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Log of Meeting

SUBJECT: Coalition for a Safer America

DATE: March 22, 1996

PLACE: National Consumers League, Washington, DC

NON-COMMISSION ATTENDEES: See attached

COMMISSION ATTENDEES: James F. Hoebel, Engineering Sciences

LOG ENTRY SOURCE: James F. Hoebel

SUMMARY: The Coalition is developing a video and other materials on fire safety targeted to young children. A summary of the meeting is attached.

cc: N. White, EXPA

FOR · A · SAFER
· AMERICA ·
COALITION
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For A Safer America
Meeting Minutes
March 22, 1996
Washington, DC

Alan Benedeck called the meeting to order at 12:00 p.m.

Present were Alan Benedeck (Allstate); Cleo Manuel, Melanie Preloznik, Linda F. Golodner (National Consumers League); John Ottoson (U.S. Fire Administration); Pat Nolan (General Federation of Women's Clubs); Laura Wilkinson (National Safety Council); James F. Hoebel (Consumer Product Safety Commission); Shirley Kennedy Keller (American Association of School Administrators); Linda Blake, Sarah Stone (Ad Council); and Jane Monast (The Noteworthy Company).

Benedeck introduced Jane Monast of The Noteworthy Company specialty products office direct mail division. Noteworthy is an advertising specialty company that produces and sells products to companies and organizations who distribute them as "give-aways." Some of the products they produce include litter bags, brochures, and coloring books. Monast passed out examples of mail pieces and

said yes; the minimum order is 3,000 pieces. She said Noteworthy likes to try different things and would want to hear any ideas. Monast said Noteworthy would want to know how For A Safer America plans to promote the video and the tape.

Stone told the coalition the PSAs have been distributed. Linda Blake added that the mailing to TV General Managers is on hold because the Ad Council is waiting to hear from the Federal Communications Commission (FCC) about endorsing the video. If the FCC does endorse the video, their endorsement will be added to the packaging. She added that the monitoring service will have reports next month. To date, there have been 20 media requests for the 15-minute video, and 400 Deputy Fire Marshal Kits have been mailed out.

John Ottoson said the 3-minute teaser is being shown at the fire academy. Shirley Kennedy Keller said the education groups have deliberately not been promoting the video to schools because if they did, the response would be too overwhelming.

Stone told the coalition that she is going to approach Blockbuster again to get them to carry the video in their free rental section.

that the Learning Channel will run during Saturday morning programing.

Benedeck said the Congressional Fire Institute Dinner is April 30. He said Allstate will provide each person at the dinner with a kit that will contain a video, letter and mission statement of the coalition. The 2-minute teaser and PSAs will be shown at the dinner. Allstate has 2 tables at the dinner and any member who wants to attend should contact him.

The meeting was adjourned at 1:45 p.m. **The next meeting date is April 29, 1996.**