well as help get materials out. Manuel suggested bringing together public affairs personnel from each group to discuss the launch of the campaign.

The consensus was to have the national kick off in Washington. Dave Martin said the September kick off is good because children are back to school and since Congress is in recess, the coalition

will not be competing with them for media coverage.

There was also discussion of an event in New York to reach a different audience. Benedeck suggested going to a fire station, using Seemore the smoke detector.

Kennedy Keller said the Washington kick off should not be so much a traditional press conference, but more an event at a fire station. Golodner agreed the kick off should bring national attention to the issue, the problem and what is being done. She added it is important to follow up with local media and tie the project in to local events and issues. Spaulding said the coalition needs to go where the message can best get out and best target the problem. Benedeck said it is very important to get public affairs people together before the next meeting to discuss kick off. Golodner agreed and said NCL will work on setting up the meeting.

Benedeck said he was at a meeting that used a "Hologram." He said it is a huge image projected on a screen and someone talks as his voice. He suggested using something like this with Seemore, although it would be expensive.

Million suggested writing "letters to the editor." She said this is very doable here in Washington and will bring attention to the issue. The coalition agreed this is a good idea.

Benedeck said that the coalition might use an articulate child who has saved someone in a fire. Kennedy Keller mentioned a girl who was a heroine following the proper steps and did exactly what she was taught to do in a fire.

Caldwell said he needs the who, what, where, when piece about the coalition by the end of June. Golodner and Preloznik told the group Manuel and Preloznik are working on it now and it will be to the groups by the end of June.

Million said NAESP works with the Coalition for American Children, which is a coalition of over 200 organizations. She said she wants to show them information about For A Safer America coalition. She said she will follow up with the Coalition for American Children.

The meeting was adjourned at 1:25 p.m.

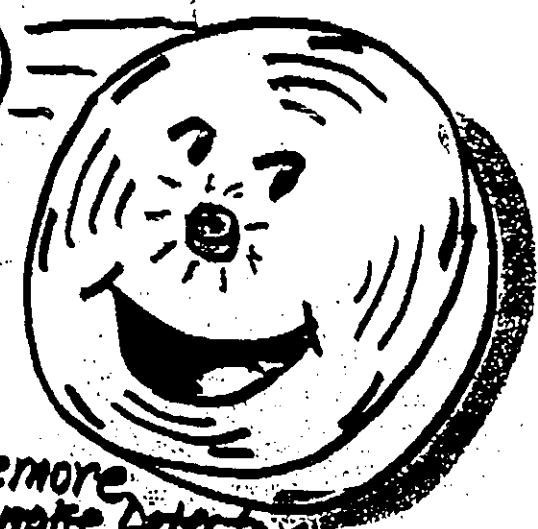
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