

LOG OF MEETING

SUBJECT: Coalition for a Safer America

DATE: June 24, 1996

PLACE: National Consumers League, Washington, DC

COMMISSION ATTENDEE: James F. Hoebel, Engineering Sciences

NON-COMMISSION ATTENDEES: See attached

LOG ENTRY SOURCE: James F. Hoebel

SUMMARY: The Coalition has developed a video addressing fire safety for young children. The video, in 15 minute, 30 second, and 60 second format has been distributed nationally to the media, fire services, and others.

The attached minutes summarize the results of the June 24 meeting.

CPSA 6 (b)(1) Cleared  
2/29/96  
No Mfrs/PrvtLbrs of  
Products Identified  
Excepted by \_\_\_\_\_  
Firms Notified,  
Comments Processed.

(N)



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**Meeting Minutes  
June 24, 1996**

The meeting was called to order at 11:50. Present were Alan Benedeck (Allstate), Cleo A. Manuel, Linda F. Golodner (NCL), John Ottoson (US Fire), Jim Hoebel (US CPSC), Laura Wilkinson (National Safety Council), Linda Blake and Sarah Stone (Ad Council). Guests were Rick Frank (Olsson, Frank and Weeda) and Laura Frank.

Benedeck discussed the budget figures for the Safer Coalition to date. Allstate has funded the project in full. Benedeck asked NCL to figure out continued costs for upkeep of the coalition -- including video fulfillment, responding to information requests and coalition coordination. Benedeck wanted figures by the next meeting, so he could approach Allstate for additional funding. He also thought it would be useful in approaching other corporate funders.

Manuel asked about the status of the Noteworthy Corporation's interest in producing a catalogue and marketing "Be Cool About Fire Safety" products (see minutes, 2/96). Benedeck said that Noteworthy may issue a combined marketing catalogue, that includes products from the National Safety Council, also members of the coalition.

The next agenda item was the Marketing to Kids Conference in September. Last year, the Ad Council attended. Benedeck and Stone asked the coalition if they would like to participate again. The coalition decided that participation would be contingent upon receiving a reduced registration rate.

Benedeck then mentioned that the SEEMORE SMOKE costume will be available for the National Safety Council's conference. More than 18,000 attend, according to Wilkenson. The character will appear at the Safety Council's booth.

MIJA, the company that makes pressure gauges for fire extinguishers (see minutes, 5/96) continues to be interested in supporting the campaign. According to Benedeck, MIJA is looking at two approaches to distribute fire safety messages: through our PSA spot or with the National Safety Council. Blake of the Ad Council put together a budget for MIJA on the cost of doing a 30- or 60-second PSA featuring our X-  
tinguisher Man character.

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

Stone reported on her meeting with the U.S. Fire Services National Fire Prevention Officer Bill Terry. They are interested in supporting our efforts, and may sponsor an Educator Kit. They are looking at working with an organization called LifeTime Learning Systems, which distributes to more than 10,000 teachers.

Blake then asked about distribution of the Deputy Fire Marshal Kit through the Consumer Information Center in Pueblo, CO. Currently, we limit requests to 3 per order. Blake asked if we could increase the limit to 5. The members agreed.

Blake then distributed a copy of a letter sent from a young child to the Ad Council. She said that the Ad Council is drafting a return letter from SEEMORE SMOKE. She added that this is the only campaign from which she has received letters from children, which is a good sign.

Stone said that according to the Broadcast Verification System, the video has support in more than 100 markets. Stone noted that the FCC is setting time standards for kids television, and that a letter from the PTA was sent out to broadcasters by the FCC.

Stone and Blake reported that in New York City, the NYC Fire Department has customized the PSA's, which helps get local television time. The NYC Fire Department is also working with the NYC Department of Education to get the video in all the city's elementary schools (reaching approximately 1 million children). This joint effort will be announced at a press conference with Mayor Guliani in NY on July 1. Manuel will attend the press event, along with Ad Council staff in NYC.

Allstate would like to re-shoot the segment in the 15-minute video on "Stop, Drop and Roll." The Agency is looking at new talent for the segment, and is waiting to hear from stars. The Agency is approaching Dan Marino.

Manuel asked about putting information on the campaign on the Web. Laurie Stinson, with Allstate, wanted to know whether her company could do something on their site. Stone said that the Ad Council has information on their web site, and would talk to Stinson about her request.

Benedeck asked if we could invite the Congressional Fire Services Institute to join the coalition. Everyone agreed. Benedeck will make a formal invitation to Bill Webb, the director.

Ottoson reported that he has had requests for the video in Spanish. He also said that, as coordinator for the US Fire Administration's National Safe Kids Campaign, he participated in an event in Frederick County, MD, where the "Be Cool" video was a big success.