

LOG OF MEETING

A 3/29/95

SUBJECT: Coalition for a Safer America

DATE OF MEETING: March 16, 1995

PLACE: National Consumers League, Washington, DC

NON-COMMISSION ATTENDEES: See attached.

COMMISSION ATTENDEES: James F. Hoebel, Engineering Sciences

LOG ENTRY SOURCE: James F. Hoebel *JF Hoebel*

SUMMARY: The Coalition for a Safer America is developing an ad campaign targeted at fire safety for young children. Minutes of the March 16 meeting are attached.

(NS)



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Minutes
"For Safer America Coalition"
Washington, DC
March 16, 1995

The meeting was called to order by Alan Benedeck at 9:45 a.m.

Present were: Alan Benedeck (Allstate), Barbara Patasce, (US Fire Administration), Linda F. Golodner, Cleo A. Manuel, Melanie Preloznik (National Consumers League), Leland Asher, Linda Blake, (Ad Council), James F. Hoebel (Consumer Product Safety Commission), Sara Yerkes (National Fire Protection Association), Alan Caldwell (Alliance for Fire and Emergency Management), Shirley Kennedy Keller (American Association of School Administrators), Barbara Bailey (Parent Teacher Association), Betsy Lembeck, Volunteer Campaign Director (Kraft Foods, Inc) and Philip Davidson and Shari Vilchez (Avrett, Free and Ginsberg).

Lee Asher announced that we had a new advertising agency on board, Avrett, Free and Ginsberg.

The agency represents Crayola Crayons, as well as other clients who market products to children. She showed a video tape of some of the agency's work. The tape included commercials using a variety of formats including animation. The commercials targeted families as well as solely children.

Barbara Patasce asked whether the new agency would start from scratch or deal with items already approved of by the Advertising

Council Campaign Reviews Committee (CRC). Asher responded that the agency will adopt CRC approved material, but that they will fine tune it.

Asher reported that the new agency was aware that we wanted action immediately. She said that they were prepared to go to the April CRC meeting with a vision or a treatment for the campaign. They ideally would have a final script for an educational piece to the CRC by their May meeting.

Alan Benedeck reported that the Kick-off Subcommittee was hoping for that kind of an aggressive time line. Benedeck reported that the subcommittee had met earlier in the week (March 13), members present included Alan Benedeck (Allstate), Linda F. Golodner, Cleo A. Manuel, Melanie Preloznik (National Consumers League), Sara Yerkes (National Fire Protection Association), Karen Kraushaar (Consumer Product Safety Commission), Barbara Bailey (The National PTA), to discuss strategies. The subcommittee members decided that a kick-off around "Back to school" time would be beneficial. Benedeck mentioned working with the White House, preferably an event on the South Lawn. If that did not work, the Press Club is another option. The subcommittee had talked about highlighting "pet saves kid" stories, but Sara Yerkes said that these stories may encourage kids to go back into a fire to save their pet. Patasce agreed that it was better not to focus attention on pets.

Benedeck mentioned that the crime prevention campaign's had success using a young spokesperson. The subcommittee agreed that

it would be great if we could find a young person to serve as a dynamic spokesperson. Yerkes said that her group had the names of children that were "life savers," and could serve as possible speakers.

Asher said that the First Lady, Hillary Rodham Clinton, has been very receptive in the past to Ad Council campaigns, especially children's issues. Benedeck asked whether Congress should get involved. Linda Golodner cautioned that we want the focus to be on the kids, not on Congressional representatives. The Coalition agreed with the subcommittee that ultimately, the decision depended on the agency's campaign.

Asher reiterated that the agency was willing to meet a tight time line, and that we can proceed with campaign activities with art renditions until we have final production. Benedeck said that we could also approach other partners for sponsorship money once we have some materials.

Asher said that print publications are increasing popular for children, mentioning SI Kids (Sports Illustrated for children) and Disney magazines. She said that the coalition could also place ads. Golodner suggested that corporations often plan budgets early in the year and said we should keep this in mind when asking for sponsorship. Asher said that we will also be asking for promotions that do not tie up revenue, such as placing our ads on the back of cereal boxes. She said she would talk to the agency and to our corporate volunteer campaign director for their thoughts on this.

Patasce then showed a video for children that was produced for Emergency Medical Services. The video, "Make the Right Call" was about a child that made a 911 call.

Alan then asked to go over dates for the next meetings. The dates picked were: **April 26, May 15, June 14, July 14, August 21, September 11, October 16, November 13 (tentative) and December 11.**

The new agency team joined the meeting at 10:30 a.m. After introductions, Benedeck gave a history of the coalition. Patasce presented a technical briefing. She also provided materials to the agency. Yerkes said she would mail information on the "Sparky" education campaign to the Agency. Jim Roedel said that he could help provide some documents as well.

The meeting was adjourned at 11:30 a.m.