

# Home Fire Sprinkler General Prevention & Awareness Campaign

## Fiscal Year 2010 Summary Report

July 1, 2011 – September 30, 2012



**Home Fire Sprinkler<sup>®</sup>**  
**COALITION**  
Protect What You Value Most<sup>™</sup>



# Mission Statement

The Home Fire Sprinkler Coalition is highly committed to protecting the ultimate value of human life, striving for a nation in which not a single man, woman or child dies needlessly in a tragic fire.

The mission of the nonprofit Home Fire Sprinkler Coalition is to save lives by increasing awareness of the benefits and availability of home fire sprinkler systems, ultimately increasing the number of installations in new one- and two-family dwellings.

## Home Fire Sprinkler General Prevention & Awareness Campaign

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### HFSC BOARD

**American Fire Sprinkler Association**

**Canadian Automatic  
Sprinkler Association**

**International Association of Fire Chiefs**

**National Association  
of State Fire Marshals**

**National Fire Protection Association**

**National Fire Sprinkler Association**

**Phoenix Society**

**State Farm Insurance**

**Underwriters Laboratories Inc.**

**U.S. Fire Administration**



**Home Fire Sprinkler®**

**C O A L I T I O N**

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# Introduction

HFSC requested this grant to help us respond to the unprecedented level of negativity and inaccurate information about home fire sprinkler systems that is harming both voluntary and code-required installations in communities across the country. We put in place a multi-faceted strategy to correct the most common misinformation. We created turnkey tools to help the fire service promote home fire sprinklers. We provided key audiences that impact consumer decision-making with facts and new materials. Our project built upon past grant funding and continued our exclusive focus on noncommercial education about the life-safety benefits of installing home fire sprinklers.

A central component was our development of three digital and print multimedia public service announcements (PSAs) that use humor to overturn myths. The free PSAs can be downloaded online and customized with fire department logos and URLs, then placed on websites, and pitched to print/broadcast media, movie theaters and others.

We encouraged more local fire service educational outreach through our proven Built for Life Fire Department (BFLFD) program, with more than 2,500 large, small, rural and urban fire departments. BFLFDs pledge to make home fire sprinklers a local focus, and in return we provide free materials and support to assist them. Our

project awarded 50 BFLFDs with \$1,000 stipends to build and present educational side-by-side fire and sprinkler burn demonstrations. These events are far less costly than sprinkler demonstration trailers but most departments still need help to build them. The stipends were a boon for fire safety education across the United States. Sanford (Maine) Fire Marshal Pete Cutrer (who drew an audience of more than 1,000) said, "Without the (stipend), we couldn't have done it."

To help fire departments use the new myth-busting PSAs more prominently, we awarded another 50 \$1,000 stipends to BFLFDs so they could run paid placements of the PSAs. Feedback from the 50 awardees showed that many conducted local media for the first time. This program motivated them to extend their educational reach through media and unconventional methods, such as showing advertisements at movie theaters and sporting events. One awardee was the Grand Chute (Wisconsin) Fire Department, which placed one of the PSAs in a movie theater and on the screen at a Wisconsin Timber Rattlers minor league baseball game.

We promoted both stipend programs to the fire service through advertisements placed in *Firehouse*, *FireRescue*, *Fire Engineering*, *Fire Chief* and *IAFC On Scene*; and e-blasted through *Firehouse*, *Fire Chief*, *Fire Engineering* and

*FireRescue*. HFSC exhibited at the Fire Department Instructors Conference, Fire-Rescue International and the National Fire Protection Association Conference & Expo to promote the BFLFD program, the stipends and our free resources, and to meet with the fire service.

In response to the troubling trend of consistent sprinkler negativity and misinformation within the water industry, we created a comprehensive new tool that clears up confusion among water suppliers about home fire sprinkler system water supply, connections and usage. Educating this group is essential since ignorance leads to enormous tap fees, costly pipe size increases, and other unfair penalties. To ensure our new tools addressed the most timely questions and concerns, HFSC worked with two committees of the American Water Works Association (AWWA). Their participation was extremely valuable to this process because it not only provided important input, but it also helped to ensure that the materials would ultimately be embraced by the water industry. We utilized brand new fire sprinkler animation and graphics donated to HFSC from a partner group. We used interviews with key water and fire officials to demonstrate actual local experience with home fire sprinkler systems. Early interest was extremely high, with more than

*continues*

# Introduction *(continued)*

500 preorders made before the materials were finished and with more than 32,000 individuals reached through our social media promotion. The new materials include a video (separated into five chapters to encourage viewing) on DVD, YouTube and on HFSC's website, and a detailed brochure. We promoted these new materials to the fire service through media and conventions and to water and other officials through conventions for AWWA and the International City/County Management Association. We also promoted them with media targeting public officials and water providers in *American City & County*, *AWWA Journal* and the International Code Council's *Building Safety Journal*.

Homebuilders are a priority audience for HFSC and continuous anti-code efforts makes outreach to them essential. We exhibited to more than 50,000 members of the homebuilding industry at the 2012 International Builders' Show (IBS) and promoted our free builder education materials. We used an interactive booth game to present key points and dispel myths, which drew builders willing to wait an average of 15 minutes to participate, learning as they waited. Advertisements offering HFSC resources ran in magazines reaching over 465,000 members of the homebuilding industry.

Another smart strategy to educate homebuilders and water/public works officials

was our partnership with Hanley Wood publishing. Hanley Wood developed an accredited online training course, which was introduced at IBS and promoted through a variety of Hanley Wood programs and media. During the grant period, 752 signed up for the course. All course users opted in to receive HFSC interactions, allowing us the opportunity to share our educational outreach indefinitely.

This grant has helped communities all across the U.S. It responds to key problems faced by fire departments and addresses them with facts, increased outreach, and new materials that respond directly to documented need. We tested our materials for effectiveness prior to completion and revised accordingly. We created turnkey materials so fire departments of any size, experience and skill could use them effectively within their local service areas.

Every time a home is built without a fire sprinkler system, generations of families miss out on the ultimate protection from fire. This grant award is directly helping to reduce the problem of civilian and firefighter deaths and injuries in one- and two-family homes. Our project is helping more fire departments advocate for home fire sprinklers because they can use our tools and successful methods to spread facts, offset myths and negativity and increase interest. The project is helping departments with

home fire sprinkler education regardless of their size, budget, or experience in teaching about sprinklers. Feedback shows that experienced departments readily used the PSAs, while the media stipend awards gave confidence to fire departments that had never tried to place media before and didn't know how. The side-by-side stipends helped the fire service bring dramatic and memorable education to people of all ages in their communities. For many, it was the first time they had actively promoted fire sprinklers. The new water supply educational materials will have a far-reaching impact, preventing the problem of home fire sprinkler ignorance within this key audience that has so much power and influence over local sprinkler installations. Finally, our continued educational press within the homebuilding and public works fields is making a difference. While national groups will no doubt continue to fight code adoption, individual builders are readily learning that a sprinklered home is perceived as having more value to prospective buyers. The Hanley Wood course proves there is active and sustained interest in this information.



## Home Fire Sprinkler®

C O A L I T I O N  
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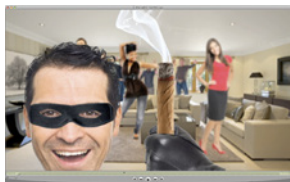


# Home Fire Sprinkler Public Service Announcements (PSAs)

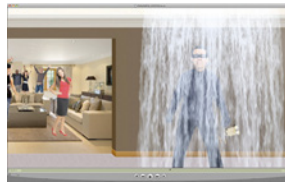
HFSC introduced three new digital public service announcements (PSAs) and print advertisements that dispel Hollywood myths about home fire sprinklers. The PSAs are designed for fire departments to use on websites and to display through local media outlets and can be customized with fire department's logos and contact information.

Each PSA spoofs a movie set where a burglar tries to clear a room by setting off the entire fire sprinkler system. His antics fail, but the humor succeeds at entertaining and educating.

- **PSA #1:**  
Smoke will not set off fire sprinklers.

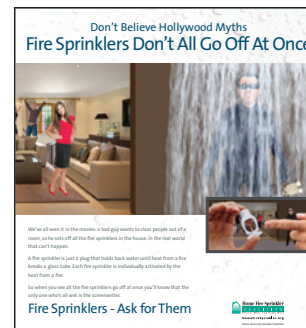


- **PSA #2:**  
Only fire will set off fire sprinklers.



Fifty members of HFSC's Built For Life Fire Department (BFLFD) program received \$1,000 stipends to assist them with placing the PSAs in their local media markets to educate homeowners about home fire sprinklers. An additional 100 BFLFDs received free customization with their logos and contact information on the PSA videos and print advertisements.

- **PSA #3:**  
Fire sprinklers do not all go off at once.



# Built for Life Fire Department (BFLFD) PSA Media Stipend Program

Members of the BFLFD program were invited to apply for a \$1,000 stipend to place HFSC's home fire sprinkler public service announcements (PSAs) in local media outlets (such as television stations, newspapers, movie theaters, and sports venues) and evaluate their campaigns. An additional 100 BFLFDs received free customization that added their logos and contact information on the PSA videos and print advertisements.

The following 50 BFLFD member departments received the stipend and completed the program:

**Anaheim Fire & Rescue**  
Anaheim, California

**Ashburn Volunteer Fire Rescue Department**  
Ashburn, Virginia

**Bay Leaf Volunteer Fire Department**  
Raleigh, North Carolina

**Brighton Area Fire Authority**  
Brighton, Michigan

**Campbell Fire Department, Town of**  
La Crosse, Wisconsin

**Cedar Rapids Fire Department**  
Cedar Rapids, Iowa

**Charleston Fire Department**  
Charleston, Illinois

**Charleston Fire Department**  
Charleston, South Carolina

**Clackamas Fire District #1**  
Milwaukie, Oregon

**Colorado River Fire Rescue**  
Rifle, Colorado

**Columbia Fire Department**  
Columbia, Missouri

**Deerfield-Bannockburn Fire Department**  
Deerfield, Illinois

**Dryden Fire Department**  
Dryden, New York

**Elko Fire Department,**  
**City of**  
Elko, Nevada

**E.S.C.A.P.E.**  
Kalamazoo, Michigan

**Fire Chiefs Association of Massachusetts**  
North Andover, Massachusetts

**Fort Wayne Fire Department**  
Fort Wayne, Indiana

**Fox River Grove Fire Protection District**  
Fox River Grove, Illinois

**Glenwood Springs, City of**  
Glenwood Springs, Colorado

**Grand Chute Fire Department**  
Grand Chute, Wisconsin

**Grand Rapids Fire Department**  
Grand Rapids, Michigan

*continues*

# Built for Life Fire Department (BFLFD) PSA Media Stipend Program *(continued)*

## Hillcrest Fire Company #1

Spring Valley, New York

## Kalamazoo Department of Public Safety

Kalamazoo, Michigan

## Lake Valley Fire Protection District

South Lake Tahoe, California

## Lee County Fire Marshal's Association

Estero, Florida

## Lyndhurst Fire Department

Lyndhurst, Ohio

## Madeira Beach Fire Department

Madeira Beach, Florida

## Marysville Fire District

Marysville, Washington

## Mayfield Village Fire Department

Mayfield Village, Ohio

## Merrimac Fire Department

Merrimac, Massachusetts

## Miami Valley Fire District

Miamisburg, Ohio

## Midway Fire Rescue

Pawleys Island, South Carolina

## New Hampshire Fire Prevention Society

Concord, New Hampshire

## New Lenox Fire Protection District

New Lenox, Illinois

## Northeastern Ohio Fire Prevention Association

Chagrin Falls, Ohio

## Olivet Fire Department

Olivet, Michigan

## Orland Fire Protection District

Orland Park, Illinois

## Owatonna Fire Department

Owatonna, Minnesota

## Pinellas Park Fire Department

Pinellas Park, Florida

## Pittsfield Fire Department

Pittsfield, Massachusetts

## Rogers Fire Department

Rogers, Arkansas

## Sandusky Fire Department

Sandusky, Ohio

## Sanford Fire Department

Sanford, Maine

## Snowmass-Wildcat Fire Protection District

Snowmass Village, Colorado

## Sparks Fire Department

Sparks, Nevada

*continues*



# Built for Life Fire Department (BFLFD) PSA Media Stipend Program *(continued)*

## **Tuscaloosa Fire & Rescue Service**

Tuscaloosa, Alabama

## **Union Fire Company #1**

Carlisle, Pennsylvania

## **Van Buren Fire Department**

Belleville, Michigan

## **Willoughby Fire Department**

Willoughby, Ohio

## **Wyoming Department of Fire Prevention & Electrical Safety**

Cheyenne, Wyoming

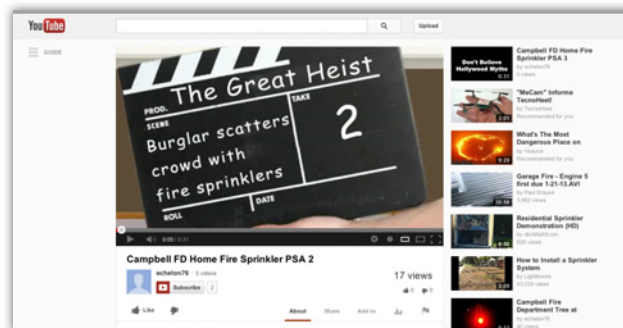
# Built for Life Fire Department (BFLFD) PSA Media Stipend Program

## PUBLIC RELATIONS FROM 50 STIPEND RECIPIENTS

The 50 BFLFDs utilized an HFSC press release announcing their PSA media stipend award and other HFSC public relations tools to garner media attention. Below are samples of some of the media coverage for the PSA media stipend recipients.

### Campbell Fire Department, Town of (Wisconsin)

- YouTube video post by Echelon76 (10/15/12) Cedar Rapids Fire Department (Iowa)
- Facebook post by National Fire Sprinkler Association (08/24/12)
- *The Gazette* website (08/23/12)
- KCRG-TV website (08/23/12)
- "Sprinkler Age Weekly News Brief" e-newsletter (08/29/12)
- YouTube video post by CRFDPIO (08/31/12)



### Charleston Fire Department (Illinois)

- Northern Illinois Fire Sprinkler Advisory Board "Fire Sprinkler Times" e-newsletter (09/19/12)

### Grand Chute Fire Department (Wisconsin)

- WBAY-TV website (08/03/12)

### Grand Rapids Fire Department / E.S.C.A.P.E. (Michigan)

- YouTube video post by EscapeFireSafety (08/08/12)

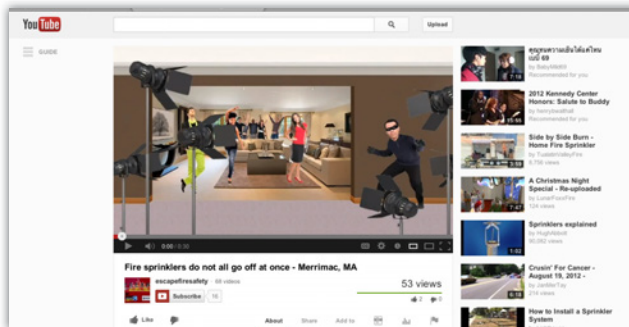
### Marysville Fire District (Washington)

- Marysville Fire District press release (09/11/12)
- *North County Outlook* website (09/18/12)

# Built for Life Fire Department (BFLFD) PSA Media Stipend Program

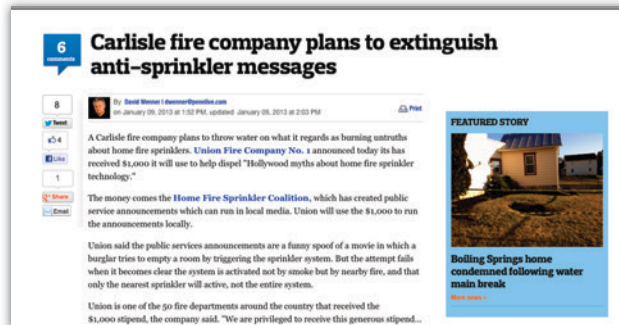
## Merrimac Fire Department (Massachusetts) & E.S.C.A.P.E. (Michigan)

- YouTube video post by EscapeFireSafety (08/08/12)



## Union Fire Company #1 (Pennsylvania)

- *The Patriot-News* website
- *The Sentinel* website



## Orland Fire Protection District (Illinois)

- Orland Fire Protection District website



# Built for Life Fire Department (BFLFD) PSA Media Stipend Program *(continued)*

## MEDIA PLACEMENTS/COMMENTS FROM EVALUATION

**The \$1,000 PSA Media Stipend recipients completed an evaluation, which included information about educational effectiveness and a summary report of information about which PSAs were used and customized, media placement, campaign reach and any other results.**

**The following is information about how some of the PSAs were used and comments from some of the evaluations:**

### PSA #3 (Print & Video)

- Newspaper: *Journal Gazette/Times-Courier* (circulation: 14,994) ran the ad twice; *Daily Eastern News* (circulation: 4,000) ran the ad.
- Local Cable Television: The video played in 450 spots on the Consolidated Cable Network (viewership: 12,400).

I believe the media campaign was a complete success. We had several comments on the advertisements. I would do both the print ad and the video again. We also used the campaign in conjunction with our side-by-side fire and sprinkler burn demonstration during Parents Weekend at Eastern Illinois University. I think we have put an effective campaign together and have reached a large majority of the local population. This could not have been done without the help of the Home Fire Sprinkler Coalition.

*James Calvert  
Charleston Fire Department  
Charleston, Illinois*

### PSA #3 (Video)

- Local Cable Television: Various channels (26,000 cable subscribers).

We selected channels that would target potential home fire sprinklers users and homes with families. We also placed the video on the local channel "crawl" message to add more exposure to our commercial. We had good feedback on the first month alone. People were calling with questions and wanting more information. The commercials are memorable and effective.

*Rudy Ruiz  
Sandusky Fire Department  
Sandusky, Ohio*

*continues*

# Built for Life Fire Department (BFLFD) PSA Media Stipend Program *(continued)*

## PSA #3 (Video)

- Network Television: The PSA aired 58 times for the contracted amount and 35 times as filler at no extra charge on WOOD-TV and WOTV-TV during the weekday morning news (viewership: 871,769).

Three Michigan BFLFDs combined grants to obtain more reach. We ran a fire safety contest with WOTV-TV on Facebook for one family to win four free amusement park tickets. Participants had to correctly state the name of the PSA fire safety campaign that had aired on WOOD-TV and WOTV-TV ("Hollywood Myths about Fire Sprinklers"). The campaign name was correctly stated by 10,800 people.

*John Collins; Ted Jensen; Michael McLeieer  
Olivet Fire Department;  
Grand Rapids Fire Department;  
E.S.C.A.P.E.  
Olivet, Grand Rapids and Kalamazoo,  
Michigan*

## PSA #3 (Video)

- Movie Theater: Viewership of 63,000.
- Minor League Baseball Game: The video was displayed on the large screen at a Wisconsin Timber Rattlers game with attendance of 20,000.

I think anytime you are able to educate the public on a subject it is a success.

*Jesse Pickett  
Grand Chute Fire Department  
Grand Chute, Wisconsin*

## PSA #3 (Video)

- Movie Theaters: Viewership of 450,000.

Three BFLFDs in the Greater Cleveland area combined grants to obtain more reach.

*Michael Carroll; Michael Girbino  
Lyndhurst Fire Department;  
Mayfield Village Fire Department;  
Northeastern Ohio Fire Prevention  
Association,  
Lyndhurst, Mayfield Village and  
Chagrin Falls, Ohio*

## PSA #3 (Print & Video)

- Newspapers: Advertisement ran in the "Home" section of the Sunday edition of *The Gazette* (circulation: 36,333).
- Local Cable Television
- Network Television: Two commercials each ran on three live local high school football games on KCRG-TV. KCRG-TV matched the six commercials with another six during the comedy block for a total of 12 commercials.
- Website

We have received several positive comments from the community and some inquiries about home fire sprinkler systems.

*Greg Beulow  
Cedar Rapids Fire Department  
Cedar Rapids, Iowa*

*continues*



# Built for Life Fire Department (BFLFD) PSA Media Stipend Program *(continued)*

## Other PSA (Graphic Display)

- Graphic Display: Placed on canopy windows of four fire prevention vehicles.
- Website

This was very much a success. The vinyl graphic states, "Protect What You Value Most, Install Residential Fire Sprinklers." No other fire department or district has a PSA message in the area promoting residential fire sprinklers. These graphics are permanent fixtures on our vehicles that will have a lot of exposure to the public for a long time.

*Shawn Olson  
Clackamas Fire District #1  
Milwaukie, Oregon*



## Other PSAs (Print, Audio & Video)

- Radio: KRLT-FM/KOWL-AM (8,000 listeners) and KTHO-FM/AM (8,000 listeners).
- Newspapers: *Tahoe Daily Tribune* (circulation: 21,250) and *Tahoe Mountain News* (circulation: 10,000).
- Website: LakeTahoeNews.net (72,278 impressions).

*Leona Allen  
Lake Valley Fire Protection District  
South Lake Tahoe, California*

## PSA #3 (Print & Video)

- Newspaper: Ran in *The Daily News* on three dates.
- Local Cable Television: Aired on Merrimac Channel 18.
- Network Television: Aired 18 times on WCVB-TV for the contracted amount during various times throughout the day for 12 days.

Two Massachusetts BFLFDs combined grants to obtain reach of 1,758,850.

*Michael McLeieer; William Dolan  
Merrimac Fire Department;  
Fire Chiefs Association of Massachusetts  
Merrimac and North Andover,  
Massachusetts*

## PSAs #1, #2 and #3

- Network Television: WVUA-TV aired 27 spots during various times.

*Tilda Mims  
Tuscaloosa Fire & Rescue Service  
Tuscaloosa, Alabama*

## PSAs #1, #2 and #3 (Audio & Video)

- Local Cable & Network Television (viewership: 53,000).
- Radio: The PSA ran for approximately one month.

*Randy Stein  
Pittsfield Fire Department  
Pittsfield, Massachusetts*

## PSA #3 (Video)

- Local Cable Television

*Thomas Maloney  
Marysville Fire District  
Marysville, Washington*

*continues*

# Built for Life Fire Department (BFLFD)

## PSA Media Stipend Program *(continued)*

### PSA #3 (Video)

- Local Cable Television
- Website

*Barbara Murphy  
Ashburn Volunteer Fire Rescue Department  
Ashburn, Virginia*

### PSA #1 (Print & Video)

- Local Cable Television
- PowerPoint Presentation
- Website

*Derryl O'Neal  
Madeira Beach Fire Department  
Madeira Beach, Florida*

### PSA #3 (Video)

- Local Cable Television
- Website

*Ted Jensen  
Grand Rapids Fire Department  
Grand Rapids, Michigan*

### PSAs #1, #2 and #3 (Video)

- Local Cable Television

*Nate Melby  
Campbell Fire Department, Town of  
La Crosse, Wisconsin*

### PSA #1 (Video)

- Local Cable Television
- Movie Theater
- PowerPoint Presentation

*Frank Palmer  
Dryden Fire Department  
Dryden, New York*

### PSA #3 (Video)

- Local Cable Television
- Website

*Michael McLeieer  
E.S.C.A.P.E.  
Kalamazoo, Michigan*

# BFLFD Side-by-Side Demo Stipend Program

Members of the Home Fire Sprinkler Coalition's Built for Life Fire Department program were invited to apply for a \$1,000 stipend to conduct and evaluate local educational side-by-side demonstrations.

The following 50 BFLFD member departments received the stipend and completed the program:

**Alexandria Fire Department**  
Alexandria, Minnesota

**Battlefield Fire Protection District**  
Battlefield, Missouri

**Bay Leaf Volunteer Fire Department\***  
Raleigh, North Carolina

**Blounts Creek Volunteer Fire Department**  
Blounts Creek, North Carolina

**Blue Island Fire Department**  
Blue Island, Illinois

**Bryan Fire Department**  
Bryan, Texas

**Cardinal Joint Fire District**  
Canfield, Ohio

**Carters Valley Volunteer Fire Department**  
Church Hill, Tennessee

**Charleston Fire Department\***  
Charleston, Illinois

**Charleston Fire Department**  
Charleston, West Virginia

**Cheyenne Fire & Rescue**  
Cheyenne, Wyoming

**Clackamas Fire District #1\***  
Milwaukie, Oregon

**Clinton City Fire Department**  
Clinton, Utah

**Coon Rapids Fire Department**  
Coon Rapids, Minnesota

**Crivitz Fire Department**  
Crivitz, Wisconsin

**Decatur Township Fire Department**  
Indianapolis, Indiana

**DeForest Area Fire & EMS Department**  
DeForest, Wisconsin

**Dyersburg Fire Department**  
Dyersburg, Tennessee

**Eau Claire Fire Department**  
Eau Claire, Wisconsin

**Granite Falls Fire District #17**  
Granite Falls, Washington

**Granville Volunteer Fire Department**  
Granville, West Virginia

**Haines City Fire Rescue**  
Haines City, Florida

**Hamilton Township  
Fire Protection District #2**  
Mercerville, New Jersey

**Hillcrest Fire Company #1\***  
Spring Valley, New York

**Hull Fire Department, Town of**  
Stevens Point, Wisconsin

*continues*

# BFLFD Side-by-Side Demo Stipend Program *(continued)*

## Jackson Fire Department

Jackson, Tennessee

## La Marque Fire Department

La Marque, Texas

## Malta Ridge Volunteer Fire Company

Malta, New York

## Manteno Community Fire Protection District

Manteno, IL

## Marshall Fire Department

Marshall, Wisconsin

## Moville Fire Department

Moville, Iowa

## North Myrtle Beach Fire-Rescue Department, City of

North Myrtle Beach, South Carolina

## North Prairie Fire Department

North Prairie, Wisconsin

## Ocoee Fire Department

Ocoee, Florida

## Pearland Fire Department

Pearland, Texas

## Plainfield Fire Protection District

Plainfield, Illinois

## Plainville Fire Department

Plainville, Massachusetts

## Poplar Bluff Fire Department

Poplar Bluff, Missouri

## Rapid City Fire Department

Rapid City, South Dakota

## Reidville Area Fire District

Reidville, South Carolina

## Sandusky Fire Department\*

Sandusky, Ohio

## Sanford Fire Department\*

Sanford, Maine

## Selmer Fire Department

Selmer, Tennessee

## Sherrill-Kenwood Fire Department

Sherrill, New York

## St. Tammany Parish Fire Protection District #4

Mandeville, Louisiana

## Sublimity Fire District

Sublimity, Oregon

## Tinley Park Fire Department

Tinley Park, Illinois

## Tuscaloosa Fire & Rescue Service\*

Tuscaloosa, Alabama

## Vincennes City Fire Department

Vincennes, Indiana

## Wetumpka Fire Department

Wetumpka, Alabama

\*Completed comprehensive education program with side-by-side demonstration, PSA media campaign and public relations.

# BFLFD Side-by-Side Stipend Program

## PUBLIC RELATIONS FROM 50 STIPEND RECIPIENTS

The 50 BFLFDs utilized HFSC press releases announcing their side-by-side demonstration stipend award and event dates and other HFSC public relations tools to garner media attention. Below are samples of some of the media coverage for those side-by-side demonstration events.

### Alexandria Fire Department (Minnesota)

- *Echo Press* website (06/15/12)

### Cardinal Joint Fire District (Ohio)

- *Town Crier* website (02/02/12)



### Charleston Fire Department (Illinois)

- Northern Illinois Fire Sprinkler Advisory Board "Fire Sprinkler Times" e-newsletter (09/19/12)

### Cheyenne Fire & Rescue (Wyoming)

- Cheyenne Fire & Rescue press release (05/25/12)
- KGAB-AM website (05/31/12)



### Clinton City Fire Department (Utah)

- *Standard-Examiner* website (07/11/12)

### Dyersburg Fire Department (Tennessee)

- National Fire Protection Association "Fire Sprinkler Initiative" blog (07/27/12)
- National Fire Protection Association "Fire Sprinkler Initiative News" e-newsletter (August 2012)
- *Dyersburg State Gazette* website (07/26/12 & 07/31/12)



continues



# BFLFD Side-by-Side Stipend Program *(continued)*

## Eau Claire Fire Department (Wisconsin)

- City of Eau Claire website (04/21/12)
- *The Spectator* website (05/03/12)
- University of Wisconsin – Eau Claire website (04/26/12)
- WEAU-TV newscast and website (05/01/12)
- WQOW-TV newscast and website (05/01/12)



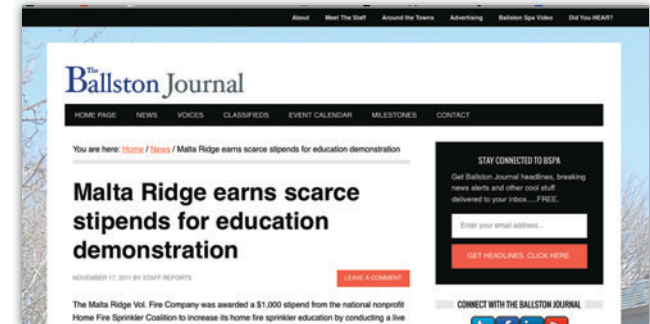
## Granite Falls Fire District #17 (Washington)

- *Daily Herald* website (04/07/12)
- Granite Falls Fire District #17 "Fire Insider" newsletter (Spring/Summer 2012)
- *Lake Stevens Journal* website (03/20/12 & 05/01/12)



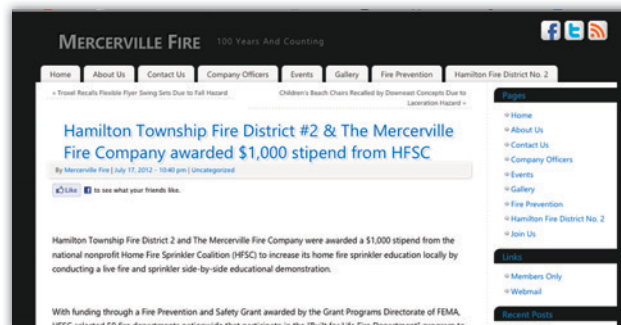
## Malta Ridge Volunteer Fire Company (New York)

- *Ballston Journal* website (11/17/11)
- *Saratoga County Spotlight* website (11/16/11)
- *The Saratogian* website (11/20/11)



## Hamilton Township Fire District #2

- Mercerville Fire website (07/17/12)



## North Myrtle Beach Fire-Rescue Department, City of (South Carolina)

- City of North Myrtle Beach press releases (12/02/11 & 08/03/12)
- *Morning News* website (10/12/12)
- *North Myrtle Beach Times* (p. 1A & 12A) and website (10/25/12)



*continues*

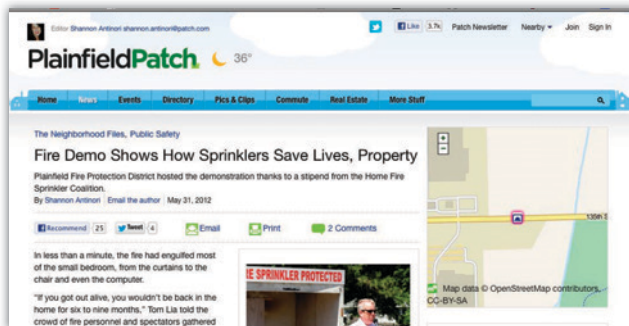
# BFLFD Side-by-Side Stipend Program *(continued)*

## North Prairie Fire Department (Wisconsin)

- National Fire Sprinkler Association – Wisconsin Chapter blog (10/17/11)

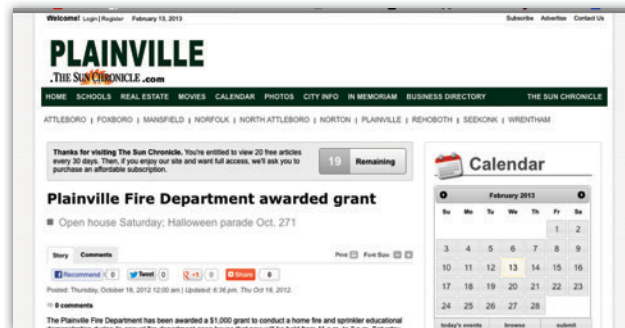
## Plainfield Fire Protection District (Illinois)

- Facebook post by Northern Illinois Fire Sprinkler Advisory Board (05/31/12)
- Northern Illinois Fire Sprinkler Advisory Board “Fire Sprinkler Times” e-newsletter (09/19/12)
- Plainfield Patch website (05/29/12 & 05/31/12)
- TribLocal – Plainfield website (05/29/12, 06/01/12 & 06/05/12)
- Twitter post by @PlainfieldPatch (05/31/12)



## Plainville Fire Department (Massachusetts)

- The Sun Chronicle website



## Sanford Fire Department (Maine)

- Journal Tribune website (02/11/12)
- Sanford News (p.1; 02/16/12)
- National Fire Protection Association “Fire Sprinkler Initiative” blog (04/16/12)
- WGME-TV newscast and website (02/21/12)
- YouTube video post by WSSRCTV (04/12/12)



## St. Tammany Parish Fire Protection District #4 (Louisiana)

- The St. Tammany News website (04/25/12 & 05/06/12)
- The Times-Picayune website (04/25/12)



## Sublimity Fire District (Oregon)

- Statesman Journal website (10/25/11)

## Tinley Park Fire Department (Illinois)

- Northern Illinois Fire Sprinkler Advisory Board “Fire Sprinkler Times” e-newsletter (09/19/12)

# BFLFD Side-by-Side Stipend Program

## COMMENTS FROM EVALUATION

**The \$1,000 Side-by-Side Demo Stipend recipients completed an evaluation, which included comments about educational effectiveness and a summary report of information about the audience, how the event was promoted, media coverage, use of HFSC's side-by-side demonstration kit, sponsor information and any other results.**

**The following are comments from some of the evaluations:**

The live burn demonstrations were conducted at the Douglas County Fairgrounds in Alexandria during the 137th Minnesota State Fire Department Conference. We had 383 delegates and 255 guests at the conference. Bleachers were set up so approximately 75 people watched the entire demonstration while many others saw parts of it. Most people could not believe how fast and destructive fire can be. They were able to look closely at the burnt out room and what little damage was done in the fire sprinkler protected room. We also had thermocouples in each of the burn cells and announced to the audience the time and temperature during each burn.

Prior to the burn, the local TV station and newspaper did interviews and we were live on two radio stations.

*Dennis Stark  
Alexandria Fire Department  
Alexandria, Minnesota*

We feel our first side-by-side demo was a great success based on the reaction and opinions of those who attended. We had a variety of people from families who are thinking of building a new home, a state representative from the Home Builders Association, and representatives from various insurance companies. The Home Builders Association was impressed. The audience learned that fire travels fast and that there is a response difference in the two types of smoke alarms; we had photoelectric and ionization smoke alarms. Our sponsors have already committed to our next event.

*Rudy Ruiz  
Sandusky Fire Department  
Sandusky, Ohio*

*continues*

# BFLFD Side-by-Side Stipend Program *(continued)*

This was our first side-by-side burn and we had approximately 100 people in attendance. We were extremely satisfied with the positive interaction and message relayed. It was a great learning experience for our middle school children. It always proves difficult to engage this age group with fire prevention material, and I feel this avenue was a huge accomplishment in that regard. We promoted the event through the school as an assembly-type function. Staff remarked that it was amazing to see the effect of home fire sprinklers.

*Brandon Hamilton  
Sublimity Fire District  
Sublimity, Oregon*

With 200 people in attendance, this was a really excellent first-time demonstration for our community. It was very different from anything we've done in the past. Talking about the need for smoke alarms and fire sprinklers in residential buildings is one thing, but being able to show the raw power of fire hammers the message home. All participants, young and old, were captivated and enjoyed being able to walk closer and see the damage after the fires were out. We had two firefighters posted at each burn room to answer any questions. There was quite a bit of buzz.

I intend to work the burn rooms into more programs, such as fire safety for college students (dorm rooms demos) and will use the burn rooms' shells for other demos, such as real Christmas tree versus fake Christmas tree, etc.

*Stephanie Klock  
DeForest Area Fire & EMS Department  
DeForest, Wisconsin*

Over 500 people attended the event at the high school, which included children, elected officials and other contractors. The directions provided in HFSC's Fire and Sprinkler Burn Demonstration Kit were very well written and helpful. We even placed a camera within the protected unit to show the sprinkler activate. Some in the audience were "surprised at how fast the fire spread" and "how fast the sprinkler put out the fire."

Four separate media outlets covered the event, making primetime news and front page of the newspapers.

*Peter Cutrer  
Sanford Fire Department  
Sanford, Maine*

*continues*

# BFLFD Side-by-Side Stipend Program *(continued)*

The event drew University of Wisconsin – Eau Claire (UWEC) students, resident assistants, staff, Eau Claire City Council members, firefighters and others. They were entertained, and I could see that they saw the power of fire and the power of a fire sprinkler system. We had someone from UWEC that will make a video of it, the local newspaper, UWEC newspaper and both TV stations in attendance. I believe UWEC and our sponsors would support another demonstration in the future.

*Michael Laska  
Eau Claire Fire Department  
Eau Claire, Wisconsin*

We held the event during Parents Weekend at Eastern Illinois University (EIU). Initially, the audience members were entertained because it was a room on fire, but after we extinguished the unsprinklered fire and allowed them to go up close and see the computer melted, clothes burnt and the TV gone as if all of it was their own, it sunk in and definitely made an impact. Media that attended included the local and campus newspapers and the campus TV station.

Afterward, we noted many posts and comments from the audience made on the Facebook page for EIU Housing, which was a page we used to publicize the event. They stated how well the program was displayed. We concluded that the program had a positive influence on the audience. EIU Housing & Dining, our City Fathers, fire department staff, and EIU's safety director all have expressed positive feedback from this program.

*Pat Goodwin  
Charleston Fire Department  
Charleston, Illinois*

For holding the event for the first time, the crowd was more than fire personnel expected with approximately 100 people witnessing the live burn demonstration at a public safety open house during Fire Prevention Month. The main comments heard by public safety personnel were that the audience members never knew how fast a fire could grow and they were amazed at the amount of damage it caused. Also, people could not believe how fast the sprinkler went off and how much damage it prevented. The demonstration was an eye-opener and several people asked about how they could have fire sprinklers installed in their houses if and when they build. Several people indicated they wish they had known about fire sprinklers when they built their homes.

Based on positive feedback from the attendees, fire personnel look forward to making it an annual event. The sponsors and supporters were very pleased and are all excited to do it again next year.

*Kristine Stokes  
North Myrtle Beach Fire-Rescue  
Department, City of North Myrtle Beach,  
South Carolina*

*continues*



# BFLFD Side-by-Side Stipend Program *(continued)*

The audience was awed by how little time it took for the burn room to go up in flames and how little fire damage was done to the sprinklered room. The unsprinklered room flashed over at two minutes and 16 seconds and the sprinkler activated in the sprinklered room at 25 seconds.

*Peter Shaw  
Malta Ridge Volunteer Fire Company  
Malta, New York*

We had a crowd of approximately 300 to 400 people with elected officials in attendance. We had a guest speaker from the National Fire Protection Association. The audience saw how fire sprinklers effectively control a fire and very much liked the presentation. We could hear it in their voices and applause. Our Board of Directors is very much supportive of our continuing efforts to promote residential fire sprinklers.

*Shawn Olson  
Clackamas Fire District #1  
Milwaukie, Oregon*

We had 200 people attend the demonstration, which was our first and will not be our last. We are excited about doing this again next year.

*Kevin McElroy  
Hamilton Township Fire District #2  
Mercerville, New Jersey*

We held the demonstration in conjunction with Clinton City's Heritage Days and had about 200 people view the demonstration.

*David Olsen  
Clinton City Fire Department  
Clinton, Utah*

The *Dyersburg State Gazette* was on hand at the event as well as several of our citizens and contractors. The demonstration was a success as I had one gentleman commit to adding fire sprinklers to his new home that will start construction this fall.

We have asked our sponsors to support another presentation in the spring of 2013.

*Mark Sykes  
Dyersburg Fire Department  
Dyersburg, Tennessee*

We had a thermal imaging camera to tell the audience how hot the fire was getting every 30 seconds. Channel 58 news from Milwaukee attended.

*Carrie Rydzik  
North Prairie Fire Department  
North Prairie, Wisconsin*

*continues*

# BFLFD Side-by-Side Stipend Program *(continued)*

The event was held at the opening of the Farmers Market. The audience was entertained at first and then learned how fast fire can spread. They thought this was a great program.

*Gordon Becher  
Vincennes City Fire Department  
Vincennes, Indiana*

Approximately 500 people attended the demonstration at the 2nd Annual Memorial Ride and Cook-Off, which was hosted by the Texas LODD Task Force at the Galveston County Fairgrounds. They had no idea how fast fire grows to untenable conditions.

*Roland Garcia  
Pearland Fire Department  
Pearland, Texas*

.....

We held two demonstrations: one at Three Rivers College and one at a local Home Depot. Attendees remarked how fast the fire burned and how quick the sprinkler reacted to the fire. Our supporters like the Three Rivers College, our city building department, and Harrison Sprinkler Company were all pleased with it.

*Bob Caswell  
Poplar Bluff Fire Department  
Poplar Bluff, MO*

# Fire Service Trade Shows

HFSC promoted its materials and programs to the fire service at the following conventions:

## Fire Department Instructors Conference (FDIC)

- April 19-21, 2012
- Indiana Convention Center  
Indianapolis, Indiana
- 10 x 10-square-foot booth space

## Fire-Rescue International (FRI)

- August 26 & 27, 2011
- Georgia World Congress Convention Center  
Atlanta, Georgia
- 10 x 10-square-foot booth space

## National Fire Protection Association (NFPA) Conference & Expo

- June 11-13, 2012
- Mandalay Bay Convention Center  
Las Vegas, Nevada
- 10 x 10-square-foot booth space



# Fire Service Advertising

HFSC developed two print advertisements to promote its education materials, the **Built for Life Fire Department (BFLFD)** program, and the stipend programs.

The first advertisement promotes HFSC's three new public service announcements (PSAs), which dispel myths about fire sprinklers that are generated by Hollywood. The advertisement also encourages fire departments to become members of the BFLFD program and apply for stipends to assist with placing the PSAs in their local media markets.

**New Public Service Announcements Fight Hollywood Fire Sprinkler Myths With Humor**

Hollywood Fire Sprinkler Myths  
**Are All Wet**

**Douse Myths with FREE PSAs**  
Introducing three new public service announcements and print ads that dispel Hollywood myths about fire sprinklers. Each sports a movie set where a burglar tries to clear a room full of people by setting off the sprinkler system. His antics fail, but the humor succeeds at entertaining AND educating.

HFSC offers the PSAs and ads at no cost. You're encouraged to customize them with your fire department name and use the videos on TV, in movie theaters and on your website.

**\$1,000 Media Stipends Available**  
BUILT FOR LIFE Fire Departments can apply for a \$1,000 stipend to customize the PSAs and print ads and cover local media placement costs. HFSC will award 50 stipends and provide free customization for an additional 100 BUILT FOR LIFE fire departments.

**Sign up today!**  
Only BUILT FOR LIFE Fire Departments can apply for the stipends, so sign up today at [homefiresprinkler.org/BFLFD](http://homefiresprinkler.org/BFLFD).

Find out more and apply for the stipend and free customization at [HomeFireSprinkler.org/psa-information](http://HomeFireSprinkler.org/psa-information).

**BUILT FOR LIFE FIRE DEPARTMENT COALITION**  
[homefiresprinkler.org](http://homefiresprinkler.org)

©2012 Home Fire Sprinkler Coalition

The second advertisement announces the release of the new "Understanding Water Supply for Home Fire Sprinkler Systems" Guide. BFLFDs can request copies of the guide to educate water purveyors in their communities about home fire sprinklers.

**The single-page, four-color advertisements appeared in the following national fire service trade publications:**

- **Firehouse**: May & June 2012 issues; circulation 83,538 for each issue
- **FireRescue**: May & June 2012 issues; circulation 56,270 for each issue
- **Fire Chief**: May & June 2012 issues; circulation 50,242 for each issue
- **Fire Engineering**: May & June 2012 issues; circulation 52,641 for each issue
- **IAFC On Scene**: May 15 & June 15, 2012 issues; circulation 12,500 for each issue

**TOTAL CIRCULATION: 1,020,764 gross**

*The ad included a QR (Quick Response) code that, when scanned with a smartphone, links to the PSA section of HFSC's website.*

**Home Fire Sprinklers Save Lives and Water**

**YOUR LOCAL WATER PURVEYORS NEED THIS FREE GUIDE**

Of course home fire sprinklers save lives and property. They also save water and reduce pollution. Those are vital improvements to your community. But your local water purveyors may not realize these benefits. If not, they'll charge too much for sprinkler connections. You can help them learn the facts.

Fire sprinklers control home fires using 90% less water than fire departments use, with fewer persistent pollutants in wastewater. No other home fire protection feature can do the same.

- Home sprinkler systems discharge an average 341 gallons per fire\* – not a significant demand on municipal water.
- A ¾" meter will accommodate most 1- and 2-family houses.
- Many communities are now offering water supply incentives to reward homeowners for protecting their homes with sprinklers.

**Order your FREE Guide today by visiting [HomeFireSprinkler.org/water](http://HomeFireSprinkler.org/water).**

**Brush up on home fire sprinkler systems by taking a FREE accredited course offered by Hanley Wood at [HanleyWoodUniversity.com](http://HanleyWoodUniversity.com) - search for HFSC.**

**WHAT YOU NEED TO KNOW**  
Help water purveyors in your community learn the facts about home fire sprinkler installations and water usage. HFSC's free Guide for Water Purveyors contains the information they need right now. Order your free kit at [HomeFireSprinkler.org/water](http://HomeFireSprinkler.org/water).

**Home Fire Sprinkler COALITION**  
Preventing What's Your Water? Moving  
[HomeFireSprinkler.org](http://HomeFireSprinkler.org)

\* Visit [HomeFireSprinkler.org](http://HomeFireSprinkler.org) for sources.

©2012 Home Fire Sprinkler Coalition, Inc. All Rights Reserved.

*The ad included a QR code that links to the water purveyor section of HFSC's website.*

*continues*



# Fire Service Advertising *(continued)*

Additionally, placement of the print advertisements led to free value-added opportunities through some of the publications.

- **Firehouse:** Free article on publication's website (Firehouse.com) on July 11, 2012; estimated value \$3,000
- **FireRescue:** Free leaderboard banner advertisement on publication's website (FirefighterNation.com) for two months in August & September 2012; estimated value \$1,125
- **Fire Chief:** Free banner advertisement on publication's website for two months in August & September 2012; estimated value \$2,000
- **Fire Engineering:**
  - Free company profile for HFSC in May 2012 issue; estimated value \$4,800
  - Free e-blast message to subscribers of publication's e-newsletter on July 16, 2012; resulted in 2,900 messages delivered, 800 opened (27.59% open rate) and 29 click-throughs; estimated value \$3,500

**TOTAL ESTIMATED VALUE: \$14,425**



**\$1,000 Media Stipends Available**  
Free Public Service Announcements Fight Hollywood Fire Sprinkler Myths With Humor





**New Public Service Announcements Fight Hollywood Fire Sprinkler Myths With Humor**

**Douse Myths with Free PSAs**

Introducing three new public service announcements and print ads for your community. You can use the videos on TV, in movie theaters and on your website.

**Need Help Covering Placement Costs?**


**\$1,000 Media Stipends Available**

BUILT FOR LIFE Fire Departments can apply for one of fifty \$1,000 stipends to customize the PSAs and print ads and cover media placement costs. HFSC will also provide free customization for an additional 100 BUILT FOR LIFE Fire Departments.

**Sign up today!**

Only BUILT FOR LIFE Fire Departments can apply for the stipends, so sign up today at [homefiresprinkler.org/BFLFD](http://homefiresprinkler.org/BFLFD).

Find out more and apply for the stipend and free customization at [HomeFireSprinkler.org/psa-information](http://HomeFireSprinkler.org/psa-information)



*continues*



# Fire Service Advertising *(continued)*

To supplement the print advertisements and reach more members of the fire service, HFSC created three e-blast messages. One message announced the available side-by-side stipends, another announced the PSA media stipends, and the third announced the new "Understanding Water Supply for Home Fire Sprinkler Systems" Guide.

## "Receive \$1,000 To Conduct A Live Burn"

- **Firehouse:** September 17, 2011 e-blast; resulted in 144,212 messages delivered, 16,133 opened (11.19% open rate) and 1,099 click-throughs

## "Receive \$1,000 Stipend To Run New Sprinkler PSAs"

- **Firehouse:** May 19, 2012 e-blast; resulted in 127,951 messages delivered, 13,051 opened (10.20% open rate) and 631 click-throughs
- **FireRescue:** May 28, 2012 e-blast; resulted in 47,576 messages delivered, 6,552 opened (13.77% open rate) and 400 click-throughs
- **Fire Chief:** May 26, 2012 e-blast; resulted in 34,387 messages delivered, 5,828 opened (16.95% open rate) and 414 click-throughs

New Public Service Announcements Fight Hollywood Fire Sprinkler Myths With Humor

Hollywood Fire Sprinkler Myths

## Are All Wet

Douse Myths with Free PSAs

Introducing three new public service announcements and print ads for your community. You can use the videos on TV, in movie theaters and on your website.

Need Help Covering Placement Costs?

\$1,000 Media Stipends Available

BUILT FOR LIFE Fire Departments can apply for one of fifty \$1,000 stipends to customize the PSAs and print ads and cover media placement costs. HFSC will also provide free customization for an additional \$500 BUILT FOR LIFE Fire Departments.

Sign up today!

Only BUILT FOR LIFE Fire Departments can apply for the stipends, so sign up today at [homefiresprinkler.org/BFLFD](http://homefiresprinkler.org/BFLFD).

Find out more and apply for the stipend and free customization at [HomeFireSprinkler.org/psa-information](http://HomeFireSprinkler.org/psa-information)

## "Home Fire Sprinklers Save Lives and Water"

- **FireRescue:** September 1, 2012 e-blast; resulted in 49,035 messages delivered, 7,485 opened (15.26% open rate) and 530 click-throughs
- **Fire Chief:** September 1, 2012 e-blast; resulted in 36,652 messages delivered, 7,495 opened (20.45% open rate) and 498 click-throughs

## Home Fire Sprinklers Save Lives and Water

YOUR LOCAL WATER SUPPLIERS NEED THIS FREE GUIDE

Of course home fire sprinklers save lives and property. They also save water and reduce pollution. Those are vital improvements to your community. But your local water suppliers may not realize these benefits. If not, they'll charge too much for sprinkler connections. Now is the time to help them and other stakeholders understand the facts about home fire sprinklers.

Fire sprinklers control home fires using 90% less water than fire departments use — with fewer persistent pollutants in wastewater. No other home fire protection feature can do the same.

Order Your Free Guide today by visiting [homefiresprinkler.org/water](http://homefiresprinkler.org/water).

Home Fire Sprinkler Coalition  
[HomeFireSprinkler.org](http://HomeFireSprinkler.org)

Help water suppliers in your community learn the facts about home fire sprinkler installations and water usage. HFSC's FREE Home Fire Sprinkler System Water Supply Guide contains the information they need right now.

## 50 Fire Departments Will Be Selected to Receive \$1,000 Each to Conduct Fire and Sprinkler Demonstrations

Apply Today!  
Deadline Oct 15, 2011

One of the best ways for a fire department to raise awareness about home fire safety is to host a live fire demonstration. HFSC has developed the Fire and Sprinkler Burn Demonstration Kit to help fire departments — large and small — use this effective teaching tool locally.

Only U.S. BUILT FOR LIFE Fire Departments may apply for the stipend. Those BFLFDs that apply must agree to implement their event and fulfill the Implementation Requirements within six months of their selection notice.

Apply for the \$1,000 Stipend  
Become a BUILT FOR LIFE Fire Department

Sign up for the HFSC BUILT FOR LIFE Fire Department program today!

You are invited to the receive further message from HFSC by forwarding this message to [info@homefiresprinkler.org](mailto:info@homefiresprinkler.org) with "Forward by Address" in the subject line.

Home Fire Sprinkler Coalition  
31200 N. LaGrange Road, Suite 300, Plainfield, IL 60423 877-550-HFSC (4372)

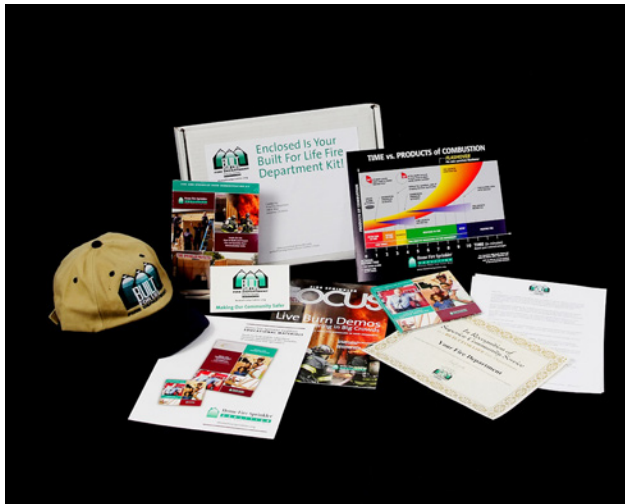
**TOTAL CIRCULATION: 439,813 messages delivered, 56,544 opened (12.86% open rate) and 3,572 click-throughs**

# Fire Service Education Material Reprints

HFSC updated and reprinted some of its most popularly used fire service education materials to be distributed at various fire service trade shows and to fulfill requests for education materials from fire departments across the nation.

- **BUILT FOR LIFE Fire Department Kit:** 1,000 printed

Fire departments that sign up for the BUILT FOR LIFE Fire Department program receive a kit with the following materials: FIRE & SPRINKLER BURN DEMONSTRATION Kit, educational outreach materials, certificate of participation, BUILT FOR LIFE Fire Department window decal, and BUILT FOR LIFE hat.



- **FIRE & SPRINKLER BURN DEMONSTRATION Kit:** 10,000 printed

One of the best ways for a fire department to raise awareness about home fire safety is to host a live fire demonstration. The CD/DVD kit contains all of the information fire departments need to build a fire and sprinkler burn demonstration to compare fire with and without sprinklers.



- **Material Order Form:** 10,000 printed

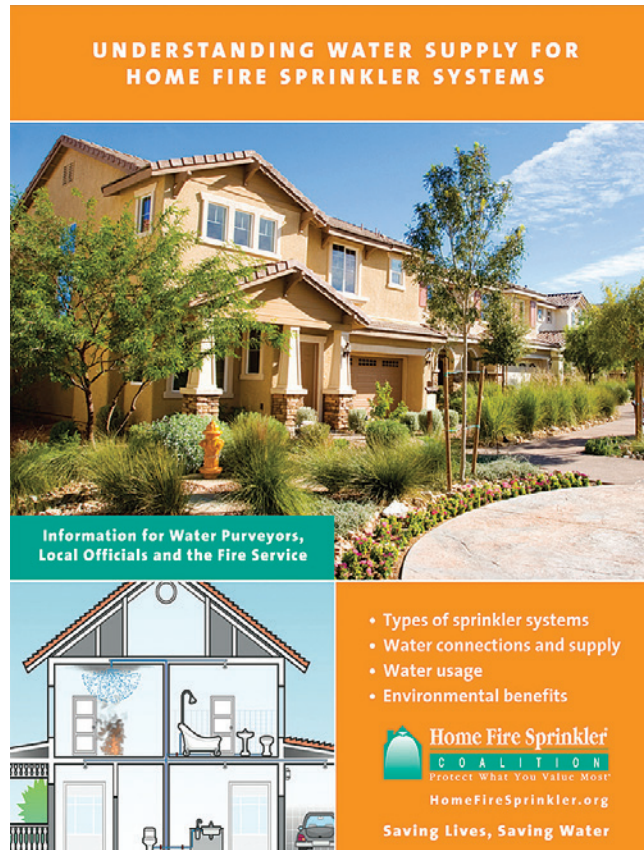
A full catalogue of HFSC's educational materials that can be ordered.



# “Understanding Water Supply for Home Fire Sprinkler Systems” Guide

HFSC worked with the American Water Works Association (AWWA) to create its new “Understanding Water Supply for Home Fire Sprinkler Systems” Guide for water purveyors, public works officials and municipal officials. The guide, which includes a brochure and DVD video, helps dispel misinformation about home fire sprinklers within the water industry. It details water connections, supply and usage, design of stand-alone and multipurpose systems, community improvements and environmental benefits of home fire sprinklers.

HFSC produced 10,000 copies of the guide, which has been requested by members of the water industry, fire officials and policymakers. All of the contents of the guide are available for download on HFSC’s website as well.



*Bill Kirkpatrick, engineering manager for the East Bay Municipal Water District (California), talks about his experience with home fire sprinkler systems, which are required in California.*



# Water Industry Trade Shows

HFSC promoted its materials and programs to water industry officials at the following conventions:

## American Water Works Association (AWWA) Annual Conference & Exposition >

- June 10-13, 2012
- Dallas Convention Center  
Dallas, Texas
- 10 x 10-square-foot booth space



## International City/County Management Association (ICMA) Annual Conference

- September 18-21, 2011
- Frontier Airlines Center  
Milwaukee, Wisconsin
- 10 x 10-square-foot booth space

## International Code Council (ICC) Annual Conference

- October 31-November 1, 2011
- Phoenix Convention Center  
Phoenix, Arizona
- 10 x 10-square-foot booth space



## National League of Cities (NLC) Congress of Cities & Exposition

- November 9-11, 2011
- Phoenix Convention Center  
Phoenix, Arizona
- 10 x 10-square-foot booth space

# Water Industry Advertising

HFSC developed a print advertisement to promote the release of the new "Understanding Water Supply for Home Fire Sprinkler Systems" Guide to water purveyors, public works officials and municipal officials. The advertisement also encourages water purveyors to take HFSC's free accredited course on home fire sprinklers offered by HanleyWoodUniversity.com.

The single-page, four-color advertisement appeared in the following national water industry/municipal official trade publications:

- **American City & County:** June 2012 issue; circulation 69,631
- **AWWA Journal:** June 2012 issue; circulation 43,190
- **Building Safety Journal:** June & August 2012 issues; circulation 32,000 for each issue

**TOTAL CIRCULATION: 176,821 gross**

**Protecting Valuable Lives and Water**

**OUR FREE GUIDE FOR WATER PURVEYORS SHOWS YOU HOW**

In more and more communities, fire sprinkler systems are being installed in one- and two-family homes as a life safety improvement. Of course fire sprinklers save lives and property, but they also save water. Those are vital improvements to every community.

Fire sprinklers control home fires using 90% less water than fire departments use, with fewer persistent pollutants in wastewater. No other home fire protection feature can do the same.

- On average, fire hoses use more than 8.5 times more water than sprinklers do to contain a fire.
- Studies have shown that between 2,900 and 3,200 gallons of water are typically discharged for firefighting at homes without fire sprinkler protection.\*
- Fire sprinkler systems discharged an average of 341 gallons per fire.\*

Visit [HomeFireSprinkler.org/water](http://HomeFireSprinkler.org/water) to learn more.

**You can also take a free accredited course on home fire sprinklers offered by Hanley Wood at HanleyWoodUniversity.com - search for HFSC.**

\*Visit HomeFireSprinkler.org for sources.

**WHAT YOU NEED TO KNOW**

Will you be ready as more and more homes in your community have fire sprinkler systems installed? This free Guide for Water Purveyors contains the information you need right now.

**Home Fire Sprinkler COALITION**  
Protect What You Value Most  
[HomeFireSprinkler.org](http://HomeFireSprinkler.org)

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*The ad included a QR (Quick Response) code that, when scanned with a smartphone, links to the water purveyor section of HFSC's website.*

# Consumer Advertising

To reach parents of young children and older adults, HFSC ran informative advertisements in major magazines reaching more than 3.6 million readers. The advertisements included a QR (Quick Response) code that, when scanned with a smartphone, link to consumer videos about home fire sprinklers on HFSC's website.

The single-page, four-color advertisements appeared in the following national consumer publications:

- **Grand:** March/April & May/June 2012 issues; circulation 250,000 for each issue
- **Parenting:** June 2012 issue; circulation 2,227,350
- **Ready, Set, Grow:** June 2012 issue; circulation 500,000
- **Where to Retire:** March/April & May/June 2012 issues; circulation 200,000 for each issue

**TOTAL CIRCULATION: 3,627,350 gross**

Empty nesters' nests aren't always empty.

Eight out of 10 fire deaths occur in homes and the elderly and very young are most often the victims. Home fires often happen at night when people are sleeping. A room can become engulfed in smoke and flames before anyone awakens.

**PROTECT WHAT YOU VALUE MOST**

A fire sprinkler system is your best protection against fire. Home fire sprinklers are small, inconspicuous and protect you and your loved ones 24/7.

They are also affordable, costing about the same as a carpet upgrade. If you should have a fire, only the closest sprinkler will activate, spraying water directly on the fire, not the rest of the house.

Protect your family. Choose to make your home BUILT FOR LIFE. To learn more about the life saving benefits of fire sprinklers, visit [HomeFireSprinkler.org](http://HomeFireSprinkler.org) or call 877-550-HFSC today.

©2012 Home Fire Sprinkler Coalition

What you don't see could save you.

Eight out of 10 fire deaths occur in homes. Home fires often happen at night when people are sleeping. A room can become engulfed in smoke and flames before anyone awakens.

If you are building a new home, a fire sprinkler system is your best protection against fire. Only the sprinkler closest to the fire will activate, spraying water directly on the fire, not the rest of the house.

Home fire sprinklers are small and inconspicuous. Concealed sprinklers are mounted flush with the ceiling. They are also affordable, costing about the same as a carpet upgrade.

Protect your family. Choose the option that will make your home built for life. To learn more about the life saving benefits of fire sprinklers, visit [HomeFireSprinkler.org](http://HomeFireSprinkler.org) or call 877-550-HFSC (4372) today.

©2012 Home Fire Sprinkler Coalition

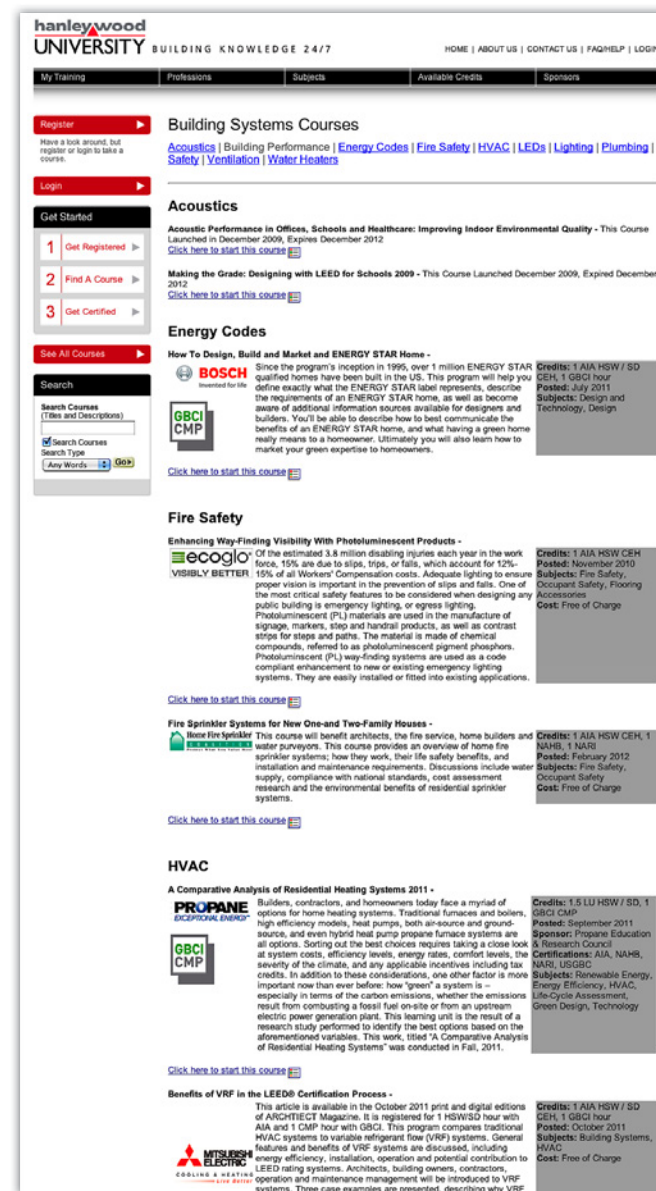


# Homebuilders / Public Works Officials Online Course

Working with Hanley Wood publishing, HFSC developed an accredited continuing education program about home fire sprinklers for architects, homebuilders and public works officials. The program was hosted on HanleyWoodUniversity.com and certified by the National Association of Home Builders (NAHB). It was launched on February 8, 2012. During the grant period, 682 completed the course.

The program was promoted through the following methods:

- Rotating homepage listing on *Builder* magazine's website (ebuild.com) for six months
  - Listing on *Builder's* website (ebuild.com) in the continuing education section for one year
  - One custom e-blast message to subscribers of *Builder's* e-newsletter
  - Four advertisements in e-newsletters for *Builder & Public Works* magazines
  - Two listings in the continuing education section of *Builder's* e-newsletter
  - Hanley Wood University advertising:
    - Magazines: 5.6 million impressions
    - Online: 6.1 million impressions
    - E-Newsletters: 38 million impressions
- Architects: 639
    - Residential & Commercial: 486
    - Residential: 56
    - Commercial: 97
  - Fire Service: 50
  - Homebuilders: 46
  - General Contractors: 56
  - Engineers: 57
  - Public Works Officials: 30
  - Others (Plumbers, Home Inspectors, Real Estate Agents, Students): 134
  - 682 course/final test completions
    - Majority of participants scored 80-100%
  - 845 opt-ins (to HFSC's e-mail and mail distribution lists)



# International Builders' Show

HFSC promoted its materials and programs to homebuilders at the **International Builders' Show (IBS)**:

- February 8-11, 2012
- Orange County Convention Center  
Orlando, Florida
- 40 x 20-square-foot booth space

The International Builders' Show (IBS) was attended by approximately 50,000 members of the homebuilding industry. HFSC staff hosted the interactive Built for Life Game, which displays questions about home fire sprinklers. Homebuilders who answered questions correctly were able to spin the wheel for prizes.

The grand prizes for the Built for Life game were five iPad 2s, while other prizes included tool bucket organizers, HFSC thermos bottles, and HFSC hats.

Homebuilders waited in line for an average of 15 minutes to play the interactive game, increasing their knowledge about the benefits and technology of home fire sprinklers. They were also able to learn facts about fire sprinklers by using HFSC's interactive 3D educational tool and watching videos in the booth.

**More than 350 leads were collected at IBS.**





# Homebuilder Education Material Reprints

HFSC updated and reprinted some of its most popularly used homebuilder education materials to be distributed at the International Builders' Show. Also distributed to fire service for homebuilder and consumer education.

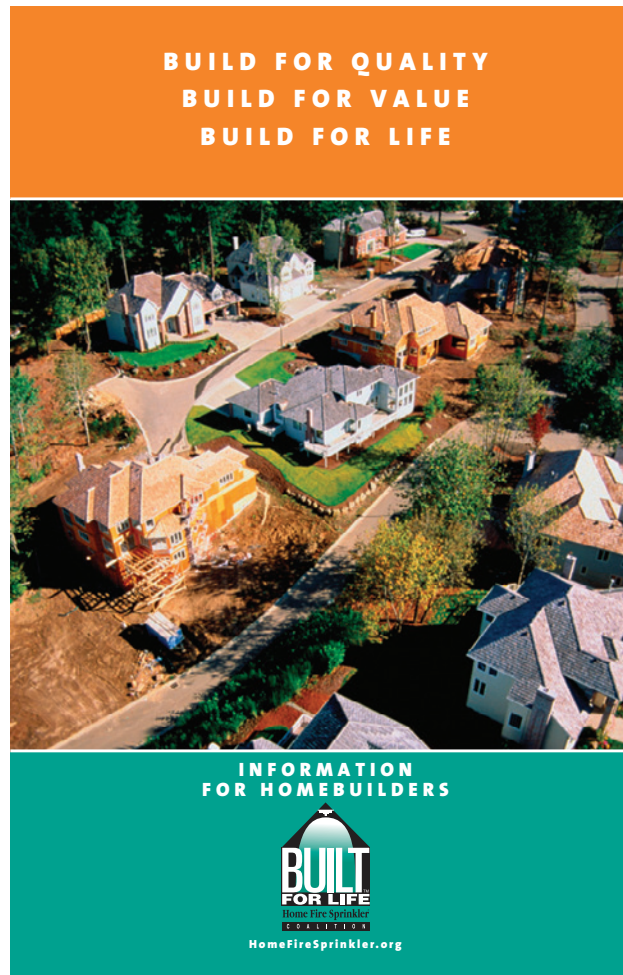
- **BUILT FOR LIFE Builder Kit:** 10,000 printed

The kit includes a brochure and 16-minute DVD with details about the design and installation of a home fire sprinkler system installed in a single-family home according to NFPA 13D.



- **BUILT FOR LIFE Builder Brochure:** 30,000 printed

A stand-alone brochure for homebuilders, which is also included as part of the BUILT FOR LIFE Builder Kit.



- **LIVING WITH SPRINKLERS Kit:** 10,000 printed

Homebuilders distribute this kit to homeowners who have moved into newly constructed homes that have fire sprinklers. The kit's DVD and brochure provide a better understanding of fire sprinklers and how to properly maintain them. Also included are a hangtag to put on the riser, so residents will have ready access to simple sprinkler maintenance and proper usage tips, and a window decal stating that their home is protected with fire sprinklers.



# Homebuilder Advertising

HFSC's homebuilder testimonial advertisement spotlights home fire sprinkler advocates in the homebuilding industry who currently use HFSC materials to explain the benefits of fire sprinklers in homes they build or market. The advertisement also invited homebuilders to learn more by visiting HFSC's booth at the International Builders' Show in Orlando, Florida.

## Featured in the advertisement were:

Bill & Janet Hall  
Goad & Hall Builders  
Pleasant View, Tennessee

The single-page, four-color homebuilder advertisement appeared in the following national homebuilder trade publications:

- **Builder:** January 2012 issue; circulation 114,632
- **BuilderNEWS:** February 2012 issue; circulation 78,320
- **Fine Homebuilding:** December 2011/ January 2012 issue; circulation 228,289
- **Residential Design & Build:** January 2012 issue; circulation 44,004

**TOTAL CIRCULATION: 465,245 gross**

## A Word From A Builder Who Knows

"We believe today's homes are built to be safe. But we also understand how devastating fire can be. One of our relatives lost their entire home to a fire caused by a candle. The fire spread quickly and they were lucky to get out.

Even with that experience, we never thought about fire sprinkler systems in single-family homes until we were required to install them in an entire development. At first we were concerned about the added cost and what they would look like. Once the development was complete, the sprinkler systems increased the value of the homes and our buyers' insurance rates were lower. The sprinklers are concealed, so you really don't notice them.

We use the Home Fire Sprinkler Coalition's free educational material during our open houses and when we do our final walk-through with our buyers. Some of our homebuyers worry that if their smoke alarm goes off when cooking in the kitchen, it will set off the sprinklers. The HFSC materials help us inform our customers that each sprinkler is activated by heat, not smoke, and it takes a real fire to activate one sprinkler.

If we build another home for ourselves, we plan to protect it with a home fire sprinkler system."

Bill and Janet Hall  
Goad & Hall Builders, Pleasant View, TN



VISIT US AT THE  
INTERNATIONAL  
BUILDERS' SHOW  
BOOTH #W909



The Home Fire Sprinkler Coalition (HFSC) is a nonprofit and noncommercial educational organization that offers **FREE** information to homebuilders and their buyers. HFSC's **BUILT FOR LIFE** video provides homebuilders with details about the design and installation of home fire sprinkler systems. Builders can request the **LIVING WITH SPRINKLERS** video for people living in sprinklered homes.

For more information about HFSC's free information, visit [HomeFireSprinkler.org](http://HomeFireSprinkler.org).

## Are You in the Know about Home Fire Sprinklers?

Homebuyers  
Expect You to Be

IT'S AN EMERGING TREND IN HOMEBUILDING AND THEY'RE GETTING A LOT OF ATTENTION FROM PROSPECTIVE BUYERS. HOME FIRE SPRINKLER SYSTEMS. IF YOU'RE NOT IN THE KNOW ON THIS TOPIC, IT COULD COST YOU A CUSTOMER. SO NOW'S THE TIME TO BRUSH UP ON THE FACTS.

All across the U.S. and Canada, live side-by-side demonstrations comparing typical home fires with and without sprinklers are drawing the attention of media, local officials and consumers. What these audiences are learning is that fire sprinklers provide fast and powerful life safety that no other technology can match. The demonstrations are so convincing, audiences leave wanting the same protection in their own homes. In fact, that's exactly what happened when the Lake Mary Fire Department in Florida presented several side-by-side fire demonstrations during public events in 2011. Two local families were so impressed by how fast the sprinkler put out the fire they made the decision to live in homes protected by fire sprinklers.

Increasingly, homebuyers in communities of every size and type are asking their builders for home fire sprinkler systems. With help from the Home Fire Sprinkler Coalition (HFSC) you can have the facts about this advanced form of fire protection right at your fingertips.

Your first stop is HFSC's website - [HomeFireSprinkler.org](http://HomeFireSprinkler.org). HFSC is a nonprofit and noncommercial organization that has been educating the public about home fire sprinklers for 15 years.



HFSC has a free website with a section just for homebuilders. On it, you'll find technical information about installation, including a 3D animation that illustrates a typical home system, and tips for working with contractors.

You can also find out the facts about residential water supply, the costs of installing sprinklers, and simple home maintenance steps. A library of animations and videos provide easy-to-understand information for both consumers and builders.

Also online are materials to help you educate your customers about their new sprinklered home, including the Living with Sprinklers Kit. You can customize it with your company's name. It's a closing package kit they'll really appreciate.

All of HFSC's materials are available free of charge, and most can be downloaded.

What's in it for you? More and more municipalities are offering homebuilders valuable incentives to install residential sprinklers. By building homes with

sprinklers, you may be able to add more residential units, longer dead ends and reduced street widths, less turnarounds, increased hydrant spacing and many other benefits that save money and increase builder profits.

Consider working with your own fire department to present side-by-side live fire and sprinkler demonstrations. They're sure to draw a crowd, as well as the media. If you're offering homes with fire sprinklers, these demonstrations can help you market them.



[HomeFireSprinkler.org](http://HomeFireSprinkler.org)

With the advertisement in *Residential Design & Build*, the publication also offered a free advertorial article in the magazine's "Corporate Notes" section of the January 2012 issue, which had an estimated value of \$6,630.



# National Association of REALTORS Conference & Expo

HFSC promoted its materials and programs to real estate agents at the following convention:

## National Association of REALTORS (NAR) Conference & Expo

- November 11-14, 2011
- Anaheim Convention Center  
Anaheim, California
- 10 x 10-square-foot booth space

The National Association of REALTORS (NAR) Conference & Expo was attended by approximately 19,000 members of the real estate industry.

The attendees that obtained information at the HFSC booth and left their contact information were entered into a random drawing for a chance to win one Flip Video Camera at the end of the conference.

**More than 389 leads were collected at the conference.**



# Real Estate Agent Advertising

HFSC's real estate agent testimonial advertisement spotlights a home fire sprinkler advocate in the real estate industry who currently uses HFSC materials to explain the benefits of fire sprinklers in homes she markets. The advertisement also invited real estate agents to learn more by visiting HFSC's booth at the National Association of REALTORS (NAR) Conference & Expo in Anaheim, California.

## *Featured in the advertisement was:*

Janet Hall, REALTOR  
Keller Williams Realty  
Pleasant View, Tennessee

The single-page, four-color real estate agent advertisement appeared in the following national real estate agent trade publication:

- **REALTOR Magazine - Show Daily:**  
Distributed for three days at 2011 NAR Conference & Expo; circulation 20,000 for each issue

**TOTAL CIRCULATION: 60,000 gross**

Visit HFSC in Booth #252

### Prospective Buyers See Sprinklered Homes as "An Extra Perk"

When REALTOR® Janet Hall shows a new home with fire sprinklers installed, she relies on the expertise of the nonprofit and noncommercial Home Fire Sprinkler Coalition (HFSC) to help her explain the lifesaving technology.

"We use HFSC's educational material during our open houses and when we do our final walk-through with our buyers," Hall says. The free information, which includes brochures, videos and Web downloads, provides real estate professionals with the facts about new home installation, maintenance, and cost, and it helps you counter the common myths that often circulate about fire sprinkler systems.

With increasing interest in fire sprinkler protection, HFSC's information is more valuable to REALTORS® than ever. You can trust HFSC as your resource. HFSC is purely educational. It does not sell products or services.

Hall often teams up with her local fire department to present a live fire demonstration that helps people understand how fast a home fire spreads. She says prospective buyers are impressed with the added protection of fire sprinklers. "They see sprinklered homes as better... more like an extra perk."

HFSC's educational materials help consumers, homebuilders and others understand the lifesaving value of installing fire sprinklers in new houses. And they can help you market your sprinklered homes.

Visit HFSC's Booth #252 to pick up your **FREE** materials.

Janet Hall is a REALTOR® with Keller Williams Realty representing Good and Hall Builders in Pleasant View, Tennessee.

**SOLD 2011**

Home Fire Sprinkler  
COALITION  
Protect What You Value Most  
HomeFireSprinkler.org



# Web Comments

## EXAMPLES OF FEEDBACK ON [WWW.HOMEFIRESPRINKLER.ORG](http://WWW.HOMEFIRESPRINKLER.ORG)

**HFSC receives hundreds of comments via its website. Below are samples of some of the comments:**

We are a small town but extremely dense with great amounts of home additions and renovations. We have had lots of questions regarding home sprinkler systems. We would like to show out citizens all about it. We do not have much money in our department and are looking for any assistance we can get.

*Patrick Brennan  
Hometown Fire Department  
Hometown, Illinois*

Great info. I can't wait to get it and put it all to good use! Thanks.

*Craig Banham  
St. Paul Fire Department  
St. Paul, Minnesota*

Could you please send me all information that you have on your website? We are looking at adopting law to require home fire sprinklers in all new construction in the state. We are in the infancy stage, but the info would be helpful in our meetings with all the parties involved in the process.

*George Korda  
Illinois State Fire Marshal's Office  
Springfield, Illinois*

Please send a few large and small decals with the order for us to place on our apparatus.

*Ken Justice  
Lake City Fire Department  
Lake City, South Carolina*

We promote residential fire sprinklers in a variety of ways, including side-by-side burn demonstrations and different types of presentations.

*Greg Kleinberg  
Medford Fire-Rescue  
Medford, Oregon*

Would you make this stipend available to our Regional Training Center? We work with 352 fire departments in our 12-county region of northeast Pennsylvania.

*Karen A. Flannery  
Luzerne County Community College - Pubic  
Safety Training Center  
Nanticoke, Pennsylvania*

These kits will be given to the homeowners who have home sprinklers installed in their homes.

*James Corcoran  
Brighton Area Fire Department  
Brighton, Michigan*

*continues*

# Web Comments *(continued)*

Today (October 15, 2011), we carried out our Fire Prevention/Public Safety Day. For the first time, we built and did the side-by-side sprinkler demonstration for about 40 people. Four other fire departments were there to observe and participate.

*Miles LaFemina  
Lisbon Volunteer Fire Department  
Lisbon, Connecticut*

I've been a union sprinkler fitter for over 24 years. I used your materials about five years ago while going to fire chief meetings in Madison & St. Clair Counties. I have been asked to do this at a local fire department in Freeburg, Illinois on February 20. I believe we are getting closer to getting some laws passed.

*Ed L. Morgan  
Smithton, Illinois*

Thank you for making these materials available to us here in Colorado Springs, as well as the state of Colorado. We fire marshals are trying to stand down a state bill prohibiting residential sprinkler installations. In our city, we are fighting against the Home Builders Association that desires we go back in time, prior to 2003 Fire Code amendments, to disallow sprinkler requirements. So, thank you! Every little bit helps!

*Margo Humes  
Wescott Fire Protection District  
Colorado Springs, Colorado*

This is great what you are doing!

*Matthew Gardner  
International Fire Protection  
Madison, Alabama*

We are putting on a one-day mini Fire Marshal's Association of Oklahoma (FMAO) Public Education Conference on February 28, 2012, in Edmond, Oklahoma. We would love to have someone present or just send us some information to hand out to the FMAO members at the conference.

*Tom Hufford  
Fire Marshal's Association of Oklahoma  
Tulsa, Oklahoma*

I would like to get signed up for HFSC's newsletters and be in contact with you. Our company installs NFPA 13D, 13R and 13 fire sprinkler systems.

*Stephen B. Coulton  
CMI Sprinkler Corporation  
Ottsville, Pennsylvania*

*continues*

# Web Comments *(continued)*

I'm working on the development of a class on residential fire sprinklers that I plan to submit to our corporate office for approval to be shown to our agents nationwide. I've used a number of pictures from your website, but I haven't been able to get a clear picture of a sprinkler. Can you please send me an electronic copy of a concealed sprinkler head? Also, if you have any pictures of older sprinklers, I'd love to be able to show how cosmetic changes have made sprinklers much more practical and attractive in homes. Thanks very much for any help you can give me.

*Debbie Colvin  
State Farm Insurance  
Tulsa, Oklahoma*

I am a firefighter who is doing a research project on using fire sprinkler systems in private homes, more specifically in rural areas, for my thesis paper. I am requesting any information that can help me assess the value of putting sprinkler systems in houses. I am looking for information like case studies and local governments that currently have codes requiring residential sprinklers. I have only found Scottsdale and Prince George's County.

*William Cline  
Salado, Texas*

We held our live side-by-side demonstration on Saturday, July 28, 2012, at Forcum Lannom Materials here in Dyersburg. The Dyersburg State Gazette was on hand at the event, as well as several of our citizens and contractors. The demonstration was a success; I had one gentleman commit to adding sprinklers to his new home that will start construction this fall. Thanks again for your support. We should have the video added to our website this week.

*Mark Sykes  
Dyersburg Fire Codes/Prevention  
Dyersburg, Tennessee*

.....  
We are participating in our Governor's Fire Prevention Day at the State Fair again. If you have materials to contribute, we need between 4,000 and 5,000. We stuff the red bags so each family has sprinkler materials when they get home. Thanks so much.

*Peg Bohn  
National Fire Sprinkler Association -  
Minnesota Chapter  
St. Paul, Minnesota*