

LOG OF MEETING

SUBJECT: Coalition for a Safer America

DATE: September 11, 1995

PLACE: 1757 N Street, NW, Washington, DC

NON-COMMISSION ATTENDEES: See attachment

COMMISSION ATTENDEE: James F. Hoebel, Engineering Sciences

LOG ENTRY SOURCE: James F. Hoebel *for J. Hoebel*

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

Classified
10/31/95
Comments 11/10/95

(N)



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

"For Safer America Coalition"
Washington, DC
Monday, September 11, 1995

The meeting was called to order by Alan Benedeck (Allstate) at 11:50.

Present were: Alan Benedeck (Allstate), Linda F. Golodner, Cleo A. Manuel, Melanie Kay Preloznik (National Consumers League), James F. Hoebel (Consumer Product Safety Commission), Barbara Patasce (U.S. Fire Administration), Pat Nolan (General Federation of Women's Clubs), Barbara Bailey (Parent Teacher Association), Margaret McBride, Bryce Dustman (Fleishman-Hillard), Patricia Adair (National Cotton Council), Alan Caldwell (Alliance for Fire and Emergency Management), Maureen Cislo (Product Safety Newsletter) and by speaker phone, Lee Asher and Linda Blake (Ad Council).

While Lee Asher is on vacation, Linda Blake will be the Coalition's contact. Her phone number (202-776-1143) was distributed.

Benedeck said that he and Asher attended the Marketing Kids Report conference in San Diego. He suggested that the coalition attend next year, and set up a booth. He thought it was a good way to make contact with organizations and businesses that market to kids.

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 Department of Justice
U.S. Consumer Product Safety Commission

A draft reply letter to the National Fire Protection Association was distributed. Benedeck said that, after speaking with U.S. Fire Administrator Carrey Brown, he felt it was appropriate to ask NFPA to rejoin the coalition. The coalition agreed. In the draft letter, Benedeck responded to NFPA's concerns with the For A Safer America video. Jim Hoebel suggested that we answer NFPA's concerns explicitly, point-by-point. Edits to the letter were made and it was agreed that the letter would be sent. (Copy of the response letter is attached.)

Lee Asher reported that she had sent over the most recent video footage for our review. The video that we have is a 2 minute promotional clip (for public service directors) along with 2 versions of 2 public service announcements (psa's), each different lengths, one of escape plans and one on Seemore Smoke. The Ad Council thinks that they will be ready at the end of October. Also, some camera-ready art work for coalition members will be available soon. Blake said she would pass art work along to the National Consumers League for distribution to members interested in using it.

Little Richard has recorded one tune, and this will go out to kids radio stations in October as well.

The ad will be presented at the September 13, 1995, Ad Council board meeting as well. Board members include ABC/Capital Cities and General Mills (cereal makers). Asher thought this would be excellent exposure for the psa and the coalition.

Also, Dan Marino, the All-Star quarterback for the Miami Dolphin Football team, has signed on to tape the "Stop, Drop and Roll" segment. Comedian Sinbad has also voiced interest, and Asher reported that the creative team is trying to find a place for him in the video.

Benedeck confirmed that the coalition can list a Post Office Box number from the U.S. Consumer Information Center in Pueblo, CO. Also, Allstate will do the initial printing of promotional materials. Linda Blake asked if anyone had a problem with the addressee being "Seemore Smoke." The coalition agreed.

Benedeck then introduced the representatives from Fleishman Hillard. Bryce Dustman went over their media outreach suggestions. Ideas included getting our message in other programs, having a travelling exhibit for conventions, getting hooked with cable in the classroom, and perhaps holding a press conference.

He said that the September 21 National Association of Broadcasters meeting, where the video will be showcased by the Ad Council, would be a great way to place a story in **Broadcasting and Cable** magazine. **Broadcasting and Cable** is read by many program directors.

After Dustman's report, the video was viewed.

Barbara Patasce asked about the two-minute promotional piece. She asked if we could add to the 911 graphic by including the notice that in some areas 911 is not available. She also said that fireman should not be used, and that firefighter should be substituted throughout. Nolan was concerned about saying grown-up

instead of parent. Benedeck said that both terms are used, for variety. Asher reminded the coalition that this was a promotional piece, not for use as a stand alone. However, she could see some public service directors using it as a PSA, since the quality is so good. Members stressed that the edits should be made if there were any chance of the promotional clip being used on the air.

Barbara Bailey asked if she could have a copy of the video for the Parent Teacher Association board meeting next week. Manuel said that she would send a copy to her hotel. Bailey added that the PTA has a partnership with the National Cable Television Association as well, and that she thought Fleishman Hillard had some good ideas about working with them.

Adair of the Cotton Council said that she is very interested in supporting our program, and that she liked the video.

Alan Caldwell said that the April 30 Congressional Fire Caucus dinner would be a good place to conduct outreach. The dinner is uplinked to all fire communities. Caldwell said he would follow-up on this with the Fire Caucus' director, Bill Webb.

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

September 26, 1995

Mr. George D. Miller
National Fire Protection Association
1 Batterymarch Park
Quincy, MA 02269-9101

Dear Mr. Miller:

The members of For A Safer America Coalition and the Advertising Council were disappointed to learn of the National Fire Protection Association (NFPA) withdrawal from the coalition. NFPA has been an active and valuable participant and your expertise and materials were extremely important for the development of the coalition program.

Not unlike NFPA, members of the coalition feel our effort is aimed at saving lives, and in particular, the target audience of children between the ages of 4 and 8. The more ways we work together to spread life-saving messages, the more lives we will be able to save.

I would also like to address the concern the NFPA raised in your letter to Carrye Brown. First, the members of the coalition and the Advertising Council agree that educational and technical accuracy are extremely important. The technical recommendations by NFPA and other fire organization members of the coalition *have been taken into consideration* during production of the video and will be taken into account for the Public Service Announcements (PSA). For example, the children are no longer seen on the back of the fire engine. Also, we have relied upon coalition members like the National Parent Teacher Association, National Association of Elementary School Principals and the American Association of School Administrators to ensure consistency and appropriateness of the educational message and expertise to these age groups.

As to any conflict with NFPA's planned public awareness campaign, the coalition discussed various possibilities to launch the campaign. We have decided not to initiate a major press event that will interfere with your launch during Fire Prevention Week. We did not want to do anything that would dilute the efforts and plans of NFPA. Rather, the coalition's first PSA's and the 15 minute video will be completed and distributed sometime during late October. We do not anticipate these will be aired prior to late fall.

I hope my response answers any perceived conflicts and I hope you will reconsider withdrawing from For A Safer America Coalition and rejoin us for this important national campaign. I plan to call within the next two weeks to discuss this further, and to answer any questions you may have.

Sincerely,

Alan Benedeck

cc: C. Brown
D. Bathhurst
M. Appy
S. Yerkes