

KPSA 3 (b)(1) Cleared
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No Mfrs/Products
Products Identified
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LOG OF MEETING

SUBJECT: Coalition for a Safer America

DATE: August 21, 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 *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.

NW



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

For A Safer America Coalition

August 21, 1995

Minutes

Washington, DC

Alan Benedeck called the meeting to order at 11:45 a.m.

Present were Alan Benedeck, Laurie Stinson (Allstate); Melanie Preloznik, Cleo Manuel, Linda F. Golodner (National Consumers League); Pat Nolan (General Federation of Women's Clubs); Jim Hoebel (Consumer Product Safety Commission); John Ottoson, Barbara Patasce (U.S. Fire Administration); June Million (National Association of Elementary School Principals); Leland Asher (Ad Council); Alan Caldwell (Alliance for Fire Emergency Management). Barbara Bailey (PTA) joined by speaker phone.

Lee Asher gave a summary of changes in the video. Little Richard has recorded the song "Stop, Drop & Roll." Stevie Wonder has not replied to the request to sing the theme song for the video. Little Richard will be approached to sing the rest of the songs if Wonder declines. Grant Hill recently changed agents and will not work on the video. The volunteer campaign manager, Betsy Lembeck, said that her husband, who works for the National Football League, is working on getting us a football player. Asher also reported that animated babies have been created to replace the Rug

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
U.S. Consumer Product Safety Commission

Rats in the video. A new character, X-Extinguisher, has been created to play the superhero. His name may change depending on copyright laws. It is also getting difficult to confirm Children's Television Workshop (CTW) characters Bert and Ernie as the muppets. Another muppet may be used. If there is not a commitment this week, the muppet may be used later in a PSA.

Barbara Patasce mentioned that U.S. Fire Administration (USFA) already has a corporate agreement with CTW using a muppet. She wondered if this would have any impact on the Coalition using a muppet.

Asher then went through pictures of the story boards of the video (COPY ATTACHED FOR MEMBERS WHO WERE NOT PRESENT AT THE MEETING).

Asher told the Coalition that the campaign will be presented at the National Association of Broadcasters (NAB) children's forum on September 21, in Washington, DC. The Ad Council will highlight and show our PSA video. Rorry Benson is the contact at NAB. Asher said she will also try to show the campaign PSA at the EN BATCA media seminar in Seattle. She said all audiences are media -- cable, CTW, and reporters. Patasce said USFA had a lot of success with NAB conferences in the past.

Asher said the kits for television stations, radio stations and print will be ready by the September meeting. The kits will be sent to PSA directors at every television station in the country and will include 30- and 60-second spots of three different promotional clips from the video. They will also include a card that the PSA directors can send back if they want a copy of the 15-minute

video. Program directors at every television station will receive the same or similar kit. Only sound clips will be sent to children's radio stations.

Asher told the coalition that Blockbuster is very interested in the video and working with the Coalition. The Ad Council is working with them to figure out all the details of working together.

Pat Nolan asked if the video or promotional clips will be sent to public libraries. Benedeck said this was in the original budget, but will probably happen at a later date. Golodner suggested a separate corporation sponsor for distribution to public libraries.

Benedeck said the video will have coalition members' names listed and the promotional kits could list members' names as well. He said that television stations may cut this listing depending on time. Benedeck told coalition members they could send the video or promotional kit to certain groups with "Compliments of..." stamped on it. Asher added that different organizations could sponsor or "tag" the video locally. Pieces of the video could be packaged and distributed to certain areas with a 5-second space at the end where local sponsors could attach their name ("Brought to you by..." or "For more information..."). Asher said the video could get more play if it were localized and tagged. Benedeck said this is a great opportunity for fire groups. Alan Caldwell said this is a perfect opportunity for fire stations who always want to reach out to the community. The Coalition agreed that tagging the video is a great idea and decided to leave 5 seconds at the end of the tapes for groups to attach their names. Million asked how groups tag or localize the video. Patasce said individual groups call the station to inquire about localizing it. Coalition members need to promote the video and the opportunity of tagging.

Asher told the Coalition that for the first year the Deputy Fire Marshal Kit will include the "cool rules" and a sticker or magnet. She said cost must be kept to a minimal the first year, but the kit will expand. She said Double Space, the publishing company the campaign is working with through Kraft via Betsy Lembeck, has a lot of great ideas for the kit, such as a button of Seemore, but they are too costly to include in the first year. The Consumer Information Center in Pueblo, CO, will be our fulfillment address. Asher is also talking with Kraft about getting an insert in one of their many products. Kraft owns General Mills, cereal makers.

Asher informed the Coalition that the campaign was chosen to be shown at the Ad Council board meeting.

After Asher showed the raw footage of the video, members were concerned there was not very much diversity. Asher said the video has one African-American girl commentator, and shows one Hispanic family. Asher said the African-American commentator is shown a lot throughout the video and the other white people, except the white boy commentator, are not focused on, so the video. The Coalition suggested having one of the new animated babies African-American, and Asher said she would look into this.

Benedeck updated the Coalition about the last kick off subcommittee meeting. He told the coalition the subcommittee decided to ask for a public relations firm to do pro bono promotion and help us with a campaign strategy. Cleo Manuel added that the Coalition is asking the public relations firm, Fleishman Hillard, to spearhead and organize the campaign. She said if Fleishman Hillard agrees, they may attend the next coalition meeting or subcommittee meeting to coordinate

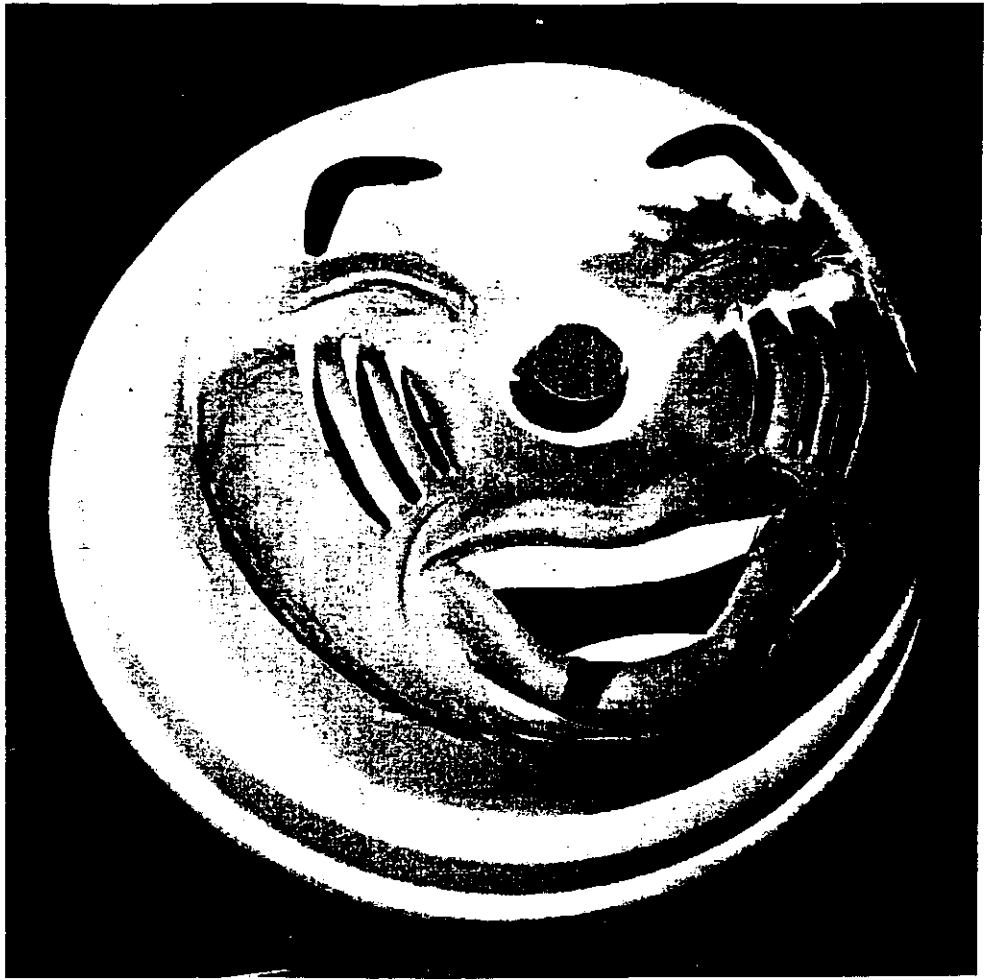
a public relations plan. If they do not sign on, National Consumers League (NCL) will approach other public relations firms.

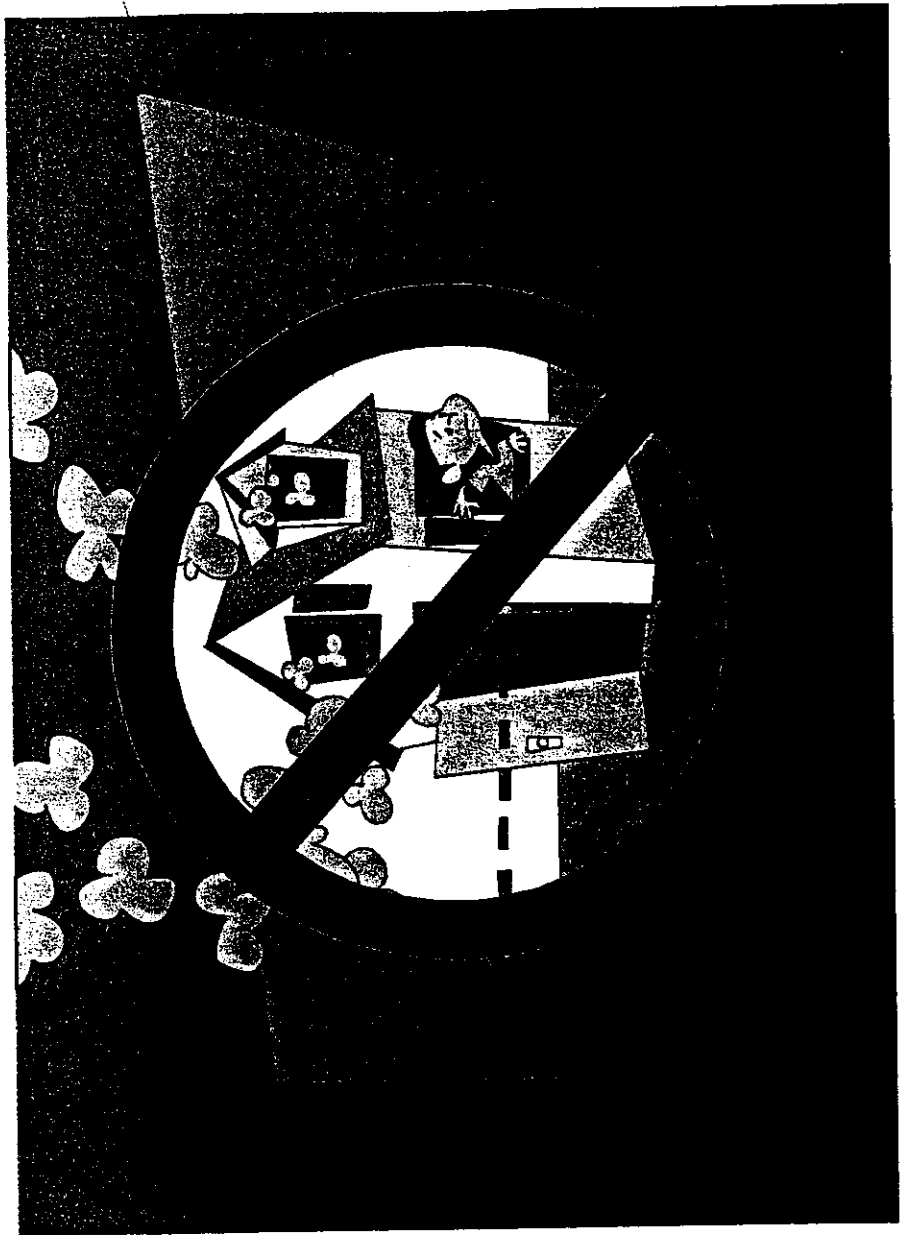
Alan told the Coalition he has been contacted by the National Coordinating Council for Emergency Management, a group that represents jurisdictions during emergencies, about joining their group and being listed on a brochure. It is free and the Coalition does not need to do anything.

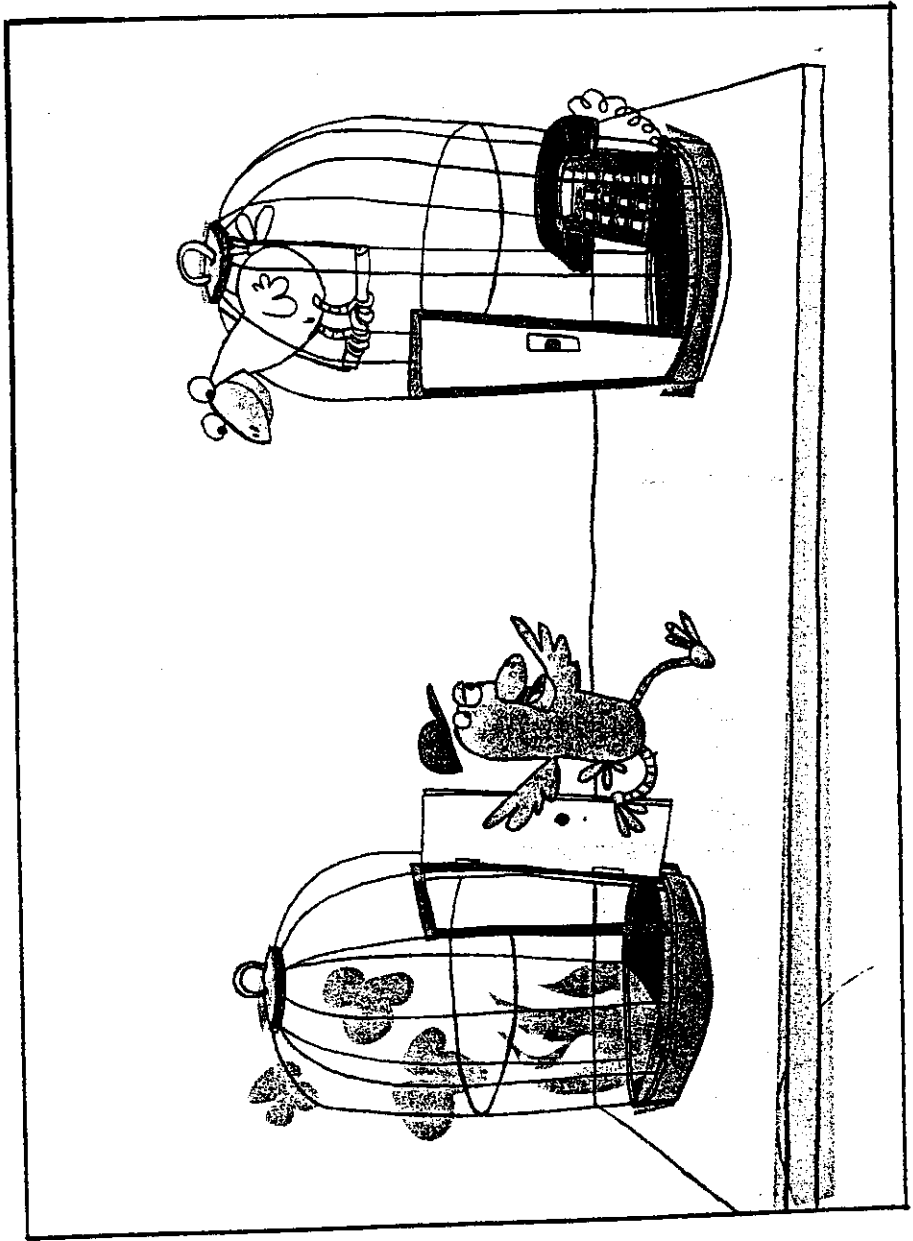
The November 13 meeting has been changed to November 17 because of Veterans Day.

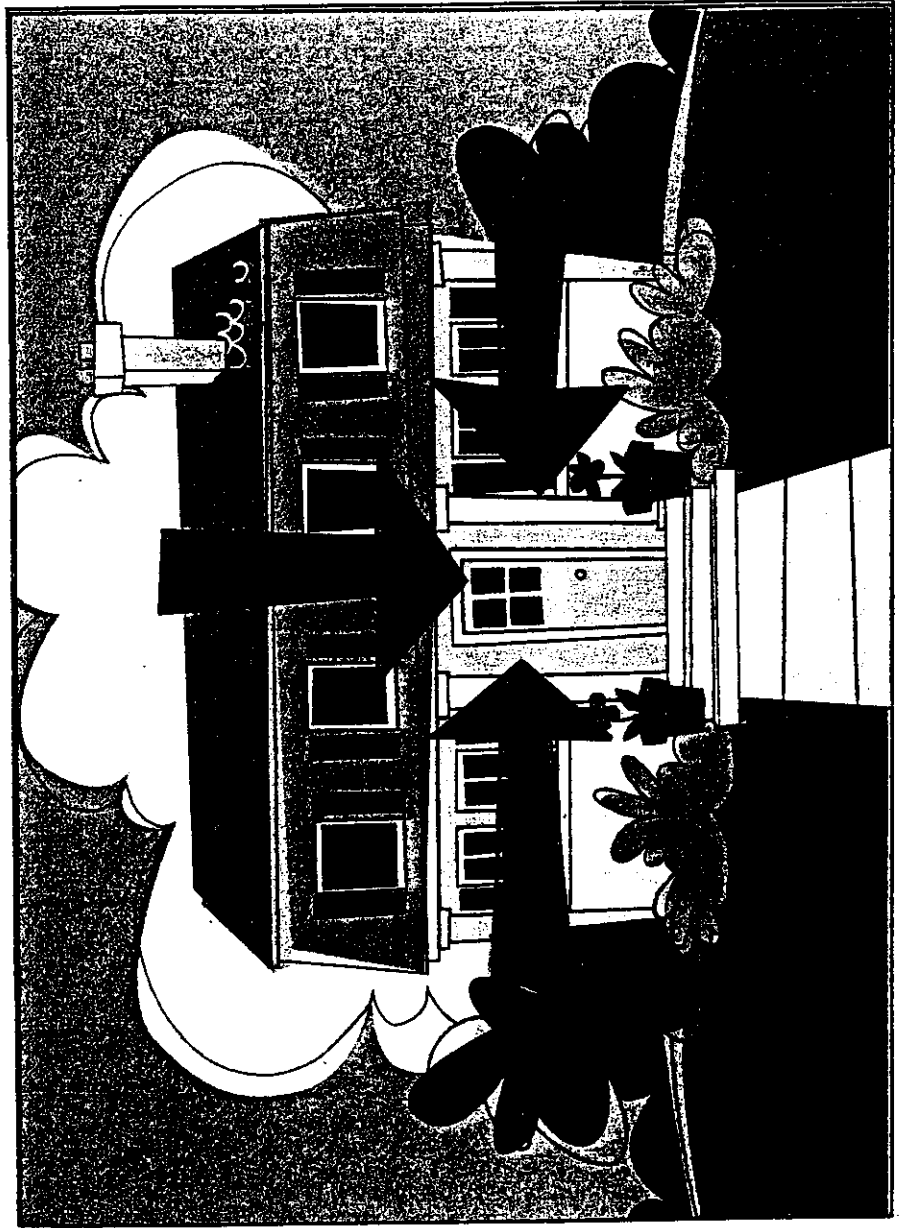
The meeting was adjourned at 1:15 p.m.

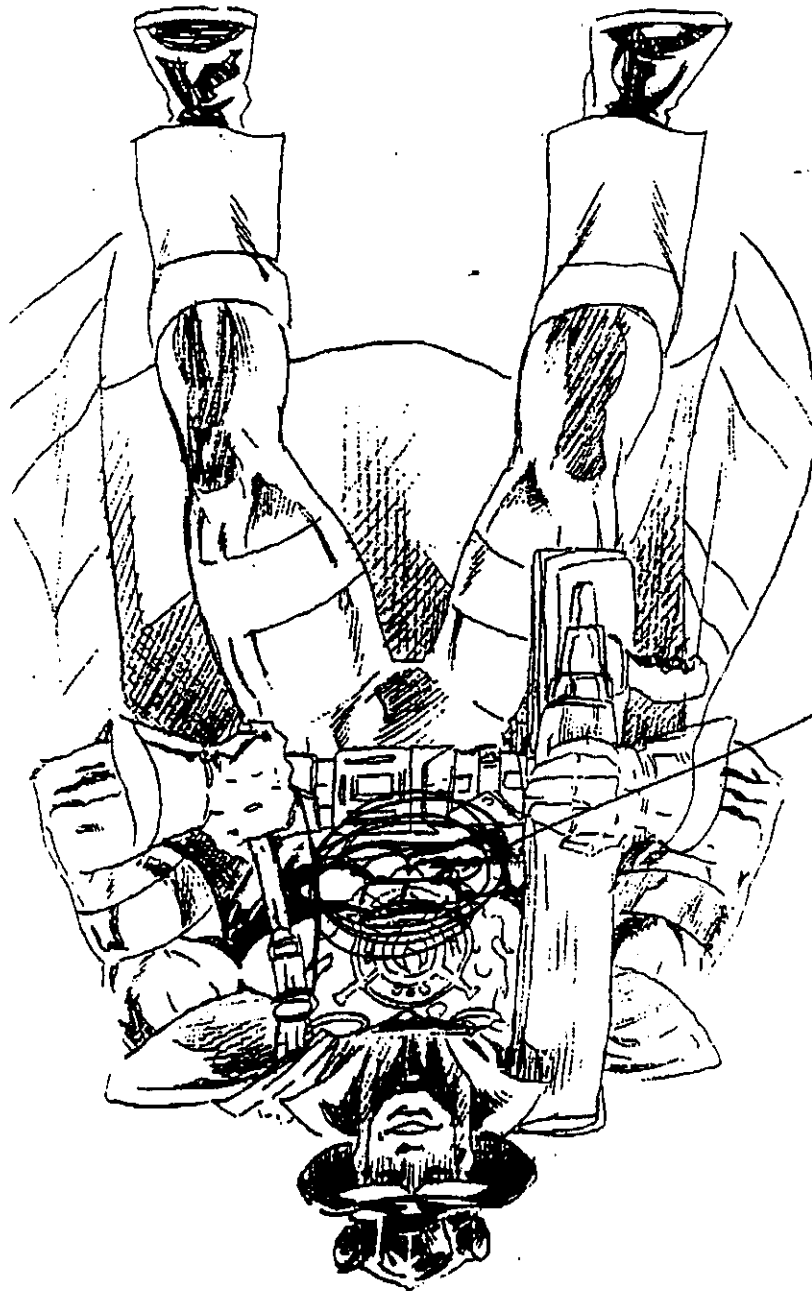
Be
COOL
about
Fire Safety











Exercice
stomach
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X-Tingisher

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MAGNET PICTURES

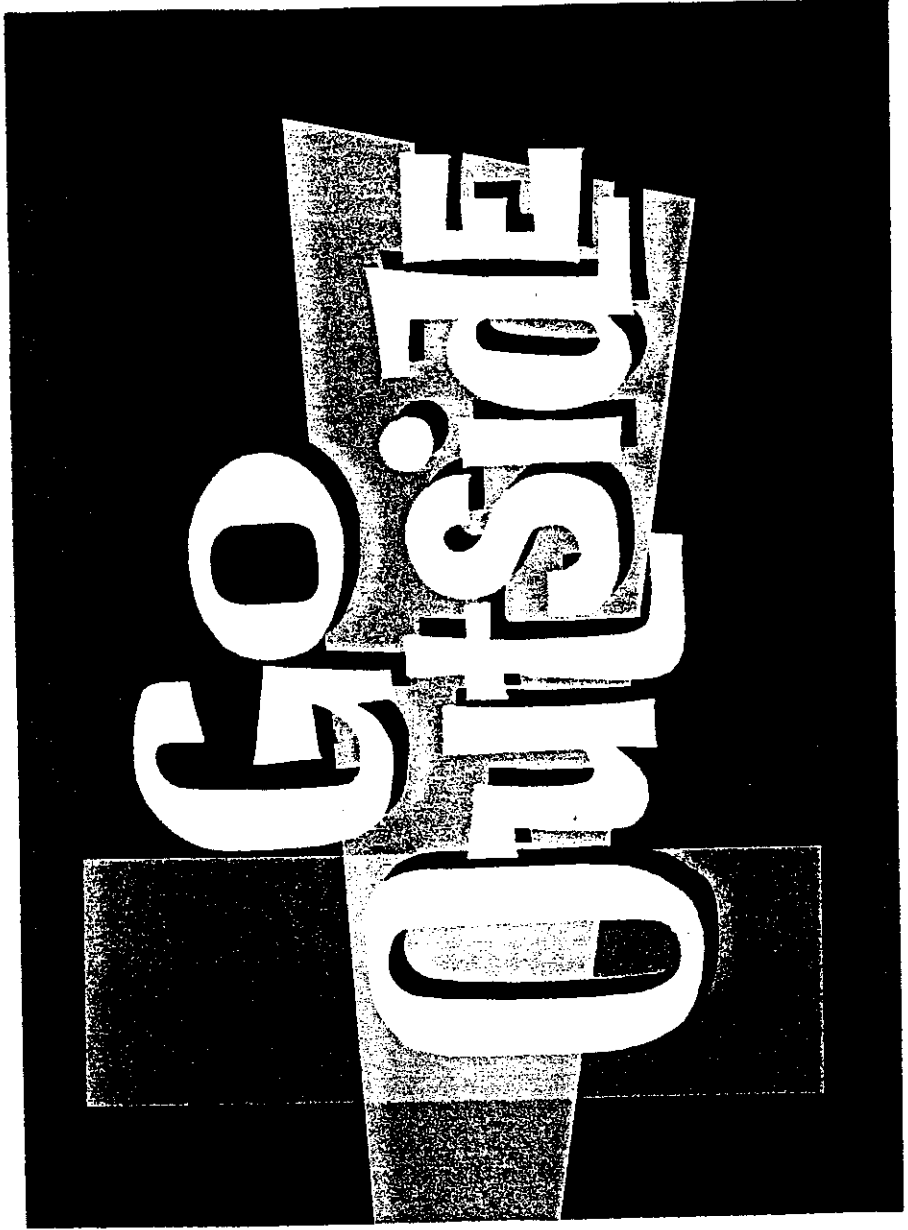
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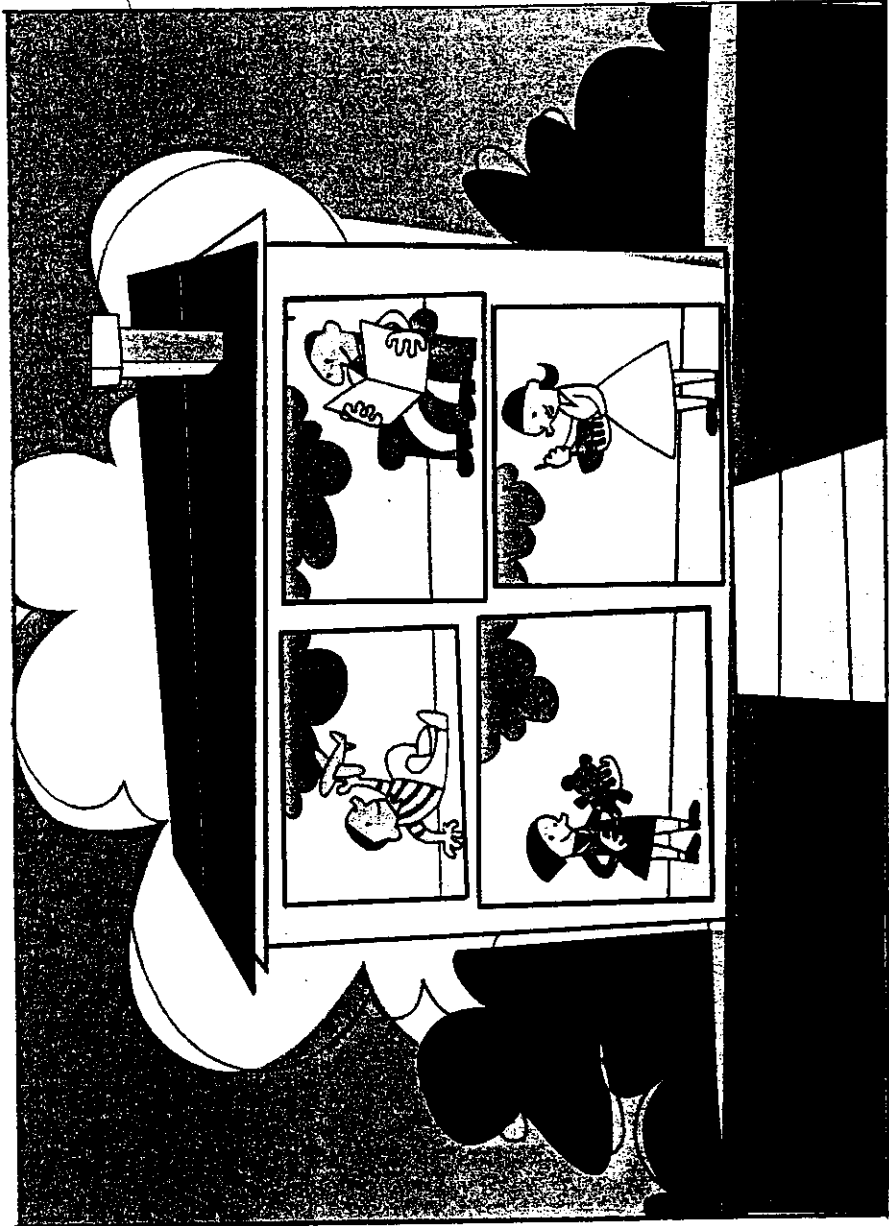
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MAGNET PICTURES

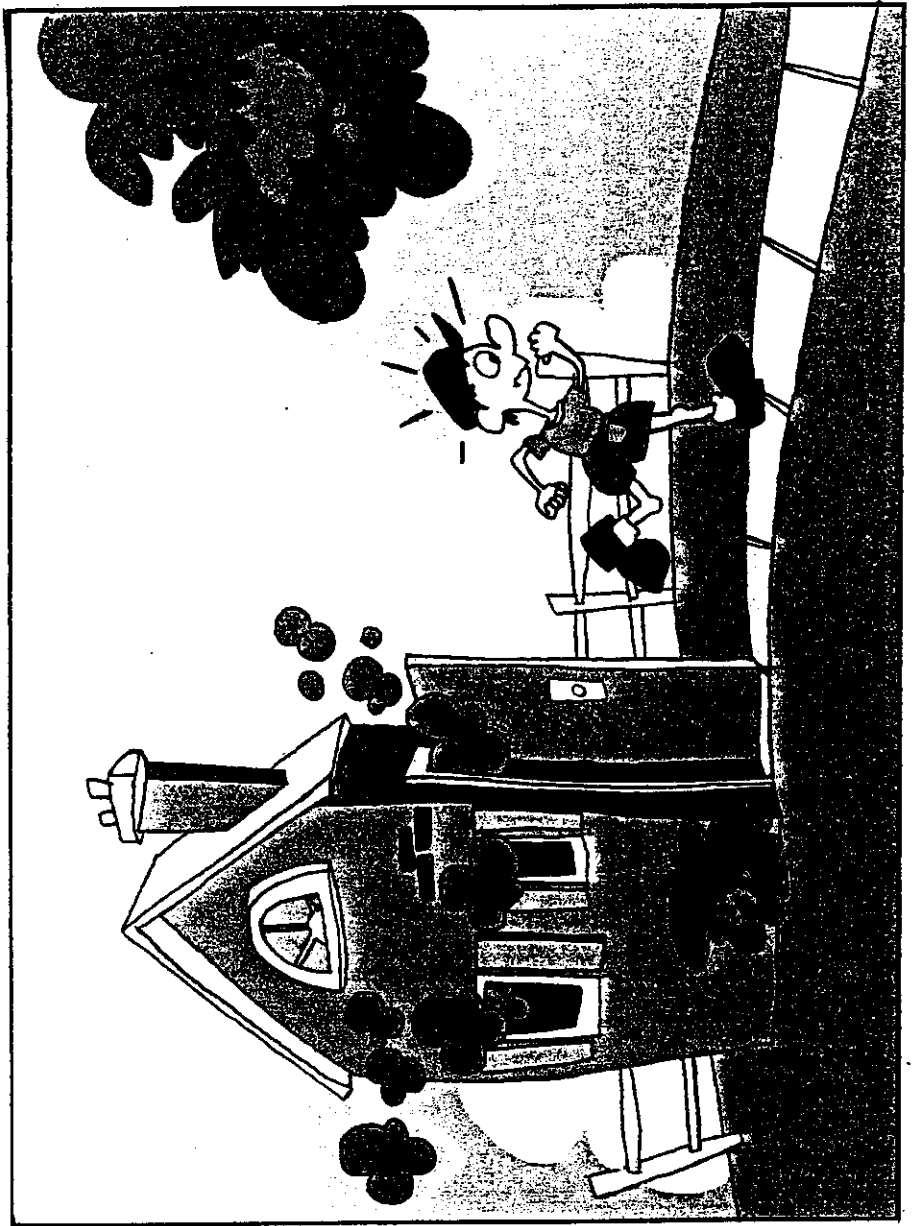
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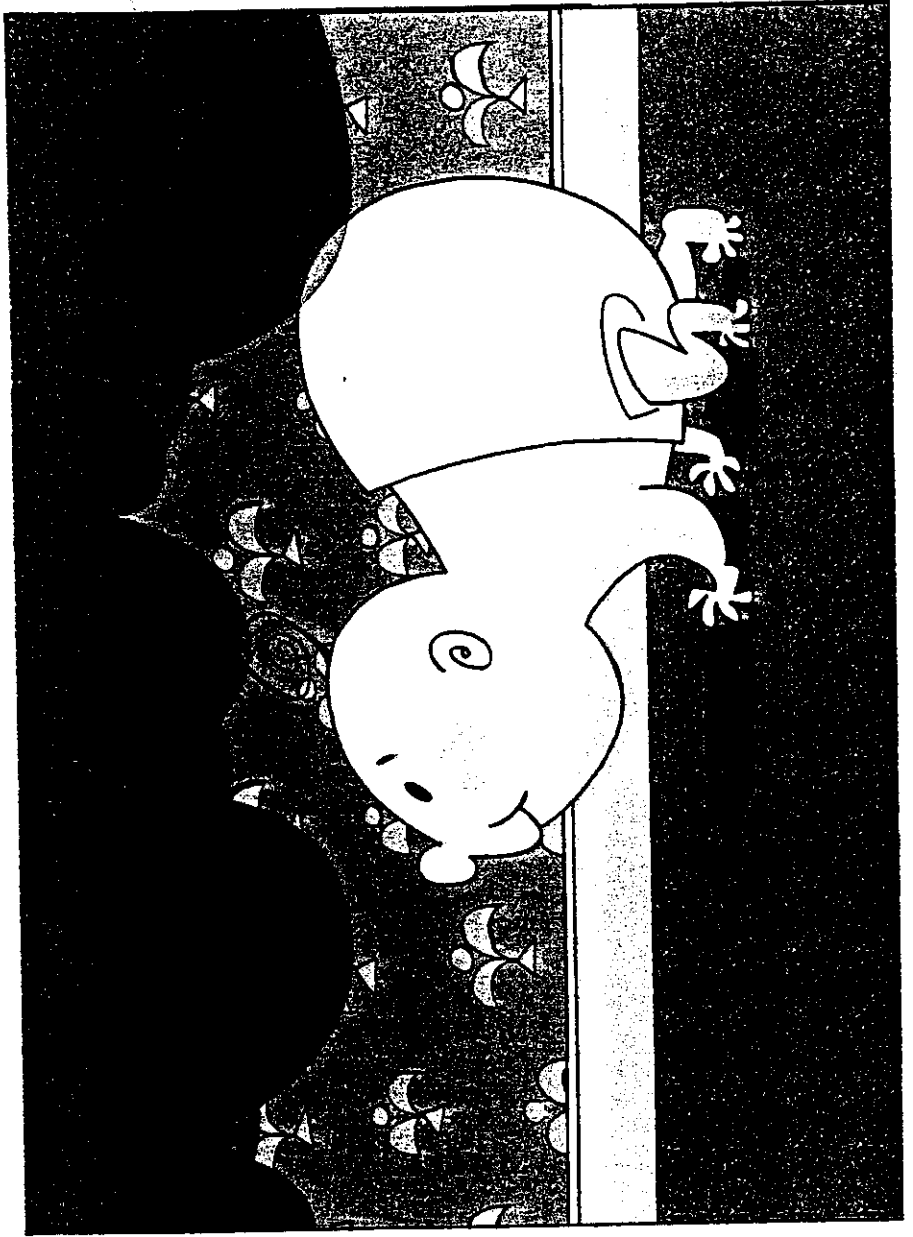


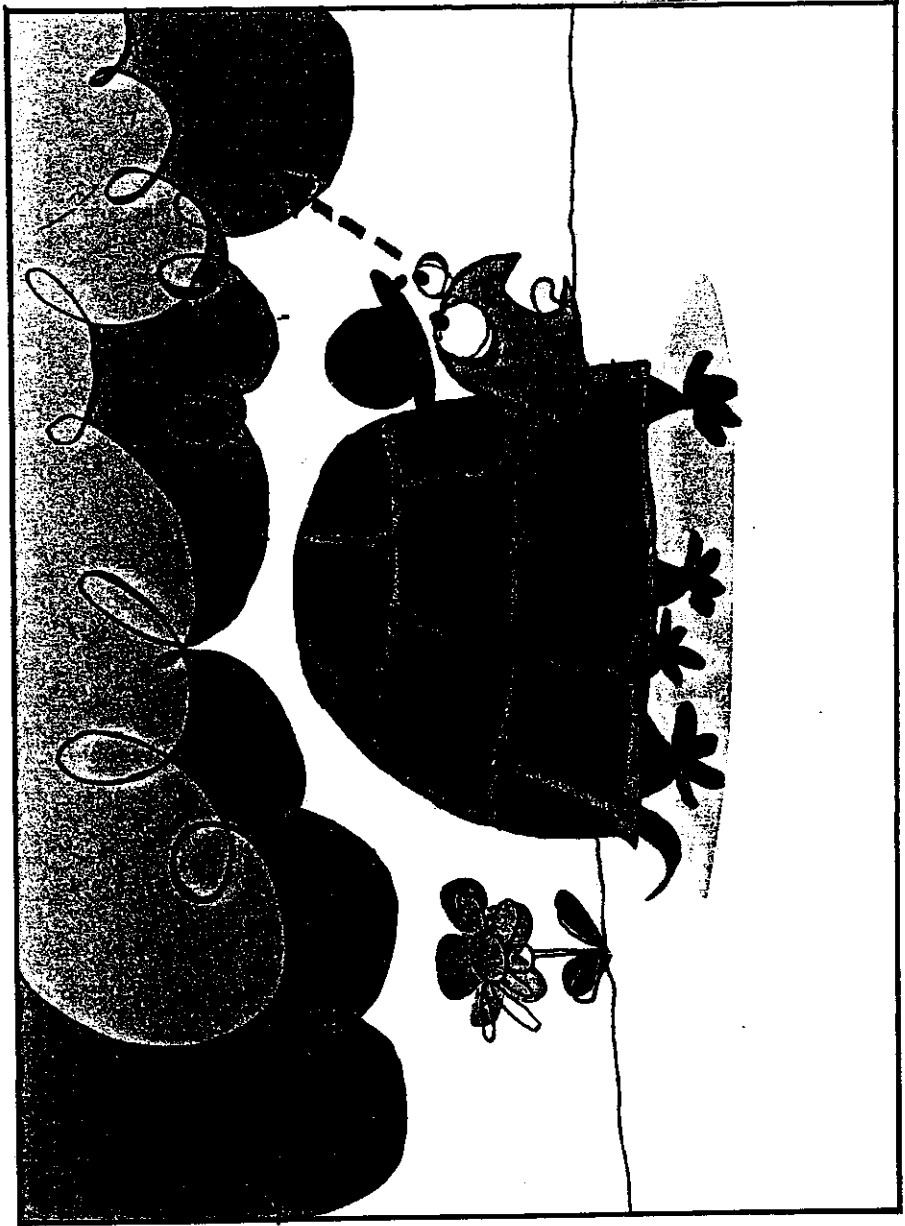


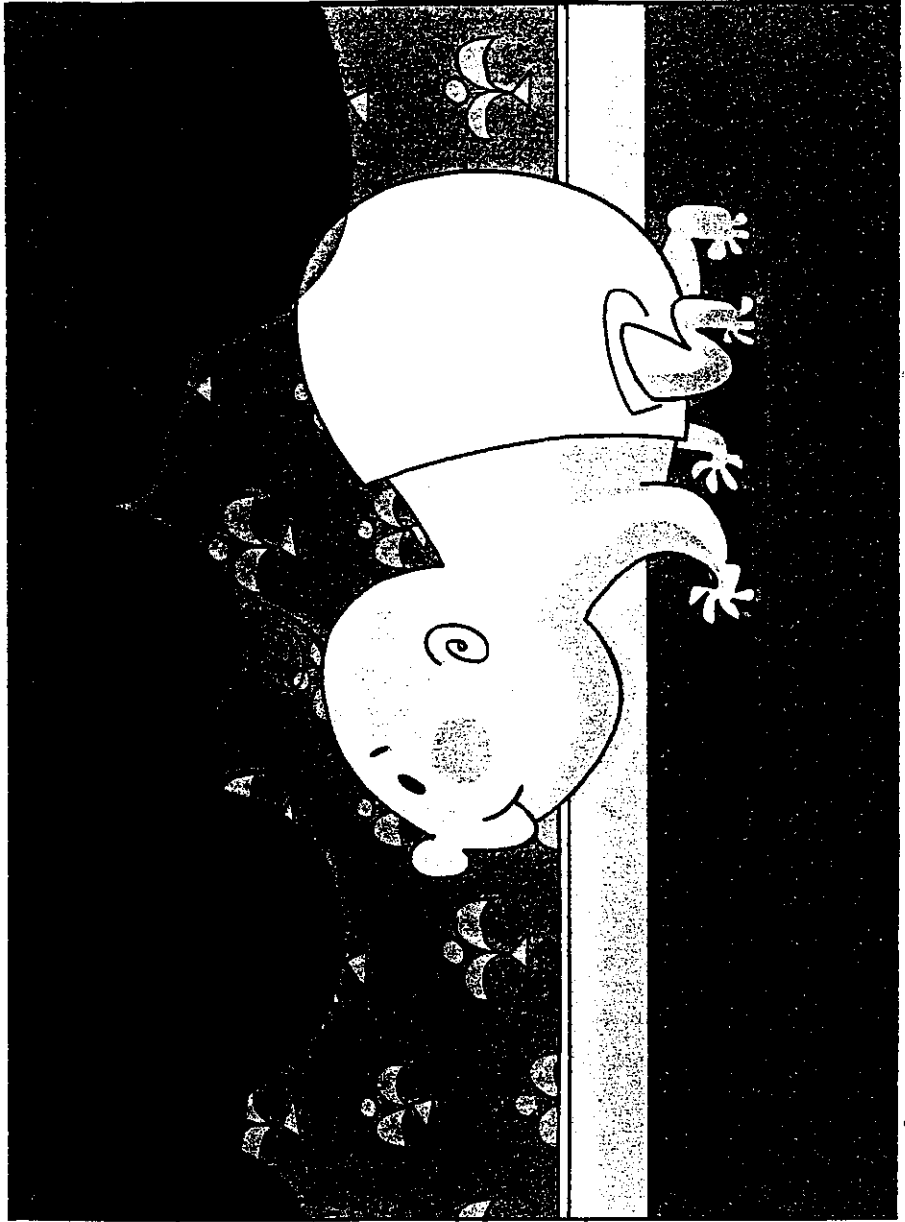




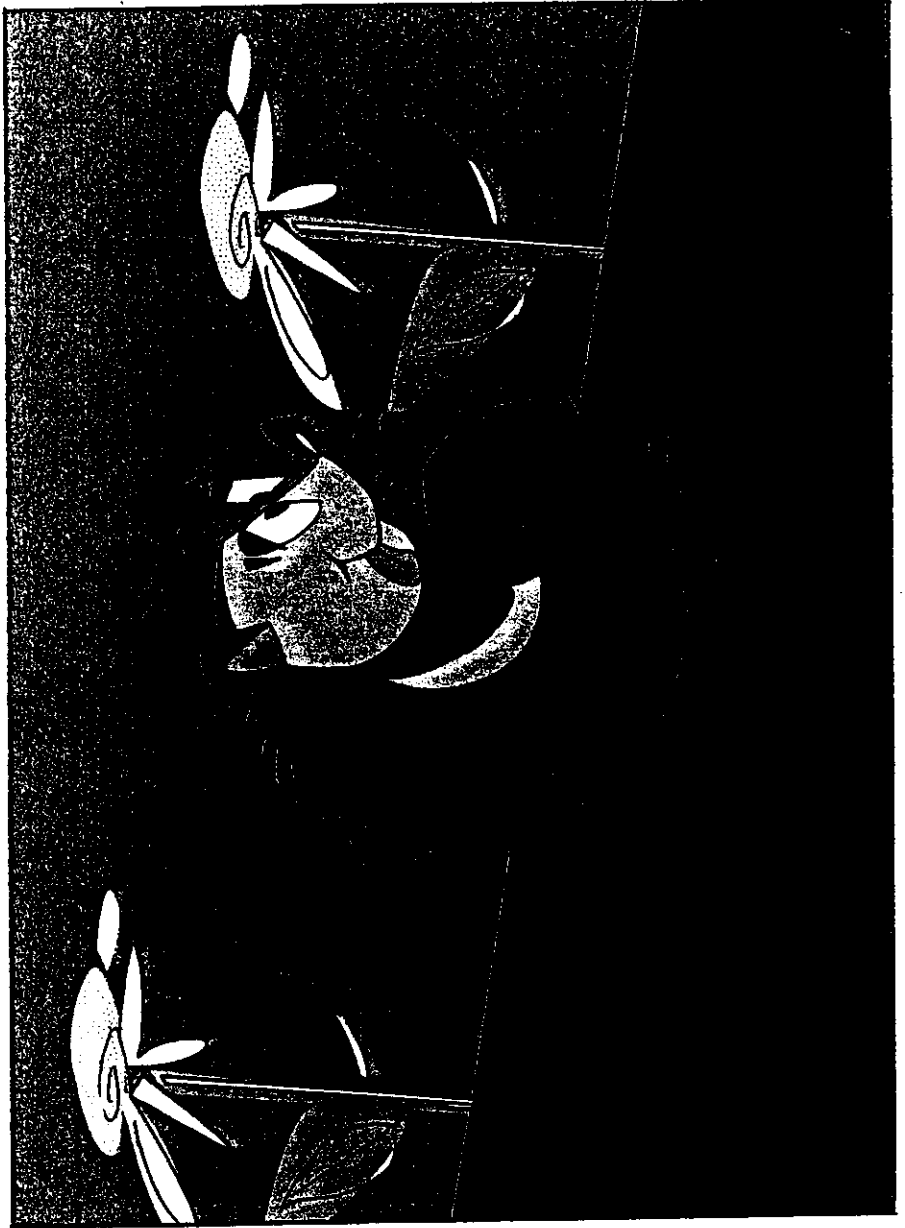


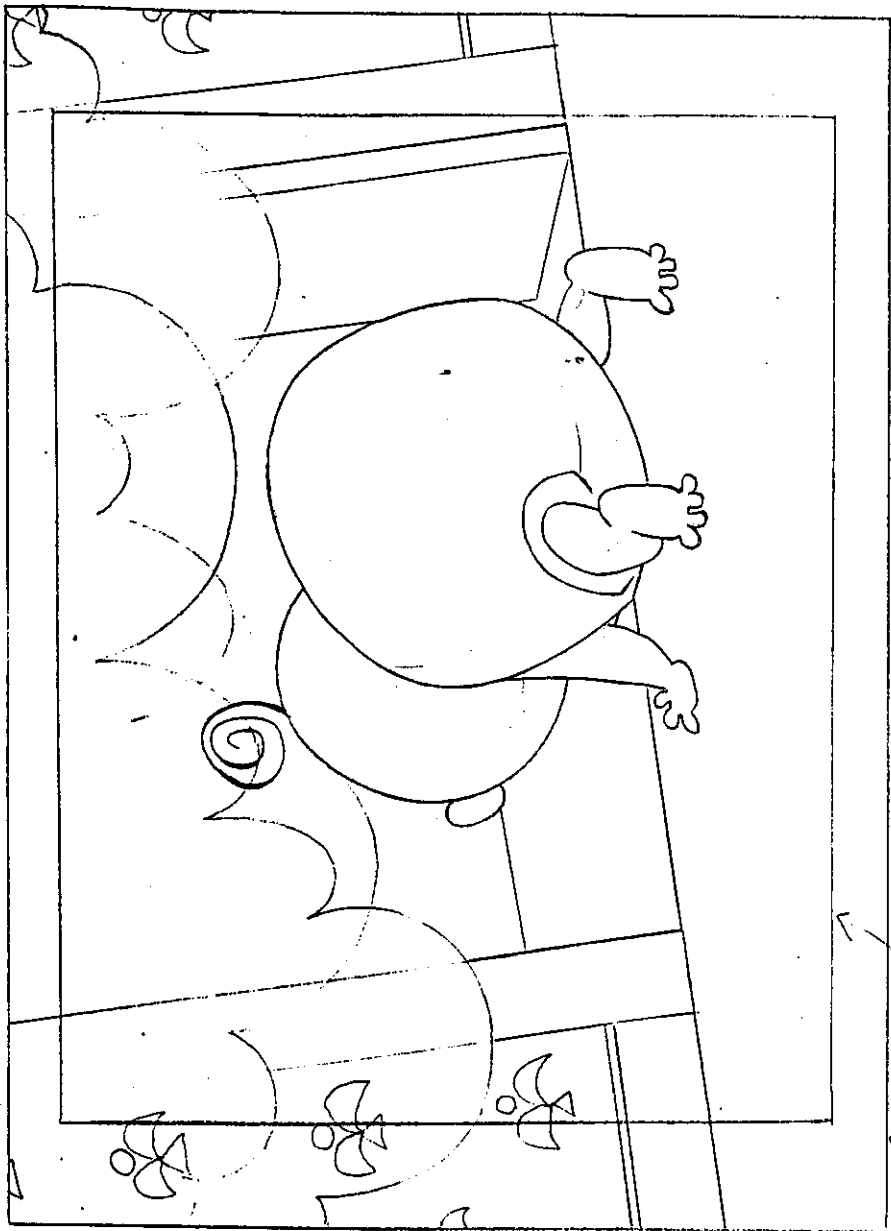






ACADEMY
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SKETCH FOR LABBY
"GETTING OUT OF THAT PLACE"
FOR FALL + CRAWL

ACADEMY TV SAFE