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LOG OF MEETING

DIRECTORATE FOR ENGINEERING SCIENCES

SUBJECT: For A Safer America Coalition--Ad Council Campaign

DATE OF MEETING: June 13, 1994 PLACE: National Consumers League
815 15th St., N.W.
Suite 928-N
Washington, DC

LOG ENTRY SOURCE: Margaret L. Neily, ESME

DATE OF ENTRY: July 13, 1994

COMMISSION ATTENDEES: Julie Shapiro, ESEL, and Bill Kennedy,
ESME

NON-COMMISSION ATTENDEES: See attached minutes of the meeting.

DISCUSSION: See attached minutes of the meeting.



COALITION

c/o National Consumers League, 815 15th Street, N.W., Suite 928-N, Washington D.C. 20005, (202) 639-8140

"Safer America Coalition"

June 13, 1994

The meeting was called to order at 12 noon.

Present were: Alan Benedeck (Allstate), Carrye Brown, Fire Administrator (US Fire Administration), Barbara Barton, Kathy Gerstner, Mary Ellis, (US Fire Administration), Linda F. Golodner, Cleo A. Manuel, Melanie Preloznik (National Consumers League), Sally McDonough, Margaret Suzor, Nicole Michello (Ad Council), Shawn French (National Fallen Firefighters Foundation), Julie Shapiro, Bill Kennedy (Consumer Product Safety Commission), Heather Schafer (National Volunteer Fire Council), Romeo O. Spaulding (International Association Black Fire Fighters), Sara Yerkes (National Fire Protection Association) and Pat Nolan (General Federation of Women's Clubs).

The agenda was adopted.

Alan Benedeck introduced Carrye Brown, recently appointed and confirmed as Administrator of the United States Fire Administration.

Ms. Brown commented that she was deeply moved and excited about the Campaign and its potential. Our meeting was her first official meeting as Fire Administrator, demonstrating the importance she places in our campaign. She said that "the Safer America campaign goes to the heart of what her Administration should be doing, which is public awareness and education, and doing it in an efficient and effective manner." Brown noted that she was impressed that the coalition is made up of diverse organizations. Brown said she and her staff are committed to the success of the campaign.

Benedeck thanked Ms. Brown for taking time out to attend our meeting. He added that we look to the Fire Administration for leadership and expertise.

Benedeck asked Sally McDonough to bring the coalition up to date on our advertising firm's (Angotti) activities. McDonough reported that last week, Angotti presented a research proposal to Ad Council and For A Safer America contact Alan Benedeck that involves a new approach. At the last coalition meeting, Angotti asked for materials from coalition members on fire and fire safety. Members were very responsive, and Angotti said they have the facts on fire safety, and want to know how best to package the message to children. To do this, Angotti proposed conducting interviews with two groups of influencers. One set they will interview include with elementary school system people to find out how to get this message to kids, how to approach them, to learn what they know about children. The next step is to interview key influencers to children, corporations such as McDonald', Toys R Us, and

Nickelodeon, to learn how to best package the message for the media to ensure a proper delivery to our target audience. Some of Angotti's new ideas include considering a longer format version, with a direct response piece. The Ad Council and Benedeck agreed with Angotti that traditional mediums (radio, etc) are not necessarily appropriate for this message. A longer format with a direct response (a 30 second piece with a direct response of a video or of another longer program selection) is an exciting new idea. McDonough reminded us that these are preliminary discussions. She expects results the week of July 20, in time for the next meeting. The agency is targeting the Campaign Reviews Committee on July 20. Key coalition members will review Angotti's strategy prior to that meeting. McDonough suggested that it may be useful to have someone from the technical side attend the meeting.

Suzor mentioned Congressman Kerry's recent comments about "the disgrace of children's television." In light of this criticism, Suzor thinks that the time is right to get cooperation from the industry. She said the Ad Council is hoping that one of the networks might consider using our safety video and airing it regularly, or airing the 30 second piece that promotes the longer format that a child could order from a post office box and watch with his/her family. Suzor said this would promote family discussion, prompted by the child's action to acquire the video.

McDonough said that is why Angotti needs to do up-front research now, so that we don't put this together only to have television say "we're not going to run that." She added that there was a WASHINGTON POST story that said, "Children's programming is too tied in to commercials and to for-profit industries. The Ad Council has a good reputation for keeping these separate.

Benedeck asked about how the program would be developed. Suzor responded that television commitment is needed up front before we development of a video.

Benedeck asked about fulfillment and fulfillment costs. Suzor cautioned that we were getting ahead of ourselves. McDonough reminded members that we are restricted by our budget.

Barton said that the Fire Administration has a new Spanish home safety piece. The video shows a child walking through a house with a video camera. The ad will go out on satellite, and be sent to television stations. There is a PSA and a ten minute tape. Barton said that the Fire Administration does not have an 800 number, and instead have a PO BOX. She said they expect requests for the 20 minute tape to come mostly from fire departments and community groups.

Golodner asked about how other Ad Council campaigns staff 800 numbers. Suzor said that children love to dial, and they have found that it becomes extremely difficult to use an 800 number when kids are the target audience.

Suzor said that some corporations may be more malleable to pay for duplication of tapes instead of giving money. McDonough added that foundations seem to be more likely to give money to a fulfillment concept, for which they can receive credit.

Suzor said on TV you can't say the name of sponsors on the ads, but you can put a sticker that names the foundation that gave the money on fulfillment pieces.

Benedeck asked if Angotti kept in mind the three year plan, including going into schools. Again, McDonough said yes, and that the education piece would not happen until year two or three. They could also offer the ad through schools.

Carrey Brown was concerned about asking children to fill out forms or write in to a post office box. She wanted to sensitize us that it is difficult for children to fill out a form or to place an order.

McDonough mentioned the crime prevention comic book, which uses a post office box for requests. According to Suzor and McDonough, even without an 800 number, the response to the comic book has been tremendous. Suzor said tens of thousands have been ordered.

McDonough mentioned that the crime prevention program encourages teachers to work with kids to write out individual requests or they can place bulk order for the comic book. The campaign has found that children appreciate getting the package even more when they have made the effort and written the letter.

Suzor said that we are talking two prongs, writing to a post office box or having a coupon in "SCHOOL NEWS" or on a product such as a cereal box.

WEEKLY READER and SCHOOL NEWS were mentioned as literature available for use in schools, and that we would do more research about working with these and other in-school publications. Benedeck suggested talking with PTA and NEA to find out more about publications available in schools.

Suzor said that Angotti would be asking these kinds of questions during the interviews they will be conducting.

Barton asked about the demographics of respondents to the crime campaign. McDonough replied that the 800 number doesn't provide demographics, because they can't afford to.

McDonough said it was important to have demographics on video's in homes. Golodner said she could obtain that information before the next meeting.

Benedeck asked for reaction from members of the coalition.

Golodner said that the League has had a lot of experience with 800 numbers, and said that call volume varies, ranging from 100 to 400 calls a day. Suzor answered that kids are much more likely to dial an 800 number than adults. She said we should be sure that we can pay for fulfillment before we make such a commitment.

Golodner suggested a simple post office box, with a word or a name instead of a number. McDonough mentioned that McGruff's post office box is "SCRUFF."

Spaulding interjected that fire prevention has many facets, unlike crime, and is hard to focus on one part of it and that parents are concerned about education efforts, not public safety issues.

McDonough said that the coalition has key members that are educators, the teachers, secondary school principals. She

mentioned that these members have expressed an interest in playing a large role in the development of our program.

Spaulding said that he has found that a certification program is a positive initiative, for schools as well as for students and is concerned about the availability of VCRs in some communities. He thinks a certificate would get everyone involved in a common goal.

Suzor said that would be something to consider during our three year campaign period. She said we don't plan on exclusively being a video campaign.

Suzor said perhaps we could encourage affiliate groups to establish certificate programs in their communities.

Copies of the new bilingual Fire Administration PSA campaign mentioned earlier were brought in to the meeting. The Fire Administration decided to do a bilingual message because, while the children speak English, sometimes the parent or guardian only speaks Spanish.

The next issue on the agenda was financing. Benedeck mentioned the coalition distribution capabilities and outreach, and he has talked with Golodner and the Ad Council about finance concerns. Benedeck reported that most of the budgeting plans for foundations and corporations are done in September, so if we roll the campaign out in November, we'll be too late. In order for the Coalition to pursue these other opportunities that Angotti has talked about, we need at least as much money as we had this year. According to Benedeck, the Coalition needs more than \$1 million dollars. Benedeck reported that he visited the Kellogg Foundation. However he feels it was not successful. Benedeck thinks we can get public relations money and communications money from corporations, especially corporations with linkages to the issue and to children. Suggestions were cereal and beverage industries or fire related supply companies, lighter companies or fire extinguisher manufacturers. He suggested we don't go out for piecemeal donations, but that we look for big players to match what Allstate has donated. Golodner said she has contacts with some corporations that might have an interest.

McDonough asked the CPSC representative about the new "child proof" lighters, coming out in July. Shapiro said that the new lighter will have a two-step process, and that the disposable lighters will have a two-step required activation.

Shapiro mentioned that the smoke detector companies were very generous in one of CPSC's campaigns. The companies donated free materials for distribution. Shapiro suggested going to these companies as well.

Benedeck said that he thought we could demonstrate that linking with our campaign with socially responsibility is a selling point for corporations. There would be visibility at the kick-off for any companies involved.

Golodner said she would approach McDonald's and Quakers. If McDonald's turns us down, we'll approach Burger King.

Barton mentioned that McDonald's has done the "Plan to Get Out alive Campaign, which was very successful.

Spaulding mentioned that getting White House support early on for a program opens many corporate doors for a campaign.

Golodner asked if people had a problem with going to Kraft, because of the cigarette connection. She said Kraft has an interest in children's issues. Benedeck said that the Administration is wary of the connection to the cigarette industry in another campaign he is involved in. The coalition decided not to approach companies that have tobacco interests at this time. Brown said some people in the fire community would shut us out automatically as well if we received money from this group. Looking to lighter manufacturers could also get the same response.

Benedeck asked if coalition members have contacts with corporations, they attend the meetings where determine procedures for solicitation. He would also expect Ad Council representation as well.

Benedeck said we should start setting up a few meetings. Manuel mentioned Duracell is another company NCL could approach.

Barton mentioned a Pizza Hut campaign that gave away free basketballs. The campaign slogan, which included a basketball net on fire as a ball passed through, said "your momma told you never to play with fire, but maybe you can just once." Pizza Hut responded to local fire officers concerns, and recalled the posters and the campaign. Pizza Hut was very embarrassed and upset with the campaign slogan. In Maryland, one of the Pizza Hut's has a "safety village." Barton suggested that we approach Pizza Hut, because they were so responsive once they realized what had happened. Manuel added that Pizza Hut was owned by Pepsi Co., and that they were based in Kansas City.

McDonough said that we should approach other corporations with materials such as our strategic and business plans. She was waiting for coalition comments before finalizing the documents.

Bill Kennedy asked if we considered home security providers, such as Sentry, ADT, which also provide fire safety. Golodner added that telephone companies want to get involved in home security as well, and she thought that NCL could approach them.

Benedeck said he thinks the key is getting in contact with the person that controls the budget. Manuel asked if we should do a member survey for contacts at companies. Benedeck said we need to define where and who we are going to approach first.

McDonough said it is a tough fight to get money from foundations, and that you must be persistent. If you have a relationship, they usually pull through, but takes a lot of work.

Golodner asked about the target date for roll out. McDonough said that Angotti is still remaining on target with the original October date. Unfortunately, this doesn't include much time for reproduction of items. She asked for comments from the coalition about waiting until November or December.

Benedeck asked if this would be a piece that the President would use to promote fire safety week this year, would it be something the President would embrace? Or how could we get the best support from the President and draw a lot of people into it.

If the materials aren't ready in time, then we'll have to do something else.

Spaulding said that we could get lost in all the messages put out during fire safety week. He suggested going as a stand alone, so that we could get the most impact.

McDonough added that there is the hook that most of the fires happen between November and February. Spaulding agreed that these months, December, January, February, are when the most home fires occur.

McDonough added that we are being ambitious with our October target date.

Barton added that we want to say that it is an important issue all year long, not just during fire safety week.

Benedeck said we would want to get feedback from the media about timing as well.

McDonough said one of the benefits of being a DC based coalition is that we can work the national media. Barton and Benedeck mentioned contact with ABC News reporter Hal Bruno, a volunteer fire fighter.

Golodner mentioned the time of the year when you change your clocks back is also when you are encouraged to change the batteries in your smoke detector. She suggested we use this as a possible media "hook."

McDonough said that is a good idea, especially if this is one of our calls to action. She added that the coalition will need to keep a 6-week time period in thinking of placement to PSA managers and television stations. It takes this long for managers to sort through all the materials they receive. McDonough said we should focus on getting information to stations early, before the season, and we could have the launch later.

Benedeck said that Carrey Brown has close contacts with Vice President Gore, and that this contact could help with our plan to get Administration support for the campaign. McDonough asked that we distribute the biography or newspaper article on Carrey Brown in the next mailing.

The meeting was adjourned.