

(202) 393-3240

July 13, 1992

MEMORANDUM

TO: Karen Fernicola Suhr
FROM: Peter G. Sparber
RE: Recommendations related to Advisory Panel

Your Fire Safety Issue Plan for 1992 calls for the formation of an advisory committee of fire officials to help with your program. At your request, I have given some thought to how this project might best satisfy Institute needs.

A standard Advisory Panel may expect the chance to comment on existing and new TI fire projects, and -- if it is not discussed beforehand -- may balk at being asked to speak publicly on industry efforts.

Therefore, we recommend that a task force be formed with the following characteristics:

- o The purpose of the group will be to persuade public and private officials as well as the fire service itself of the importance of supporting public education.

The members will do so, in part, by pointing to the TI example and demonstrating how much has been achieved by just one industry over time.

This purpose is consistent with TI's overall program in that this message has been conveyed before, directly supports the fire service's desperate need for more fire prevention resources, and confronts the lingering criticism that fire fighters should not accept tobacco industry funds.

- o The group will consist of five fire officials, selected according to the following criteria:
 1. Well-respected, visible nationally
 2. Representative of a major group
 3. From politically important state or region
 4. Familiar with TI efforts
 5. Articulate
 6. Available, reliable

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I would recommend the following persons:

Category	First Choice	Alternate
Metro Chief	Fred Postel, SF	George Monogue, Portland, OR
State Fire Marshal	Tom Brace, MN	Rocco Gabriele, MD
Volunteer Leader	Mike Byrd, Mass.	John Oliveri, NY
Minority Leader	Nick Russell, Chi.	John Stewart, CN
Public Educator	Nancy Estepp, PG Co.	Sondra Senn, SC

- o The members will perform the following tasks as a group and individually:

communication

1. Oral presentations including private briefings and speeches.
2. Written presentations including articles for publication, correspondence and pamphlets.
3. Participation in TI videotape on fire service seeking public and private resources.

Technical support

1. Members of and advisors to the group will advise public (including fire fighter) and private officials how to structure and fund fire prevention education programs.
2. The group will develop and maintain a catalog of free and low-cost public education materials available to fire departments. (This project is currently part of the videotape effort so it involves no additional work).

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- o The group will meet twice annually during major, scheduled national fire service meetings. In addition, the group will conduct quarterly conference calls. Individual members will be assigned projects by the group as a whole.

The group's first meeting could be during the International Association of Fire Chief's annual convention in Anaheim this September. Several of the proposed members are likely to attend on their own, the rest surely would enjoy attending. The first meeting will focus on organization, definition of the problem of why public and private officials seem to resist greater support of public education, and discussion of a plan to deal with the problem. Some initial projects could be authorized during the first meeting. Obviously, Phil Schaenman will be a major resource to the group.

- o Costs would be relatively minimal, related almost entirely to travel. I would not recommend that members receive any fee or honoraria.

A detailed annual budget is attached. Cost of the first meeting would be about \$5,500. (See budget)

If you concur with these recommendations, we should proceed quickly with the following actions:

1. development of basic materials describing in greater detail the project and relationship to TI's overall program, an agenda for the first meeting.
2. recruitment of five members.
3. scheduling of and other preparations for first meeting.

attachment

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