

E. BRUCE HARRISON COMPANY/NY

MEMORANDUM

TO: MMS
FROM: JFP
DATE: May 2, 1991
SUBJECT: RJR Fire Safety Program

Matt, several of us have looked at the Fire Safety Plan Peggy Carter sent. It looks good. We compared it to other programs in support of public safety, and there are many similar elements. We have identified some additional steps to further expand the program.

Program Profile

- A. Raise the profile of the program by enlarging the media/publicity element.
1. Create an award program honoring heroic acts by fire fighters or citizens who performed heroically in a fire or fire-related situation.

We created a similar program for the STC which recognizes heroism by police officers. The program has garnered extensive and positive media coverage. The award is presented at a public ceremony, and is normally conferred by a local political luminary. The major elements of the award are a \$1,000.00 check given to the hero, with a matching check given in the hero's name to a national police organization.

Harrison can create a similar program for Reynolds.
 2. Employ Reynolds' largess in additional ways to create additional publicity, and to tie the Reynolds' and Reynolds' brand names to a greater concern for fire safety. This can be achieved through donations of money, time and program organization and implementation skills:
 - a. Direct donations of large cash gifts may be made to burn centers and fire victim funds.
 - b. Donations of cash and time to fire service line organizations. In professional departments, there are any number of ethnic and/or religious oriented line organizations including Anchor Clubs

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(Knights of Columbus), Square Clubs (Masonic), Emerald Society (Irish), Vulcan Society (African-American), etc.

Membership in these organizations is usually based on membership in or affiliation with a specific religious or ethnic group. However, the good deeds of these organizations are usually without consideration for the recipient's religious or ethnic background.

These organizations often sponsor outings for families of fallen comrades. Cash contributions to support these efforts are always appreciated. Through Reynolds' Sports Marketing unit, support may be possible by arranging for sports celebrities to participate in outings, annual Christmas parties or other such events.

Reynolds may be able to work with its distributors in some locations to provide administrative or related help to outings and events in their areas. For example, the Telephone Pioneers of America (retired telephone employees) often have clown units within their chapters. These clowns turn-out for local events put-on by line organizations to entertain children.

- c. TI has worked with Int'l. Assoc. of Fire Fighters (IAFF) in the past; it is the labor international for paid fire fighters. The IAFF locals, such as the Uniformed Firemans Assoc. (UFA) here in New York, may also provide program opportunities similar to those talked about in A.2.b. above. However, they are unions, and depending on relations with local governments there may be certain management/labor considerations involved.

On a more positive note, the tobacco industry has worked well with organized labor in the past. In as much as the IAFF represents another element of organized labor, there well may be some good opportunities for Reynolds to work with the IAFF.

- d. In communities where pilot programs are undertaken, help organize walk-a-thons or similar events to raise funds for local burn centers, victims funds or other community based programs which will help enhance community fire safety. Again, the Sports Marketing unit may be able to provide valuable additional resources.

Such events will enable community residents to feel a sense of greater buy-in and participation in fire safety programs and heighten individual awareness of the importance of smoke detectors and fire safety programs.

- 3. Consider billboard advertising. Organizations like the Outdoor Advertising Association donate billboard space for camera-ready ads that fall into the public service announcement category -- something this project seems to do.
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4. Designate a local program spokesperson for each pilot project. This person should be a third-party, preferably with a high degree of credibility in the community, who could be available for print interviews, talk shows, news program interviews and public speaking opportunities once a program is unveiled in a community and starts to become known.
5. Consider a traveling display which explains the pilot program, and lists its accomplishment to be used in conjunction with firemanic conventions and professional meetings. Such a traveling display would also be useful in working with volunteer departments.

TI has provided support to the NVFC, but much of what occurs in the volunteer area occurs at the state and county level. State associations of volunteers and their chiefs usually have annual meetings and/or equipment shows. An exhibit extolling the success of fire safety program would be highly appropriate, especially were it to provide information on how to harness resources for volunteers to undertake such programs.

Annual musters or meetings at the county level are often more social, and may only consist of one business meeting over a long weekend of parading and partying. A traveling exhibition might not be appropriate for such events, but other forms of support, directly or through distributors, can be considered. Again support could take the form of cash (the host volunteer company always has to raise funds through solicitations and journal ad sales to support the meeting) or might involve getting recognition for a brief explanation from a spokesperson about the success of the pilot program or both.

Whether on a state or county level, these annual meetings might also provide an appropriate venue for recognition of heroism as outlined in paragraph A.1. above.

6. Seek placement of articles in the firemanic and rescue and safety trade press on the pilot programs, as well as other events generated in support of the program. This coverage would supplement local coverage, and would make more professionals and volunteers aware of its existence and benefits.

Increase Program Credibility

- A. In localities where the pilot project is carried out, seek sponsorship and passage of a fire safety resolution which endorses the pilot program concept in county, city, town and village councils and boards. Such activity would add to the program credibility as well as provide an additional opportunity for media exposure in a very positive way.
- B. Have a similar resolution introduced and enacted in appropriate state legislatures.

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- C. Seek additional opportunities for reporting of the program in the firemanic trade press. There will continue to be a credibility gap with some fire officials who have traditionally doubted the value of fire safety education programs, and increased public involvement. These doubting officials are often concerned that important and all too scarce money not be deflected from manpower and equipment needs to education programs at a time when municipal budgets are stretched too thinly.

While some doubting officials are empire builders who simply want to amass bigger departments, and their credibility gaps will not be bridged, others can be educated to understand that the pilot project can help them weather these hard times by reducing the strain the risk of fire places on their diminished resources.

- D. Seek placement in additional firemanic journals as well as other, appropriate professional journals to report on the results of the Lewis, Townsend and Robinson study and any subsequent cigarette ignition propensity studies to increase the credibility of information which scientifically refutes charges that domestic cigarettes have a greater ignition propensity.

Coalition Development

A fire safety coalition could provide an excellent vehicle by which to broaden the reach of the fire safety program, as well as enhance the program's credibility. A coalition could provide additional benefits.

- A. The objective of the coalition would be to increase public awareness of the continuing need for fire prevention and education programs which addressed the whole arena of fire hazards.
- B. Organized anti-smoking campaigns will seize upon any issue which may further their goal; the eradication of tobacco products. A coalition would help to prevent the antis from making more of an issue of cigarettes as a fire hazard than it should be.
- C. A coalition wouldn't deny the involvement of careless use of tobacco as a factor in fire and fire deaths, but it would allow this issue to be put in a proper perspective; it would allow a means of citing the recent decline of careless smoking as a factor in fires; it would allow a number of industries whose products and services are implicated in fire ignition and fire deaths in reality, to work cooperatively to seek alternatives to minimize risk factors. A coalition could increase the level of cross disciplinary information flow necessary to achieve lower risks.
- D. A coalition could well include representatives from fire science, fire fighting, home & commercial furnishings, construction, insurance (more likely property underwriters than life & casualty), tobacco, and yes, possibly alcohol trade and professional associations. At a fire scene, elements of each of these trades or professions may and usually do come into play, so in seeking cooperative measures to reduce risks, it seems to make sense to involve each of these areas.

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Matt, I hope these suggestions are helpful to Peggy. As you know, we have considerable experience in working each of the measures I've outlined above, and I think we could be very helpful to RJR in further expanding the reach of their efforts in the fire safety field.

Action Requested

Please share our suggestions with Peggy, and let us know if we can be of further assistance.

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