

LOG OF MEETING

SUBJECT: For A Safer America Coalition

DATE: October 16, 1995

PLACE: 1757 N Street, NW, Washington

NON-COMMISSION ATTENDEES: See attached

COMMISSION ATTENDEE: James F. Hoebel, Engineering Sciences

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

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

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"For Safer America Coalition"  
Washington, DC  
Monday, October 16, 1995

The meeting was called to order by Alan Benedeck (Allstate) at 11:40 a.m.

Present were: Alan Benedeck (Allstate), Linda F. Golodner, Lary Bostian and Cleo A. Manuel (National Consumers League), James F. Hoebel (Consumer Product Safety Commission), John Ottoson (U.S. Fire Administration), Pat Nolan (General Federation of Women's Clubs), Barbara Bailey (Parent Teacher Association), Shirley Kennedy Keller (American Association of School Administrators), Margaret McBride (Fleishman-Hillard), Patricia Adair (National Cotton Council), and Lee Asher Prince, Beth Wolford and Linda Blake (Ad Council).

Prince passed out copies of an article on the Coalition that was published in Marketing to Kids Report, a journal for professionals that market to children. Asher Prince said that it was a good communique to possible corporate sponsors, especially for possible coop opportunities.

Prince then passed out copies of the print advertisement featuring the two hosts of the "Be Cool About Fire Safety" video. Commitments to print the ad have been given by the children's magazines **Nickelodeon**, **Barbie**, **Batman**, and **Spiderman**. The Ad

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

Council is focusing on getting commitments from **Sports Illustrated for Kids, Highlights and Boy's Life.**

The clip coupon on the advertisement also serves as the children's mailing label. When children reply to the print ad, they will receive the Deputy Fire Marshall Kit. A new addition to the kit is a letter to "Friend of the Deputy Fire Marshal" that gives adults information on who to contact to develop an escape plan, directing them to their local fire station. The letter will be written by the next meeting for review.

Prince reported that a new character has been added to the video, Jose the Hydrant. Jose will replace Mike Weiner of Weinerville. Mike Weiner will appear exclusively in the Nickelodeon version, since he is a Nickelodeon property. The Ad Council felt resistance from other networks about showcasing a competitor's property.

Prince reported that the Ad Council's media department is working on getting commitments from the networks to run the ad.

Benedeck asked when the video would be completed, and Prince said the Ad Council plans on mailing out by November 11 the promotional piece and the actual 15-minute piece.

Manuel asked the Coalition about outreach to fire stations. The National Consumers League has received more than 50 requests from fire fighters nationwide, who read about the coalition in the Alliance for Fire and Emergency Management newsletter. Since there is not a sponsor as of yet for distributing to fire stations, they may be charged at this time for the video. The Coalition agreed to

pursue funding sources to make all materials available at the lowest possible cost to fire houses.

Benedeck said that Allstate will underwrite the Congressional Fire Caucus dinner distribution and may reproduce 3,000 videos at that time. Prince reiterated that the Ad Council has funding in the budget for videos to media and broadcasters, but not for any other type of outreach. For instance, we need to find someone to fund the Blockbuster outreach.

Benedeck said that Allstate is paying for the printing of more than 200,000 kits, and that this will cost them more than \$20,000.

Benedeck suggested that we charge for the video until we find additional corporate sponsors. Prince said that the Ad Council usually does not charge, but that there would be an exception in this case if the coalition was charging only to cover costs. Members suggested charging \$10.

Margaret McBride from Fleishman Hillard gave the coalition members an update on the media plan. The Ad Council, NCL and F/H agreed to meet to go over the media plan (notes attached) before distributing them to the coalition members at large. Ideas include a kick-off or key media event and a traveling exhibit.

Benedeck read the reply letter from the National Fire Protection Association in reference to their participation in the coalition.

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