

# Home Fire Sprinkler General Prevention & Awareness Campaign



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

## Fiscal Year 2009 Summary Report

March 29, 2010 – May 15, 2011



**Free BUILT FOR LIFE<sup>®</sup> Fire Department Program**

- Turn-key materials
- Educational tools
- Presentation guide
- Kits

**DON'T MISS OUT!**

**Home Fire Sprinkler COALITION**

Expand your fire safety education efforts today. Most departments are strapped for time and money and have a lot of competing responsibilities with limited resources for educational outreach. When you use the BUILT FOR LIFE Fire Department Program specifically for your department, you can make the most of your limited resources and make the most of your time.

**A Complete Guide to Building and Using a Dramatic Live Fire Demonstration in Your Community**

One of the best ways for a fire department to make a positive impact on the community is to host a live fire demonstration. This guide provides a step-by-step process for planning, building, and using a dramatic live fire demonstration to educate the community about the importance of fire safety.

**Home Fire Sprinkler COALITION**

This is just one of the great free tools available to BUILT FOR LIFE Fire Departments. We have prepared a **BUILT FOR LIFE** kit to help you get started.

**Watch the Short Presentation Now**

We have created an original set of 10 presentations. Each one is designed to help you understand the importance of fire safety and the benefits of fire sprinklers. Each presentation is available in both English and Spanish. Each presentation is available in both PDF and video formats. Each presentation is available in both English and Spanish. Each presentation is available in both PDF and video formats.

**Home Fire Sprinkler COALITION**

For more information, please visit [www.HomeFireSprinkler.org](http://www.HomeFireSprinkler.org). We have a lot of great resources for you. We have a lot of great resources for you. We have a lot of great resources for you.



**Fire Department's Demonstration Motivates Three Homeowners to Protect Their Homes with Fire Sprinklers**

The Lake Mary (Florida) Fire Department was one of the first fire departments to use the BUILT FOR LIFE Fire Department Program. The program provides a complete guide to building and using a dramatic live fire demonstration to educate the community about the importance of fire safety.

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**HFSC\_VER7.mp4**

"After seeing our demos, two homeowners decided to retrofit their homes. Another family stopped construction on their new home to have a fire sprinkler system installed. Convincing one person about the lifesaving benefit of fire sprinklers would be a success...."

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

**BUILT FOR LIFE**  
FIRE DEPARTMENT  
Home Fire Sprinkler COALITION  
[HomeFireSprinkler.org](http://HomeFireSprinkler.org)

**Jennifer Pierce,**  
Fire Inspector

Fire & Life Safety Educator with the Lake Mary (FL) Fire Dept.

00:00:00

⏮ ⏪ ⏩ ⏭ ⏸







## **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 residential fire sprinkler systems, ultimately increasing the number of installations in new one- and two-family dwellings.

*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 GENERAL PREVENTION & AWARENESS CAMPAIGN**

**Fiscal Year 2009  
Fire Prevention and Safety  
Grant Summary Report  
March, 29, 2010 – May 15, 2011**







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## INTRODUCTION

The following pages of this report provide the details and many examples of HFSC's successfully completed national home fire sprinkler education/awareness campaign. We have met or exceeded our stated goals and objectives.

HFSC continues to sustain the *Built for Life Fire Department Program* (BFLFD), which was launched with a FY 2007 Fire Prevention & Safety Grant award. This program's purpose was to encourage more fire departments to focus on home fire sprinklers as part of their local safety outreach activities. It was also intended to recognize fire departments that make that commitment. BFLFD has been extremely successful, with 2,043 U.S. fire departments agreeing to teach about home fire sprinklers, an increase of more than 15% since this grant was implemented.

In this grant year, HFSC worked directly with 12 U.S. fire departments to fund and help them build and present live flashover and fire sprinkler educational events, commonly known as side-by-side demonstrations. Since HFSC created the comprehensive side-by-side kit providing fire departments with all the information they need in order to build and present these educational events, we've been inundated with interest not only from the fire service but also from the media. The dramatic demonstrations attract large audiences and are ideal for print, Web and broadcast media. Because the demo units can be reused indefinitely, the investment is cost-effective, especially in comparison to sprinkler trailers. HFSC guided the BFLFD fire safety educators to ensure that these local demonstrations had high impact, achieved high audience reach and were sustainable through the Internet, etc. The result was great and in one case (New Orleans, LA), the demonstration drew an audience of 5,000. In another (Orlando, FL), the demonstration was used to conduct a live national satellite media tour, netting 518,498 placements across the country.

We also offered BFLFD departments the opportunity to apply for \$1000 stipends to cover the costs of an independent local side-by-side demonstration. Successful applicants were required to demonstrate how they would use the funds, and ensure that there were educational components and follow-up evaluations. With this grant, HFSC awarded 100 of these stipends. These departments demonstrated the ability to utilize the step-by-step instructions to build their demonstration units, ensure that the presentation was educational, attract local sponsors and media, and evaluate the demonstrations' effectiveness. In one case (Lake Mary, FL), the

stipend-funded side-by-side units were used repeatedly and the fire safety educator was told by one family in the audience that they were stopping construction of their new home in order to have a sprinkler system installed; a second family made the decision to retrofit their existing home after seeing the demonstration.

HFSC also offered Flip video cameras as an incentive to get fire departments involved in BFLFD and to encourage their documentation of local side-by-side and other home fire sprinkler educational activities on video, which is an effective way to increase awareness and maximize investment through websites, YouTube, etc.

These components of HFSC's grant program reinforce the tremendous value of the side-by-side as an educational and motivation tool, and they underscore the ease with which departments can effectively utilize HFSC's turnkey educational materials. We also learned from feedback how important the stipend was to fire departments that have experienced shrinking resources.

HFSC has begun to experience a steep increase in requests for our educational materials. Most of the tools we create can be downloaded or used online, however some materials are best utilized in "hard copy". To accommodate the increased need and to assist departments that want to teach about home fire sprinklers but don't have the information (or skills) independently, HFSC included a component of this grant program to reprint key tools. These are outlined within the grant report. Among these is the Public Education Kit, which we redesigned to simplify use. It now contains live links that will help educators put their hands on just the tool they need, when they need it. From a cost-effective standpoint, we also redesigned the kit to make it much less expensive for future reprinting and fulfilling.

In 2008, HFSC broke new ground with the creation and widespread distribution of brief multimedia impact videos targeting our key audiences. These proved so successful we incorporated a new video into this FY 2009 grant program, focusing on the educational value of side-by-side presentations. By distributing this through national fire service media e-blasts, we were able to send this important information to more than 92,000 fire service readers. Live links gave viewers instant access to the kit and other free materials on HFSC's website, and to register for the BFLFD program and e-mail the video to others. This component not only increased the awareness of the value of



## INTRODUCTION (CONT.)

these educational demonstrations; it also motivated the fire service to join the BFLFD program.

Two additional ways that we promoted the importance of local home fire sprinkler education outreach to the fire service were an exhibit at the Fire Rescue International conference and a fire trade advertising campaign. Our exhibit gave attendees exposure to HFSC's newest information, materials and opportunities, including the BFLFD Program. To increase reader interest in the ads, we used testimonials from BFLFD departments that conducted local side-by-side demonstrations.

Another important target audience in this grant program is the broader homebuilding community – namely homebuilders, developers and real estate professionals. Outreach in this sector is vital because negativity and misinformation among them has steadily increased, creating needless questions and concerns among consumers about home fire sprinklers. HFSC has proven with past performance that our targeted, strategic and steady interaction with these professions pays off. By exhibiting at their two largest and most important conferences – the International Builders Show (IBS) and the National Association of REALTORS® (NAR) conference – HFSC was able to provide educational opportunities for individuals, opening their minds and answering their questions. We gained nearly 600 new contacts with this activity, and our exhibits provided engaging interactive outreach that reinforced the facts about home fire sprinkler protection to an audience that has a lot of clout with homeowners. At the IBS, attendees waited in line in our booth an average of 20 minutes for their turn to play our Built for Life game with our spokesperson Ron Hazelton. The multi-media game quizzes builders about installing home fire sprinklers and myths and then provides the facts. The popular game is designed to be fun and educational for both players and observers in the booth. Players who answered correctly were given a spin on the prize wheel. The booth also presented our interactive 3D kiosk showing a NFPA 13D system installation.

To reach even more members of this target audience, we created and ran testimonial ads in builder and real estate trade publications featuring information and advice from a builder and a REALTOR who use HFSC materials to help their customers understand the value of buying a home protected by a fire sprinkler system. These ad campaigns alone reached well over two million readers.

HFSC also updated and reprinted our most widely used educational materials for these audiences.

Whether or not a municipality is considering code updates or residential fire sprinkler ordinances, local officials need to be educated about the technology. HFSC has been increasing its reach to local officials in recent years. During this grant period, HFSC exhibited at two key gatherings – the International City/County Management Association Annual Conference and Expo and the National League of Cities Congress of Cities and Exposition. These were important opportunities to share the facts about home fire sprinklers with local officials at every level.

All of the previous activities ensured that factual information would be available to consumers from third parties, such as their local fire department, homebuilder and local officials. HFSC also reached consumers directly, with a focus on the high-risk to fire of young children and older adults. HFSC reached nearly three million targeted readers with inspiring facts about the need for fire sprinkler protection in homes with these vulnerable populations. Expanding our reach even more, HFSC utilized 2D Quick Response (QR) codes – a technology that was quite new at the time. These barcodes are now widely used in many different forums. They can be scanned by smart phones to access additional information and we used the code to drive consumers to a multi-media video created under a previous Grant award. The use of this code extended our reach and maximized the use of previously funded materials. We also reprinted our most widely used consumer materials.

To meet the needs of consumers, the fire service and all those interested in learning about how fire sprinklers protect homes for generations, HFSC updated its website with a smarter navigation system that simplifies use and maintenance. The changes made it possible for us to create a special community for our BFLFD members, where they can share best practices, discuss concerns, and offer information and advice to their peers. As this community grows, it will help more departments use their websites to post HFSC content so their constituents will be exposed to information about home fire sprinklers. As part of this rollout HFSC also began work on a formal social marketing strategy, developing a presence in the most widely used sites, including Facebook, Twitter, and LinkedIn.



## BUILT FOR LIFE FIRE DEPARTMENT (BFLFD) SIDE-BY-SIDE DEMO MEDIA/ EDUCATION PROGRAM

The Home Fire Sprinkler Coalition (HFSC) was awarded 2007 Fire Prevention and Safety Grant funding to establish the Built for Life Fire Department Program (BFLFD) as a method to encourage more U.S. fire departments to make home fire sprinkler education a focus of their community outreach and to recognize those that pledge to do so. By grant closing, 2,043 fire departments joined the BFLFD program, an increase of 15%.

During the 2009 grant performance period, HFSC worked with members of the BFLFD Program to successfully conduct 12 side-by-side flashover and sprinkler demonstrations across the U.S.

- **NORMAL, ILLINOIS**
- **NEW ORLEANS, LOUISIANA**
- **CHARLOTTE, NORTH CAROLINA**
- **ORLANDO, FLORIDA**
- **SHREVEPORT, LOUISIANA**
- **BRANSON, MISSOURI**
- **MARIETTA, GEORGIA**
- **SHERWOOD, OREGON**
- **CLEVELAND, OHIO**
- **HENRIETTA, NEW YORK**
- **GRAND RAPIDS, MICHIGAN**
- **SALEM, OREGON**





### You're Invited to a LIVE Fire and Sprinkler Burn Demonstration

See what really happens when a fire occurs in a home. In less than three minutes you will see a fire grow from a tiny flame to total destruction. Then see how fast home fire sprinklers can stop the fire before it grows, saving lives and property.



**The event is free and open to the public!**

**SPONSORED BY**



**Home Fire Sprinkler COALITION**  
Protect What You Value Most  
[HomeFireSprinkler.org](http://HomeFireSprinkler.org)  
1-877-550-HFSC (4372)

**PRESENTED BY:**  
**HENRIETTA FIRE DISTRICT**

For more information, please contact the Henrietta Fire District at 585-359-7191

© 2009 Home Fire Sprinkler Coalition

**DATE:** Saturday, May 7

**TIME:** 11:00 am

**PLACE:** Henrietta Training Center  
Fire Station #6  
60 Erie Station Road  
West Henrietta, NY



**Fire Prevention and Safety Grants**  
Funding provided through the U.S. Department of Justice, Bureau of Alcohol, Tobacco, and Firearms, Assistance to Firefighters Grant Program





# BFLFD SIDE-BY-SIDE DEMO MEDIA/ EDUCATION PROGRAM (CONT.)



**You're Invited to a LIVE Fire and Sprinkler Burn Demonstration**

See what really happens when a fire occurs in a home. In less than three minutes you will see a fire grow from a tiny flame to total destruction. Then see how fast home fire sprinklers can stop the fire before it grows, saving lives and property.

**SPONSORED BY**  
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 Protect What You Value Most  
**HomeFireSprinkler.org**  
**1-877-550-HFSC (4372)**

**PRESENTED BY:**  
**NORMAL FIRE DEPARTMENT**

**DATE:** Wednesday, October 6  
**TIME:** 6:00 pm  
**PLACE:** Normal Fire Department Station #3  
 1200 E. Raab Road, Normal, IL

For more information, please contact the Normal Fire Department at 309-433-3405

© 2010 Home Fire Sprinkler Coalition

## NORMAL, ILLINOIS

Event Date: October 6, 2010 – State Farm Safety Week

Participating BFLFD: Normal Fire Department,

Assistant Fire Chief John Grussing

Attendance: 300+

Local Newspaper Advertising: 1/2-page, black & white advertisements appeared in the September 28 & 30, 2010 issues of the *Normalite*, circulation: 5,000; and in the October 1, 3 & 4, 2010 issues of the *Pantagraph*, circulation: 40,797

Public Relations:

- WEEK-TV/WHOI-TV (ABC affiliate) newscast and online article (10/06/10)
- WJBC Radio
- Town of Normal online (10/04/10)
- YouTube video post by State Farm (10/08/10)
- Facebook post by Richard Munoz – State Farm Agent (10/11/10)
- Twitter posts by @NormalFire (10/05/10), @StateFarm (10/08/10) and @Viciaulic (01/19/11)
- National Fire Protection Association's (NFPA) "Fire Sprinkler Initiative Update" e-newsletter (October 2010)
- NFPA Fire Sprinkler Initiative blog (12/13/10)
- Peters Patch online (01/07/11)
- Illinois Firefighter Life Safety Task Force blog (02/15/11)
- House Insurance Products blog (02/05/11)
- Northern Illinois Fire Sprinkler Advisory Board "Fire Sprinkler Times" e-newsletter (03/31/11)
- U.S. First Responders Association online (10/17/10)





## BFLFD SIDE-BY-SIDE DEMO MEDIA/ EDUCATION PROGRAM (CONT.)

### NEW ORLEANS, LOUISIANA

Event Date: December 4, 2010 – Algiers Bonfire & Concert

Participating BFLFD: New Orleans Fire Department,

Fire Chief Timothy McConnell and

Public Information Officer Carlene Augustine Barthe

Attendance: 5,000+

Local Newspaper Advertising: 1/2-page, black & white

advertisements appeared in the November 24 and

December 2, 2010 issues of the *Times-Picayune*,

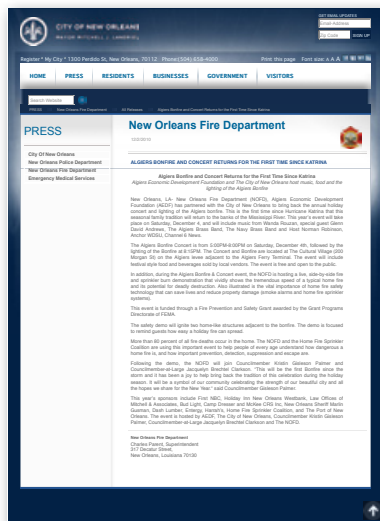
circulation: 39,051; and a 1/4-page, black & white

advertisement appeared in the November 24 & 30, 2010

issues of the *Gambit Weekly*, circulation: 37,359

Public Relations:

- City of New Orleans online (12/02/10)
- NewOrleans.com (11/19/10)
- Times-Picayune online (11/19/10 & 12/04/10)
- WWL-TV (CBS affiliate) online (12/05/10)



**You are invited to a LIVE fire safety burn demonstration at the site of the Algiers Bonfire**

See what really happens when a fire occurs in a home. In less than three minutes you will see a fire grow from a tiny flame to total destruction. Then see how fast home fire sprinklers can stop the fire before it grows, saving lives and property.

**The event is at 8:00pm, free and open to the public!**

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 Protect What You Value Most  
[HomeFireSprinkler.org](http://HomeFireSprinkler.org)  
 1-877-550-HFSC (4372)

**PRESENTED BY:**  
**NEW ORLEANS FIRE DEPARTMENT**  
 For more information, please contact the New Orleans Fire Department at 504-658-4700

**Algiers Bonfire & Concert**  
 Presented by The Navy Brass Band, The Algiers Brass Band, and The City of New Orleans  
 Bonfire Lighting & Safety Demo 8:15pm  
 Emcee Norman Robinson  
 Saturday, Dec. 4th  
 Concert 5-8PM  
 Wanda Rouzan with Gigan Oweil Andrews  
 The Cultural Village  
 200 Morgan St.  
 On the Algiers levee adjacent to the Ferry Terminal!

Entertaining Home Fire Sprinkler Coalition  
 Harshly Crains

Fire Prevention and Safety Council  
 Home Fire Sprinkler Coalition  
 Home Fire Sprinkler Coalition





# BFLFD SIDE-BY-SIDE DEMO MEDIA/ EDUCATION PROGRAM (CONT.)



**You're Invited to a LIVE Fire and Sprinkler Burn Demonstration**

See what really happens when a fire occurs in a home. In less than three minutes you will see a fire grow from a tiny flame to total destruction. Then see how fast home fire sprinklers can stop the fire before it grows, saving lives and property.

**The event is free and open to the public!**

**DATE:** Saturday, December 11  
**TIME:** 1:00 pm  
**PLACE:** Charlotte Fire Department Training Facility  
 1750 Shopton Road  
 Charlotte, NC

**SPONSORED BY**  
 Home Fire Sprinkler Coalition  
[HomeFireSprinkler.org](http://HomeFireSprinkler.org)  
 1-877-550-HFSC (4372)

**PRESENTED BY:**  
 CHARLOTTE FIRE DEPARTMENT  
 For more information, please contact the Charlotte Fire Department, Fire Marshal's Office at 304-338-2921

© 2009 Home Fire Sprinkler Coalition

## CHARLOTTE, NORTH CAROLINA

Event Date: December 11, 2010

Participating BFLFD: Charlotte Fire Department,  
 Deputy Fire Marshal Jonathan Leonard and  
 Senior Fire Inspector Calvin Wright

Attendance: 100+

Local Newspaper Advertising: 1/4-page, black & white  
 advertisements appeared in the December 2, 5, 8 & 10,  
 2010 issues of the *Charlotte Observer*, circulation: 166,546

Public Relations:

- *Charlotte Observer* (p. 2 of Local section; 12/12/10) and online (12/12/10)
- News 14 Carolina newscast
- WBTV-TV (CBS affiliate) newscast
- Charlotte Government Access Channel
- DailyMe.com (12/12/10)
- FWIX.com (12/12/10)
- National Fire Sprinkler Association online (12/13/10)

[charlotteobserver.com](http://charlotteobserver.com) | Local News

December 2, 2011

Web Search powered by YAHOO!

0 Comments

**With fires, what a difference a spray makes**

By Meghan Cooke  
[mcooke@charlotteobserver.com](mailto:mcooke@charlotteobserver.com)  
 Posted Sunday Dec. 12, 2010

A small flame flickered in the trash can, and within seconds, the growing flame reached the curtain and then leaped to a nearby chair and couch. Within two minutes after the fire began, black smoke billowed from the room.

The Charlotte Fire Department and the Home Fire Sprinkler Coalition hosted a live burn and sprinkler demonstration Saturday afternoon to raise awareness about the dangers of house fires and the effectiveness of home sprinkler systems.

The event was funded by a fire prevention and safety grant.

Since Dec. 1, more than 62 people have died in residential fires in the United States, said Deputy Fire Marshal Jonathan Leonard.

On Saturday, firefighters set a fire in two rooms, complete with couches, curtains and lamps, built in the parking lot of the Charlotte Fire Training Academy in south Charlotte.

In the room equipped with a sprinkler, the fire left scorch marks on a wall and melted part of a curtain, but the sprinkler sprayed down the room about a minute after the fire began.

That means a family would have more time to get out alive, Leonard said.

He said the N.C. Building Code Council will vote Tuesday to decide whether such sprinklers should be required in townhouses.

But Leonard believes all new homes should have them, he said, and residential sprinkler systems often cost less than sprinkler systems designed to water lawns.

"It's a viable option," he said.

Subscribe to The Charlotte Observer.

**ONFSA**  
 The Home of the Fire Sprinkler Industry

Home of the National Fire Sprinkler Association

Monday, December 20, 2010

Charlotte, NC Fire Dept. & HFSC Host Live Burns

The Charlotte Fire Department and the Home Fire Sprinkler Coalition hosted a live burn and sprinkler demonstration Saturday afternoon to raise awareness about the dangers of house fires and the effectiveness of home sprinkler systems.

Article posted: 12/19/2010

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## BFLFD SIDE-BY-SIDE DEMO MEDIA/ EDUCATION PROGRAM (CONT.)

### ORLANDO, FLORIDA

Event Date: January 12, 2011

Participating BFLFD: Reedy Creek Fire Department

Attendance: n/a; Satellite Media Tour Event (see page 45 for media coverage details)

#### Public Relations:

- Armor Fire Protection online (01/13/11)
- EHS & Safety News America blog (01/18/11)
- National Fire Protection Association's (NFPA) "Fire Sprinkler Initiative Update" e-newsletter (January 2011)
- NFPA Fire Sprinkler Initiative blog (01/13/11)
- National Fire Sprinkler Association online (01/10/11 & 01/14/11)
- WGHP-TV (FOX affiliate) online (01/13/11)





## BFLFD SIDE-BY-SIDE DEMO MEDIA/ EDUCATION PROGRAM (CONT.)

### You're Invited to a LIVE Fire and Sprinkler Burn Demonstration

See what really happens when a fire occurs in a home. In less than three minutes you will see a fire grow from a tiny flame to total destruction. Then see how fast home fire sprinklers can stop the fire before it grows, saving lives and property.



**The event is free and open to the public!**



**DATE:**  
Wednesday, February 9

**TIME:** 4:00 pm

**PLACE:**  
Shreveport Fire Academy  
6440 Greenwood Road  
Shreveport, LA



**Fire Prevention and Safety Grants**  
Funding provided through DHS/FEMA's Grant Program Directorate  
Assistance to Firefighters Grant Program

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**HomeFireSprinkler.org**  
**1-877-550-HFSC (4372)**

**PRESENTED BY:**  
**SHREVEPORT FIRE DEPARTMENT**

For more information, please contact the Shreveport Fire Department at 318-673-6652

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### SHREVEPORT, LOUISIANA

Event Date: February 25, 2011

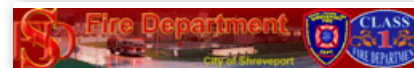
Participating BFLFD: Shreveport Fire Department,  
Fire Chief Fred Sanders

Attendance: 100+

Local Newspaper Advertising: 1/2-page, four-color  
advertisements in the February 6, 2011 issue of  
*The Times* (Shreveport), circulation: 56,550

Public Relations:

- *Shreveport Times* online (02/26/11)
- *Alexandria Daily Town Talk* online (02/26/11)
- KEEL-AM online (02/25/11)
- *The News Star* online (02/26/11)
- Shreveport Fire Department online (02/28/11)



[Shreveport Fire Department Home Page](#) | [Back to Home Page](#)



**Shreveport Fire Department**

263 North Common Street, Shreveport, Louisiana 71101  
318/673-6656 FAX: 318/673-6656 <http://www.shreveportfire.org>  
Brian Crawford, Fire Chief

**February 8, 2011 - Shreveport Fire Department/Home Fire Sprinkler  
Coalition Will Conduct Fire and Sprinkler Burn Demonstration**

This event is funded through a Fire Prevention and Safety Grant

The Shreveport Fire Department and the national non-profit Home Fire Sprinkler Coalition are hosting a live, side-by-side fire and sprinkler burn demonstration that vividly shows the tremendous speed of a typical home fire and its potential for deadly destruction. Also illustrated is the vital importance of home fire safety technology that can save lives and reduce property damage. Fire Chief Brian Crawford added, "We are excited to host this demonstration. Sprinklers have been statistically proven to save lives and property in commercial businesses and this demonstration shows how effective they can be in saving lives and property in residential dwellings...This event is funded through a Fire Prevention and Safety Grant awarded by the Grant Programs Directorate of the Federal Emergency Management Agency (FEMA). The following is the agenda for the demonstration:

**WHEN:** Wednesday, February 9, 2011, at 4:00 p.m.

**WHERE:** Shreveport Fire Department, Fire Training Academy, 6440 Greenwood Road, Shreveport

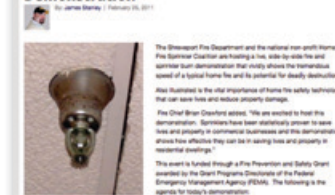
**WHY:** More than 80 percent of all fire deaths occur in the home. The Shreveport Fire Department and the Home Fire Sprinkler Coalition are using this important event to help people of every age understand how dangerous a home fire is, and how important prevention, detection, suppression and escape are.

[Top of Page](#)



**HOME ON AIR LISTEN EVENTS VIPS WEATHER NEWS CONTACT**

**SFD And Non-Profit Hosting Sprinkler Burn Demonstration**



**WHEN:** Today, Friday February 25, 2011, at 10:00 a.m.  
**WHERE:** Shreveport Fire Department, Fire Training Academy, 6440 Greenwood Road, Shreveport  
**WHY:** More than 80 percent of all fire deaths occur in the home. The Shreveport Fire Department and the Home Fire Sprinkler Coalition are using this important event to help people of every age understand how dangerous a home fire is, and how important prevention, detection, suppression and escape are.



**HomeFireSprinkler.org**



## BFLFD SIDE-BY-SIDE DEMO MEDIA/ EDUCATION PROGRAM (CONT.)

### BRANSON, MISSOURI

Event Date: March 5, 2011 –

Branson Tri-Lakes Building & Home Show

Participating BFLFD: Branson Fire-Rescue,

Fire Chief Ted Martin

Attendance: 300+

Local Newspaper Advertising: 1/2-page, four-color advertisements appeared in the March 2, 2011 issues of the *Branson Tri-Lakes Times*, circulation: 9,000; *Branson Daily Independent*, circulation: 8,700; *Taney County Times*, circulation: 4,975; and a 1/4-page, black & white advertisement appeared in the March 2 & 3, 2011 issues of the *Stone City Gazette*, circulation: 2,725; TV spot on Vacation Channel

**You're Invited to a LIVE Fire and Sprinkler Burn Demonstration**

See what really happens when a fire occurs in a home. In less than three minutes you will see a fire grow from a tiny flame to total destruction. Then see how fast home fire sprinklers can stop the fire before it grows, saving lives and property.

**The event is free and open to the public!**

**DATE:** Saturday, March 5  
**TIME:** 10:00 am  
**PLACE:** Branson Convention Center  
200 West Main Street  
South Parking Lot  
Branson, MO

**SPONSORED BY**  
Home Fire Sprinkler  
Coalition  
Protect What You Value Most  
HomeFireSprinkler.org  
1-877-550-HFSC (4372)

**PRESENTED BY:**  
BRANSON FIRE-RESCUE

For more information, please contact the Branson Fire-Rescue at 417-243-2790  
© 2011 Home Fire Sprinkler Coalition

Public Relations:

- KOLR-TV/KSFX-TV (CBS affiliate) newscast and online (03/05/11)
- *Branson Tri-Lakes News* online (03/08/11)
- KRZK-FM online (03/05/11)
- KTTS-FM online (03/06/11)
- KYTV-TV (NBC affiliate) online (03/05/11)
- *The Ozarks Sentinel* online (03/03/11)
- City of Branson press release (03/04/11)
- YouTube video post by Chris Gaut from the National Fire Sprinkler Association (03/22/11)



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**PRESENTED BY:**  
BRANSON FIRE-RESCUE

For more information, please contact the Branson Fire-Rescue at 417-243-2790  
© 2011 Home Fire Sprinkler Coalition



**City of Branson**  
Branson, MO 65616  
417-337-8526  
Public Information Department  
publicinfo@bransonmo.gov  
www.branstonmo.gov

**NEWS RELEASE**

**Date:** March 4, 2011  
**Contact:** Ted Martin, Division Chief (417) 243-2790

**FIRES TO BE SET BY BRANSON FIRE-RESCUE TO HELP RESIDENTS UNDERSTAND FIRE RISKS AND HOME SAFETY TECHNOLOGY**

Firefighters from Branson Fire-Rescue, in partnership with the Home Fire Sprinkler Coalition and the National Fire Sprinkler Association, will set a live side-by-side fire and sprinkler burn demonstration that will vividly show the speed of a typical building fire and its potential for deadly destruction. The demonstration, open to the public, will be held tomorrow, Saturday, at 1 p.m. on the south parking lot of the Branson Convention Center. It's part of the fire department's participation in the annual Tri-Lakes Home Show at the convention center.

Two rooms will be constructed on the parking lot with one room having a fire sprinkler system and the second room not having sprinklers. The demonstration will show how quickly automatic fire sprinklers respond and extinguish fires while the second unprotected room will show the fire growing to the destructive flash over stage. Additionally, the display will show the importance of smoke alarms for early detection and notification of occupants.

The Tri-Lakes Home Show, sponsored by The Vacation Channel at the convention center, will be open 2pm-8pm on Friday, 9am-5pm on Saturday, and 11am to 5pm Sunday.

NOTE: This is an excellent video and still photography demonstration. Also a previous release from the HFSA stated the demonstration would take place at 10am. Actual demonstration time will be 1pm.





## BFLFD SIDE-BY-SIDE DEMO MEDIA/ EDUCATION PROGRAM (CONT.)



**You're Invited to a LIVE Fire and Sprinkler Burn Demonstration**

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**The event is free and open to the public!**

**SPONSORED BY**  
  
 Protect Your Home Now!  
 HomeFireSprinkler.org  
 1-877-550-HFSC (4372)

**PRESENTED BY:**  
**MARIETTA FIRE DEPARTMENT**  
 For more information, please contact the Marietta Fire Department at 770-794-5498

**DATE:** Tuesday, March 15  
**TIME:** 7:00 pm  
**PLACE:** Marietta Fire Station #51  
 112 Haynes Street  
 Marietta, GA

**Fire Prevention and Safety Grants**  
 Funded by the U.S. Fire Administration  
 Approved by the U.S. Fire Administration

© 2009 Home Fire Sprinkler Coalition

### MARIETTA, GEORGIA

Event Date: March 15, 2011

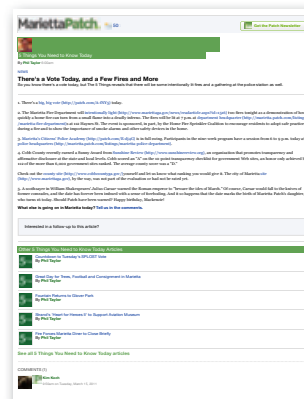
Participating BFLFD: Marietta Fire Department,  
 Lieutenant George B. McKeenan

Attendance: 100+

Local Newspaper Advertising: 1/2-page, four-color advertisement appeared in the March 13, 2011 issue of the *Marietta Daily Journal*, circulation: 19,400

Public Relations:

- WXIA-TV (NBC affiliate) online (03/13/11)
- Marietta Patch online (03/15/11)
- City of Marietta online (03/10/11 & 03/13/11)





## BFLFD SIDE-BY-SIDE DEMO MEDIA/ EDUCATION PROGRAM (CONT.)

### SHERWOOD, OREGON

Event Date: April 27, 2011

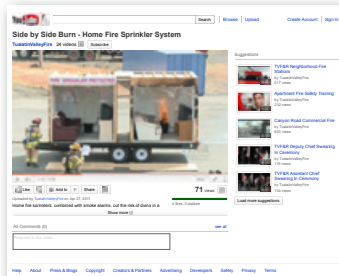
Participating BFLFD: Tualatin Valley Fire & Rescue,  
Fire Marshal Steve Forster

Attendance: 150+ middle school students attended the event after utilizing HFSC's SprinklerSmarts.org educational website in the classroom. Also, over 40 building officials and builders attended.

Local Billboard Advertising: Billboard was posted from April 18 to May 29, 2010; 77,600 daily viewers

### Public Relations:

- KPTV-TV (FOX affiliate) newscast and online (04/27/11)
- Armor Fire Protection online (04/29/11)
- Newberg Graphic online (04/27/11)
- The Oregonian online (04/26/11)
- Portland Tribune online (04/27/11)
- Sherwood Gazette online (04/27/11)
- Wilsonville Spokesman online (04/25/11)
- YouTube video post by Tualatin Valley Fire & Rescue (04/27/11)
- Facebook posts by Tualatin Valley Fire & Rescue (04/25/11-04/28/11)
- Tualatin Valley Fire & Rescue blog (04/27/11)
- Tualatin Valley Fire & Rescue press release (04/25/11)
- Twitter posts by @TVFR (04/25/11-04/27/11)
- National Fire Protection Association's (NFPA) "Fire Sprinkler Initiative Update" e-newsletter (May 2011)
- NFPA Fire Sprinkler Initiative blog (04/28/11 & 05/12/11)
- Fire Team USA online (04/27/11)





## BFLFD SIDE-BY-SIDE DEMO MEDIA/ EDUCATION PROGRAM (CONT.)



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**SPONSORED BY**  
 **Home Fire Sprinkler COALITION**  
 Protect What You Value Most  
 HomeFireSprinkler.org  
 1-877-550-HFSC (4372)

**PRESENTED BY:**  
**CLEVELAND FIRE DEPARTMENT**

For more information, please contact the Cleveland Fire Department at 216-664-6880

© 2011 Home Fire Sprinkler Coalition

**DATE:** Friday, April 29  
**TIME:** 11:00 am  
**PLACE:** Cleveland Fire Training Academy  
 3101 Lakeside Avenue  
 Cleveland, OH

 Fire Prevention and Safety Grants  
 Funding provided through DHS/DEMA's Grant Program Directorate  
 Assistance to Firefighters Grant Program

### CLEVELAND, OHIO

Event Date: April 29, 2011

Participating BFLFD: Cleveland Fire Department,

Fire Chief Sean DeCrane

Attendance: 100+

Local Newspaper Advertising: 1/4-page, black & white advertisement appeared in the April 24 & 27, 2011 issues of the *Cleveland Plain Dealer*, circulation: 348,324

Public Relations:

- Cleveland Community TV segment
- WKYC-TV (ABC affiliate) newscast





## BFLFD SIDE-BY-SIDE DEMO MEDIA/ EDUCATION PROGRAM (CONT.)

### HENRIETTA, NEW YORK

Event Date: May 7, 2011

Participating BFLFD: Henrietta Fire Department,

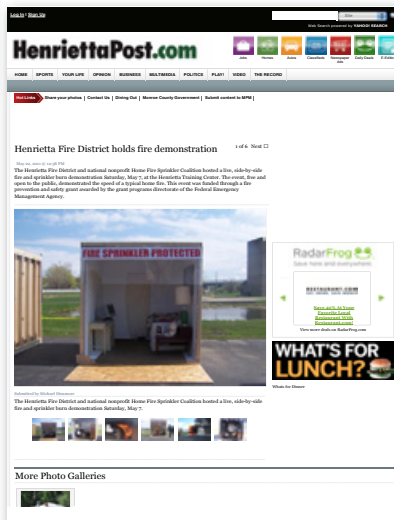
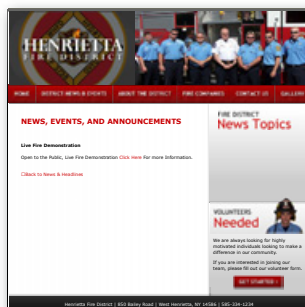
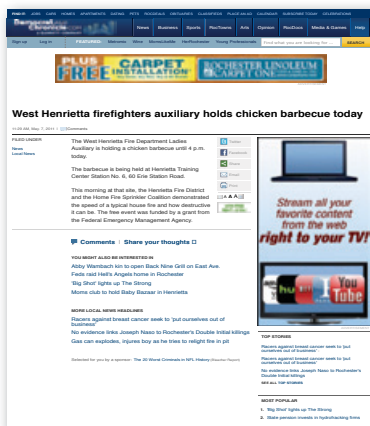
Fire Chief Jim Comstock

Attendance: 50+

Local Newspaper Advertising: 1/4-page, four-color advertisement appeared in the May 2 & 5, 2011 issues of the *Democrat & Chronicle*, circulation: 119,398, including 6 days of online advertising

### Public Relations:

- *Democrat & Chronicle* online (05/07/11)
- Henrietta Fire District online (05/05/11)
- *Henrietta Post* online (05/04/11 & 05/22/11)
- Twitter post by @NFPA (05/05/11)
- Fire Team USA online (05/07/11)
- Monroe County Fire Wire online (05/04/11)



### You're Invited to a LIVE Fire and Sprinkler Burn Demonstration

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**The event is free and open to the public!**

**DATE:** Saturday, May 7  
**TIME:** 11:00 am  
**PLACE:** Henrietta Training Center Fire Station #6  
60 Erie Station Road  
West Henrietta, NY

**SPONSORED BY**  
**Home Fire Sprinkler COALITION**  
Protect What You Value Most  
[HomeFireSprinkler.org](http://HomeFireSprinkler.org)  
1-877-550-HFSC (4372)

**PRESENTED BY:**  
**HENRIETTA FIRE DISTRICT**

For more information, please contact the Henrietta Fire District at 585-359-7191

© 2011 Home Fire Sprinkler Coalition

**Fire Prevention and Safety Grants**  
Funding provided through DHS/NIJ's Grant Programs Directorate Assistance to Firefighters Grant Program





# BFLFD SIDE-BY-SIDE DEMO MEDIA/ EDUCATION PROGRAM (CONT.)



## GRAND RAPIDS, MICHIGAN

Event Date: May 7, 2011 (two demonstrations: 11:30 am & 2:30 pm) – Public Safety Expo

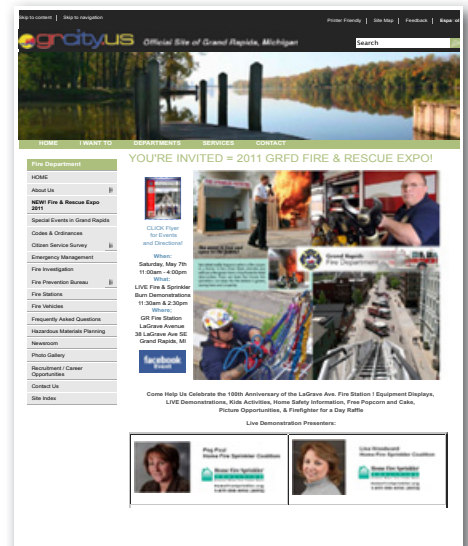
Participating BFLFD: Grand Rapids Fire Department,  
Fire Inspector Ted Jensen

Attendance: 125+ at each event

Local Newspaper Advertising: 1/4-page, four-color advertisement appeared in the May 5 & 6, 2011 issues of the *Grand Rapids Press*, circulation: 97,822

Public Relations:

- WZZM-TV (ABC affiliate) newscast (05/07/11) and online (05/04/11 & 05/07/11)
- City of Grand Rapids online (05/06/11)
- GRNow.com (05/06/11)
- Facebook post by Grand Rapids Fire Department (05/05/11)
- Grand Rapids Fire Department flyer (05/05/11)





## BFLFD SIDE-BY-SIDE DEMO MEDIA / EDUCATION PROGRAM (CONT.)

### SALEM, OREGON

Event Date: May 9, 2011 – Fire Service Day

Participating BFLFDs: Oregon State Fire Marshal's Office;

Tualatin Valley Fire & Rescue, Deputy Fire Marshal

Ty Darby; McMinnville Fire Department, Fire Marshal

Eric McMullen

Attendance: 50+ adults and 50+ middle school students

Local Newspaper Advertising: 1/4-page, four-color advertisement appeared in the May 6 & 8, 2011 issues of the *Statesman Journal*, circulation: 38,099

Public Relations:

- Facebook posts by Oregon Fire Sprinkler Coalition (two posts on 06/08/11)
- YouTube video posts at <http://youtu.be/38RCIMqzc6U> and <http://youtu.be/OJIM-i-uwsU> (two videos on 05/10/11)



HomeFireSprinkler.org

## You're Invited to a LIVE Fire and Sprinkler Burn Demonstration

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**SPONSORED BY**

**Home Fire Sprinkler COALITION**  
Protect What You Value Most  
[HomeFireSprinkler.org](http://HomeFireSprinkler.org)  
1-877-550-HFSC (4372)

For more information, please contact:  
Crosby Grindle  
National Fire Protection Association  
541-948-3146

© 2011 Home Fire Sprinkler Coalition

**DATE:** Monday, May 9

**TIME:** 12:00 noon

**PLACE:** Footsteps of the State Capital Building  
900 Court Street, NE  
Salem, OR

Fire Prevention and Safety Grants  
Funding provided through DHS/DEMA's Grant Program Directorate  
Assistance to Firefighters Grant Program



## 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 side-by-side educational demonstrations.

One hundred sixty BFLFDs applied for the stipend. The following 100 BFLFD member departments received the stipend and completed the program:

**Addison Fire Protection District #1**  
Addison, Illinois

**Arvada Fire Department**  
Arvada, Colorado

**Ashburn Volunteer Fire Rescue**  
Ashburn, Virginia

**Berkley Public Safety**  
Berkley, Michigan

**Bluffton Township Fire District**  
Bluffton, South Carolina

**Boone Fire Rescue**  
Boone, Iowa

**Bowling Green Fire Department**  
Bowling Green, Kentucky

**Brandon Fire Departmentf**  
Brandon, Mississippi

**Butte County Fire Department**  
Oroville, California

**Ceresco Volunteer Fire & Rescue**  
Ceresco, Nebraska

**Citizens Fire Company**  
Charles Town, West Virginia

**Clay Fire Territory**  
South Bend, Indiana

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

**Currituck County Fire Services**  
Currituck, North Carolina

**Cy-Fair Volunteer Fire Department**  
Houston, Texas

**Daisy Mountain Fire Department**  
Phoenix, Arizona

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

**Detroit Fire Department**  
Detroit, Michigan

**Dodge City Fire Department**  
Dodge City, Kansas

**Dover Township Fire Department**  
Dover, Pennsylvania

**Dryden Fire Department**  
Dryden, New York

**East Grand Fire Protection District #4**  
Winter Park, Colorado

**Effingham Fire Department**  
Effingham, Illinois

**Enid Fire Department**  
Enid, Oklahoma

**Fond du Lac Fire Department**  
Fond du Lac, Wisconsin

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

**Gorham Fire Department**  
Gorham, New Hampshire

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

**Grand Haven Township Fire/Rescue**  
Grand Haven, Michigan

**Grantsville Volunteer Fire Department**  
Grantsville, Utah

**Greensboro Fire Department**  
Greensboro, North Carolina

**Greenville Fire Department**  
Greenville, Pennsylvania

**Grover Rural Volunteer Fire Department**  
Grover, North Carolina

**Hardin County Fire Department**  
Savannah, Tennessee

**Harrisonburg Fire Department**  
Harrisonburg, Virginia

**Hepburn Township Volunteer Fire Company**  
Cogan Station, Pennsylvania

**Hilton Head Island Fire Rescue**  
Hilton Head Island, South Carolina

**Honey Creek Fire Department**  
Terre Haute, Indiana

**Islamorada Fire Department**  
Islamorada, Florida

**Joseph City Fire Department**  
Joseph City, Arizona

**Lake Mary Fire Department**  
Lake Mary, Florida

**Lake Stevens Fire**  
Lake Stevens, Washington

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

**Lanton Volunteer Fire Department**  
West Plains, Missouri

**Layton City Fire Department**  
Layton, Utah

**Lebanon Fire Department**  
Lebanon, New Hampshire

**Lehigh Township Volunteer Fire Company #1**  
Cherryville, Pennsylvania

**Lemont Fire Protection District**  
Lemont, Illinois

**Lewiston Fire Department**  
Lewiston, Idaho

**Liberty Township Fire Department**  
Powell, Ohio

**Lincoln Fire Department**  
Lincoln, Maine





## BFLFD SIDE-BY-SIDE DEMO STIPEND PROGRAM (CONT.)

### **Lockhart Fire Rescue**

Lockhart, Texas

### **Margaret Fire & Rescue Service**

Margaret, Alabama

### **Marshall Volunteer Fire Company**

Marshall, Virginia

### **Martin County Fire Rescue**

Stuart, Florida

### **McMinnville Fire Department**

McMinnville, Oregon

### **Medford Volunteer Fire Department**

Medford, New York

### **Menasha Fire Department**

Neenah, Wisconsin

### **Mendota Heights Fire Department**

Mendota Heights, Minnesota

### **Millington Fire Department**

Millington, Tennessee

### **Monroe Fire District #3**

Monroe, Washington

### **Morningside Volunteer Fire Department**

Morningside, Maryland

### **Mount Prospect Fire Department**

Mount Prospect, Illinois

### **Neshannock Township Volunteer Fire Department**

New Castle, Pennsylvania

### **New Lenox Fire Protection District**

New Lenox, Illinois

### **North Babylon Volunteer Fire Company**

North Babylon, New York

### **North Maine Fire Protection District**

Des Plaines, Illinois

### **North Port Fire Rescue District**

North Port, Florida

### **Northern Piatt County Fire Protection District**

Mansfield, Illinois

### **Oak Island Fire & Rescue**

Oak Island, North Carolina

### **Olathe Fire Department**

Olathe, Kansas

### **Onalaska Fire Department**

Onalaska, Wisconsin

### **Osage Beach Fire Protection District**

Osage Beach, Missouri

### **Pekin Fire Department**

Pekin, Illinois

### **Pearland Fire Department**

Pearland, Texas

### **Petoskey Department of Public Safety**

Petoskey, Michigan

### **Pinehurst Fire Department**

Pinehurst, North Carolina

### **Pinellas Park Fire Department (and Florida Fire Marshals & Inspectors Association)**

Pinellas Park, Florida

### **Plain Township Fire Department**

New Albany, Ohio

### **Prospect Heights Fire Protection District**

Prospect Heights, Illinois

### **Richfield Fire Company**

Richfield, Wisconsin

### **Ridley Park Fire Department**

Ridley Park, Pennsylvania

### **Rocky Mount Fire Department**

Rocky Mount, North Carolina

### **Saginaw Charter Township Fire Department**

Saginaw, Michigan

### **Sioux Falls Fire Rescue**

Sioux Falls, South Dakota

### **City and Borough of Sitka**

Sitka, Alaska

### **South Carolina Fire and Life Safety Education Association**

Tega Cay, South Carolina

### **South Davis Metro Fire Agency**

Bountiful, Utah

### **South Iredell Volunteer Fire Department**

Mooreville, North Carolina

### **Southaven Fire Department**

Southaven, Mississippi

### **Sullivan Fire Protection District**

Sullivan, Missouri

### **Sun Prairie Volunteer Fire Department Company**

Sun Prairie, Wisconsin

### **Temple Terrace Fire Department**

Temple Terrace, Florida

### **Trafalgar Fire Department**

Trafalgar, Indiana

### **Tuscaloosa Fire & Rescue Service**

Tuscaloosa, Alabama

### **Wears Valley Fire Department**

Sevierville, Tennessee

### **West Licking Joint Fire District**

Pataskala, Ohio

### **West Metro Fire Rescue**

Lakewood, Colorado

### **West Virginia State Fire Marshal's Office**

Charleston, West Virginia

### **Winston-Salem Fire Department**

Winston-Salem, North Carolina





## BFLFD SIDE-BY-SIDE DEMO STIPEND PROGRAM( CONT. ) PUBLIC RELATIONS FROM 100 STIPEND RECIPIENTS

The 100 BFLFD's utilized the press releases and other public relations tools HFSC provided to garner media attention. Below are samples of some of the media coverage for those events.

### Arvada Fire Department (Colorado)

- Facebook post by Arvada Fire Department (08/26/10)
- Twitter post by @ArvadaFire (08/26/10)
- Twitter post by @MomInManagement (08/26/10)

### Ashburn Volunteer Fire Rescue (Virginia)

- Ashburn Patch online (10/01/10)
- Facebook post by Virginia Department of Fire Programs (10/13/10)
- VAFireNews.com (10/14/10)
- YouTube video post by VirginiaFirePrograms (10/13/10)

### Bluffton Township Fire District (South Carolina)

- Bluffton Today (p. 7; 09/17/10)
- YouTube video post by Kirkoleary (01/06/11)

### Boone Fire Rescue (Iowa)

- Boone News-Republican online (09/30/10 & 10/22/10)
- Glurb.com (09/30/10)
- Residential Fire Sprinklers blog (10/04/10)
- YouTube video posts by NewsRepublican (2 posts on 10/22/10)

### Bowling Green Fire Department (Kentucky)

- Daily News online (10/07/10)
- TradingMarkets.com (10/07/10)

### Brandon Fire Department (Mississippi)

- Armor Fire Protection online (01/11/11)
- Brandon Fire Department press release (09/27/10)
- Firescaping blog (02/07/11)
- Mississippi Fire Chiefs Association online (09/29/10)
- National Fire Protection Association's (NFPA) Fire Sprinkler Initiative blog (01/11/11)
- NFPA "Fire Sprinkler Initiative Update" e-newsletter (January 2011)
- Rankin Ledger online (10/08/10 & 11/30/10)

### Citizens Fire Company (West Virginia)

- The Journal online (12/14/10)
- OJ on Yahoo! Groups online (12/09/10)

### Clay Fire Territory (Indiana)

- WNDU-TV online (11/19/10)

### Dover Township Fire Department (Pennsylvania)

- Facebook event post by Dover Township Fire Department (09/16/10)
- FireVideo.net (10/11/10)



### Dryden Fire Department (New York)

- Ithaca Journal online (10/06/10 & 10/10/10)
- Neptune Hose Company & Dryden Ambulance flyer (10/03/10)
- Star-Gazette (10/06/10)
- YouTube video post by duffy789able (01/18/11)



### Enid Fire Department (Oklahoma)

- Enid News & Eagle (08/17/10) and online (08/17/10 & 11/18/10)



### Fond du Lac Fire Department (Wisconsin)

- Fond du Lac Festivals online (05/26/11)
- Fond du Lac Reporter online (01/17/11)
- National Fire Sprinkler Association – Wisconsin Chapter blog (01/22/11)
- Wisconsin Fire Service Calendar online (06/01/11)
- WLUK-TV online (01/21/11)
- WLUK-TV "Good Morning Wisconsin" newscast (01/22/11)



### Grand Chute Fire Department (Wisconsin)

- National Fire Sprinkler Association – Wisconsin Chapter blog (12/01/10)
- YouTube video post by GrandChuteFire (08/30/11)

### Hepburn Township Volunteer Fire Company (Pennsylvania)

- Williamsport Sun-Gazette online (11/07/10)





## BFLFD SIDE-BY-SIDE DEMO STIPEND PROGRAM (CONT.)

PUBLIC RELATIONS FROM 100 STIPEND RECIPIENTS

### Hilton Head Island Fire Rescue (South Carolina)

- *The Island Packet* online (11/30/10)

### Honey Creek Fire Department (Indiana)

- National Fire Protection Association's (NFPA) "Fire Sprinkler Initiative Update" e-newsletter (October 2010)
- *The Tribune Star* online (10/09/10)
- U.S. First Responders Association online (10/17/10)
- WTHI-TV newscast and online (10/09/10)
- WTWO-TV newscast and online (10/10/10)



### Islamorada Fire Department (Florida)

- *Upper Keys Free Press* (p. 1, 10, 11; 03/02/11) and online (03/02/11)
- Village of Islamorada press release (02/10/11)



### Lake Mary Fire Department (Florida)

- *Sprinkler Age* (p. 20, 21; August 2011)



### Lake Stevens Fire (Washington)

- *The Daily Herald* online (10/22/10 & 02/15/11)
- *Lake Stevens Journal* online (10/18/10)



### Lake Valley Fire Protection District (California)

- *Tahoe Daily Tribune* online (10/04/10)

### Layton City Fire Department (Utah)

- Layton City Fire Department online (09/20/10)

### Lemont Fire Protection District (Illinois)

- TribLocal – Lemont online (09/08/10 & 10/05/10)

### Liberty Township Fire Department (Ohio)

- *Olentangy Valley News* online (10/27/10)
- This Week Community Newspapers online (10/20/10)

### Margaret Fire & Rescue Service (Alabama)

- WBRC-TV online (10/04/10)

### Martin County Fire Rescue (Florida)

- TCPalm.com (12/15/10)

### McMinnville Fire Department (Oregon)

- *The Linfield Review* online (09/25/10)
- *News-Register* online (10/06/10)
- Salem-News.com (09/29/10)

### Menasha Fire Department (Wisconsin)

- National Fire Sprinkler Association – Wisconsin Chapter blog (12/01/10)

### Millington Fire Department (Tennessee)

- WMC-TV online (08/20/10)

### Monroe Fire District #3 (Washington)

- *The Daily Herald* online (09/21/10)

### Neshannock Township Volunteer Fire Department (Pennsylvania)

- Neshannock Township Volunteer Fire Department online (12/16/10)



### New Lenox Fire Protection District (Illinois)

- Yidio.com (01/01/11)
- YouTube video post by NLFIRE1 (12/31/10)

### Northern Piatt County Fire Protection District (Illinois)

- *The News-Gazette* online (10/05/10)

### Oak Island Fire & Rescue (North Carolina)

- Facebook post by Oak Island Fire & Rescue (09/10/10)
- Wilmington Star-News (11/05/10)





## BFLFD SIDE-BY-SIDE DEMO STIPEND PROGRAM (CONT.)

PUBLIC RELATIONS FROM 100 STIPEND RECIPIENTS

### Onalaska Fire Department (Wisconsin)

- FireSprinkler.Typepad.com blog (10/07/10)
- La Crosse Tribune online (10/02/10)
- National Fire Sprinkler Association online (09/12)
- National Fire Sprinkler Association – Wisconsin Chapter blog (12/01/10)
- WXOW-TV (ABC affiliate) online (10/02/10)



### Pearland Fire Department (Texas)

- City of Pearland online (12/11/10)
- UltimatePearland.com (12/02/10)

### Pekin Fire Department (Illinois)

- Journal Star online (08/25/10 & 09/27/10)
- WMBD-TV/WYZZ-TV newscast and online (10/09/10)

### Pinehurst Fire Department (North Carolina)

- The Pilot online (08/25/10)



### Richfield Fire Company (Wisconsin)

- National Fire Sprinkler Association – Wisconsin Chapter blog (12/01/10)

### Rocky Mount Fire Department (North Carolina)

- Carolina Fire, Rescue, EMS Journal online (01/11/11)
- FireNews.net (11/11/10)
- Rocky Mount Telegram online (09/15/10)

### South Carolina Fire and Life Safety Education Association

- National Fire Protection Association's (NFPA) Fire Sprinkler Initiative blog (05/03/11)
- WCIV-TV newscast (05/01/11) and online (04/29/11, 05/01/11)
- YouTube video post by SCLLR (04/28/11)

### South Iredell Volunteer Fire Department (North Carolina)

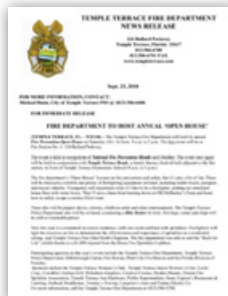
- Statesville Record & Landmark online (10/27/10)

### Sun Prairie Volunteer Fire Department (Wisconsin)

- National Fire Sprinkler Association – Wisconsin Chapter blog (12/01/10)
- WISC-TV online (10/07/10)

### Temple Terrace Fire Department (Florida)

- National Fire Sprinkler Association – Florida Chapter regional report (October 2010)
- Temple Terrace Fire Department online (09/23/10)
- WUSF-FM online (10/13/10)



### Wears Valley Fire Department (Tennessee)

- The Mountain Press online (02/15/11)
- Tennessee Fire Service on Google Groups online (01/12/11)

### West Virginia

#### State Fire Marshal's Office

- Charleston Daily Mail online (02/07/11 & 02/08/11)
- National Fire Protection Association's (NFPA) Fire Sprinkler Initiative blog (02/08/11)
- Sprinkler Quarterly (p.79; May/June 2011)
- State of West Virginia online (02/03/11 & 02/08/11)



### Winston-Salem Fire Department (North Carolina)

- City of Winston-Salem online (02/21/11)
- FireLink.Monster.com (02/24/11)
- News 14 Carolina newscast and online (02/23/11)
- WFMY-TV newscast and online (02/24/11)
- Winston-Salem Journal online (02/23/11)





## BFLFD SIDE-BY-SIDE DEMO STIPEND PROGRAM (CONT.)

COMMENTS FROM EVALUATION

**Eighty-six of the \$1,000 stipend recipients completed an evaluation which included comments about educational effectiveness and a summary report which included general information about their audience, how the event was promoted, media coverage, utilizing the demo kit, sponsor information and any other results.**

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

*The learning curve was terrific. There was a mix of local and state politicians as well as the media and one or two engineers. The speed of the uncontrolled fire versus the speed of the fire sprinkler activation made a believer out of everyone in attendance. A few of the people who attended included State Senator Dean Kirby, Chairman of the Insurance Committee; State Representative John Moore, Commissioner of Insurance; and Mississippi State Fire Marshal Mike Chenney, among others.*

Rob Martin  
City of Brandon Fire Department  
Brandon, Mississippi

*The audience was very shocked by what they had seen. Additionally, there was a family in the audience who had just started construction on their new home. They spoke to someone that day to have a fire sprinkler system installed in their new home.*

Jennifer Pierce, Fire Inspector/Life Safety Educator  
Lake Mary Fire Department  
Lake Mary, Florida

*This was an awesome experience for our department and our community! We greatly appreciate HFSC's support and funding to make this possible. We are planning on doing another demonstration in the coming year!*

Sheri Henderson, Captain  
Ceresco Fire & Rescue  
Ceresco, Nebraska



*Nine hundred people attended the event.*

Joe Holomy, Fire Chief  
Effingham Fire Department  
Effingham, Illinois

*The event was promoted by the fire department via a press release to the local media. We had three local television stations, including one local governmental news channel show up for the event. Two of the stations featured the event on the evening news broadcast, and the local government channel is running it on a rotating basis for the entire month of June. Although some had seen similar demonstrations in videos, the demonstration seemed to have more of an impact during the live presentation.*

Kevin Pettigrew, Deputy Fire Marshal  
Greensboro Fire Department  
Greensboro, North Carolina

*Five hundred adults and children attended. I believe that the children and parents learned a great deal from the fire sprinkler demo. There were two items that they commented on the most: (1) the difference in damage between the two rooms and (2) how fast a fire can consume a room.*

Micki Trost, Life Safety Education Specialist  
West Metro Fire Protection District  
Lakewood, Colorado

*We used a thermal imaging camera to document the temperatures. One hundred people attended the event. We are planning two more events in the coming months.*

Gary Berkheimer  
Pinellas Park Fire Department  
Pinellas Park, Florida

*Conducting the demonstration for the first time, we were happy with the audience size. The event itself was well attended with 100-150 people attending the actual fire sprinkler demonstration. Martin County will be sprinklering a 40-home Habitat for Humanity development.*

B. Aaron Johnson  
Martin County Fire Rescue  
Port Salerno, Florida



# BFLFD SIDE-BY-SIDE DEMO STIPEND PROGRAM (CONT.)

COMMENTS FROM EVALUATION (CONT.)

People enjoyed the demonstration and learned from it, as evidenced by the survey that was conducted. We used the instructions from the Fire & Sprinkler Burn Demonstration Kit, and everything went according to plan. As our first side-by-side fire and sprinkler burn demonstration, we felt it went very well.

The survey had six questions and a comment line. The results were as follows:

1. Do you rent or own your home?
  - 84% homeowners, 16% renters
2. Is there a fire sprinkler system in your home?
  - 16% have a home fire sprinkler system, 84% do not
3. Before today, which of the following describe(s) why you do not have a fire sprinkler system in your home?
  - I really haven't ever thought about it = 53%
  - I think it would be too expensive = 13%
  - Both of the above = 6%
  - I think the sprinkler heads are unattractive = 0%
  - I don't think I need a sprinkler system in my home = 3%
  - All of the above = 3%
  - Did not answer = 22%
4. After watching the side-by-side fire and sprinkler burn demonstration, were you surprised by...
  - How fast a fire can consume a room? = 56% yes, 31% no, 13% did not answer
  - How quickly the fire sprinkler system put out the fire? = 78% yes, 13% no, 9% did not answer
  - The difference in fire damage between the two fires? = 72% yes, 19% no, 9% did not answer
5. Do you think the burn demonstration is a good educational tool?
  - 94% yes, 6% did not answer
6. Having seen and learned what you did today, how likely is it that you would pursue getting a fire sprinkler system in your home?
  - Not at all likely = 19%
  - Somewhat likely = 59%
  - Very likely = 13%
  - Did not answer = 9%

## Comments:

- "If building new construction, I definitely would add fire sprinklers."
- "I did not know how I would add it to an existing house."
- "Makes one think twice."
- "I still think it should be our choice, not a law."
- "Thank you for the demonstration! Very knowledgeable!"
- "Good show. Good food. Great town!"

The Tuscaloosa Fire & Rescue Service hosted a live burn demonstration utilizing the HFSC Fire & Sprinkler Burn Demonstration Kit on Saturday, November 20, 2010. The demonstration was held in conjunction with Tuscaloosa's celebration of its selection by the America's Promise Alliance as one of the "100 Best Communities for Young People."

Attendance was estimated at 200 adults and children at any given time. The nature of the celebration brought a broad demographic to the site, but the largest single category was parents of young children.

Tilda Mims, Fire & Life Safety Education  
Tuscaloosa Fire & Rescue Service  
Tuscaloosa, Alabama

We followed HFSC's directions from the Fire & Sprinkler Burn Demonstration Kit without difficulty. This was our first side-by-side fire and sprinkler burn demonstration. What was unique was that we installed an ionization-type smoke detector on the non-sprinklered side and a dual-sensor smoke detector on the sprinklered side. With the use of a large-display sports clock provided by a local high school, the audience was able to see how fast the dual-sensor unit was activated as compared to the ionization.

The students were from Andrews University in Berrien Springs, Michigan (a 45-minute trip). They and their instructor felt it would be beneficial to other students. Our aim was to instill in them the need to promote the installation of residential and commercial fire sprinklers in all buildings they design.

Dave Cherrone  
Clay Fire Territory  
South Bend, Indiana

We were honored with the presence of one of Wisconsin's State Representatives, so it was a prime time to discuss making residential fire sprinklers mandatory on new construction in the state.

Pam Jentz, Public Fire & Life Safety Educator  
Town of Menasha Fire Department  
Neenah, Wisconsin





## BFLFD SIDE-BY-SIDE DEMO STIPEND PROGRAM (CONT.) COMMENTS FROM EVALUATION (CONT.)

Many people were surprised by the amount of destruction a small fire could cause when allowed to burn unchecked. During our narration, we also added approximate times for 9-1-1 call processing, dispatch and response. This helped the audience better understand the time frame related to fire development and also fire department response. Most of the audience (approximately 300) had never seen how a fire sprinkler actually worked. Some parents also brought their children to inspect the units to show them what could happen if they played with matches and lighters.

Following the event, we have also put the burn props on display in front of the firehouse. This way, people that did not attend the open house can still see the destruction a fire can cause versus the effectiveness of a home sprinkler.

Andrea Sudjapun, Lieutenant  
Morningside Volunteer Fire Department  
Suitland, Maryland

Two thousand people attended this event.

Wanda Willis, Lieutenant  
Harrisonburg Fire Department  
Harrisonburg, Virginia

What attendees remarked about most: "Wow I didn't realize that a fire could grow so fast." "I am building a new house, where can I find a contractor that will give me a quote?" "Can I buy fire sprinklers myself, and where do I buy them?"

Tom Gerencer  
Grand Haven Township Fire/Rescue  
Grand Haven, Michigan

One hundred twenty people attended in 10°F weather!

Thomas Wendt  
City of Fond du Lac  
Fond du Lac, Wisconsin

We had a booth set up with a display of fire sprinkler heads and a wide variety of pamphlets and information for the public. We had over 300 people on hand to observe the demonstration. We videotaped the event, and the final product is on our website, [www.cityofnorthport.com](http://www.cityofnorthport.com).

The consensus at North Port Fire Rescue was that the afternoon was a huge success. The crowd watched the demonstration in amazement. Most were surprised how quickly flames spread and the amount of damage that resulted. They were equally amazed at how rapidly one fire sprinkler put out the fire, using less water than fire hoses and causing much less damage.

Michael Frantz, Fire Marshal/PIO  
North Port Fire Rescue  
North Port, Florida

Fire Chief Maczko introduced the purpose of the demonstration to a crowd of about 200 community neighbors, emphasizing the importance of life safety in a fire situation. When attendees were asked where they came from, many of the attendees indicated they were from Mendota Heights, Eagan, Inver Grove Heights, St. Paul, and a few were from out of state attending with other family members.

The Mendota Heights Fire Department has offered many learning and fire safety opportunities to the community over the years. This is the first demonstration that caused firefighters to be awestruck as much as the community. To see the side-by-side fire and sprinkler burn demonstration event has a real impact on everyone, especially when viewed from the "outside."

Michelle Parker, Firefighter  
Mendota Heights Fire Department  
Mendota Heights, Minnesota

Two hundred fifty people attended. Both the young and the old were impressed with how fast the fire grew in the non-sprinklered room and how quickly the fire sprinkler activated in the sprinklered room (within 18 seconds of fire ignition).

Jonathan Paul  
Lebanon Fire Department  
Lebanon, New Hampshire





# BFLFD SIDE-BY-SIDE DEMO STIPEND PROGRAM (CONT.)

COMMENTS FROM EVALUATION (CONT.)

*The October 9th event had a large audience of approximately 250 people, while the October 19th event had fewer than expected with approximately 60. However, it was still a decent-sized audience given the total population of on-campus residents at the college is 327. I think holding the event in conjunction with a community festival gave us an opportunity to reach more people.*

Kim Wittig  
City of Rocky Mount Fire Department  
Rocky Mount, North Carolina

*Four hundred fifty rural firefighters attended the event and approximately 150 people saw the fire and sprinkler burn demonstration. Many of the firefighters had never seen an actual activation of a fire sprinkler system. Many were impressed with the quick response and commented on how much was saved compared to the unsprinklered flashover unit. We conducted 12 hours certification class along with the demonstration.*

Donna Page  
Pinehurst Fire Department  
Pinehurst, North Carolina

*There were 75 persons in attendance at our event. We had a good mix of general public, news media, and fire personnel from surrounding areas. The elected officials who did attend were amazed beyond belief and took all of the educational materials back to their offices to share with staff and other elected officials. Those in attendance stated this was one of the best public fire education events they attended because they could not only see how fire develops and spreads so rapidly in a residential setting, but they could also feel the heat, smell the smoke, and see how bad the smoke really is as compared with television's representation.*

*One month after the event, I was asked by the local Lions civic group to do an educational presentation about the event and residential fire sprinklers to their entire group. Through the use of your educational materials, handouts, and the video footage we took of our event, I was able to provide them with a great night, as they all personally thanked me after the event.*

Roger A. Spadt, Fire Marshal  
Lehigh Township Volunteer Fire Company #1  
Cherryville, Pennsylvania

*Three thousand people attended the event. They want to figure out how to elevate the demonstration units so everyone will have a better view. The Utah Society of Fire Professionals was an additional supporter of the event and will continue to support fire and sprinkler burn demonstrations in the future.*

Dean Hunt  
Layton City Fire Department  
Layton, Utah

*Through the evening, we estimated about 700 people in attendance. Usually the arrival of AirMed or Life Flight is our attention grabber. This year, with the help of the Home Fire Sprinkler Coalition, our live fire and sprinkler burn demonstration was our big draw. There were about 250 people at the time, and next year I expect that to double after the attention it got.*

*Judging from how fast the brochures disappeared after the demonstration, I would say it got the message across. This was well worth the time and effort we put into it. We will definitely be doing it every year, and we are set to do another one this spring in which we will be inviting local builders and Realtors.*

Travis Daniels, Lieutenant  
Grantsville Volunteer Fire Department  
Grantsville, Utah

*In addition to benefiting our department, building the demonstration units according to HFSC's Fire & Sprinkler Burn Demonstration Kit was the final event required of Reed Jones to become an Eagle Scout. He reported the directions were complete and easy to follow. The only difficulty proved to be crowd control as our attendance was larger than anticipated. However, as our first attempt at this demonstration, we were very pleased with the result. More than 1,000 participants were present to view the demonstration.*

Carl Cowan  
Ashburn Volunteer Fire Rescue  
Ashburn, Virginia





## FLIP VIDEO CAMERA DISTRIBUTION

The 2009 Grant offered 100 easy-to-use Flip Video cameras as an incentive to the fire service to sign up for the BFLFD program and conduct a side-by-side demonstration. One hundred Flip Video cameras were also offered to the fire departments that received the stipend. Fire departments were encouraged to record their events and post them on the HFSC Community website and YouTube.



### **Oak Island Fire & Rescue (North Carolina)**

Home Fire Sprinkler Demonstration  
December 8, 2010



### **Layton City Fire Department (Utah)**

Side-by-Side Demonstration Event  
September 29, 2010



### **Menasha Fire Department (Wisconsin)**

Safety Day Event  
September 11, 2010



### **New Lenox Fire Department (Illinois)**

Fire Prevention Week Event  
October 9, 2010



### **Grand Chute Fire Department (Wisconsin)**

Safety Day Event  
September 11, 2010



### **Citizens Fire Company (West Virginia)**

Safety Day Event  
December 13, 2010

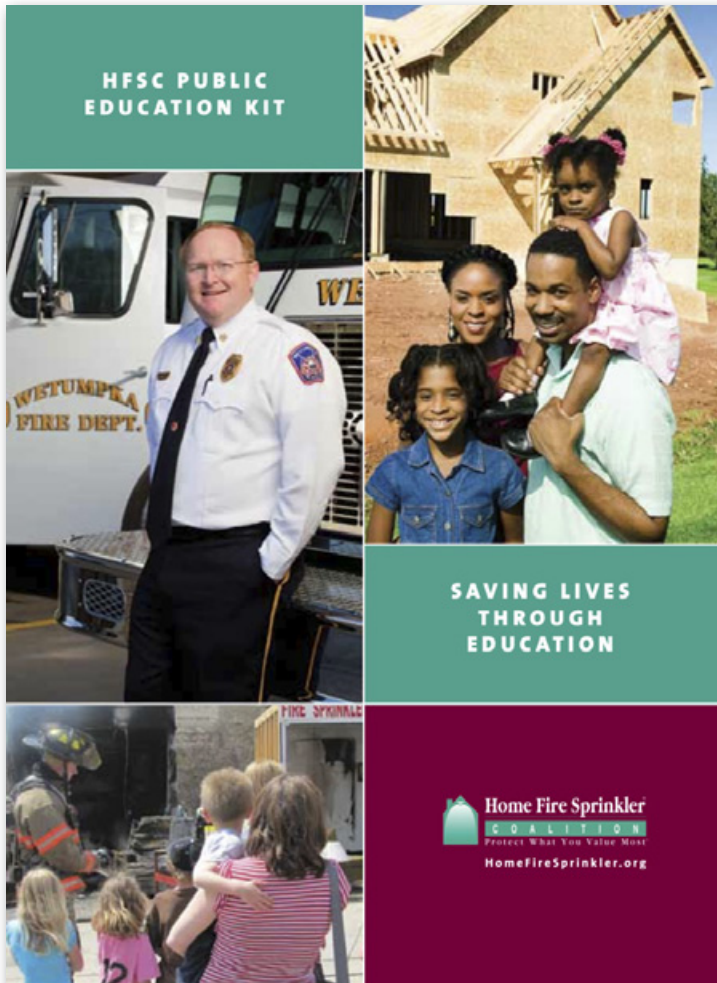


### **Sioux Falls Fire Rescue (South Dakota)**

Augustana College's Residence Life  
Fire Safety Academy  
August 29, 2010



## PUBLIC EDUCATION KIT UPDATE



The HFSC Public Education Kit was updated to include new teaching tools and modify the guidance with live links for easier use. The sleeve for the DVD/CD kit was redesigned for more cost-effective production and distribution. The new kit is available to BFLFDs, members of the fire service who request the kit through the HFSC website, those who respond to advertisements and distribution at fire service trade shows. Ten thousand complete kits were produced that include a CD/DVD sleeve, a DVD with all educational videos, a CD with all collateral material, guidance, public relations and teaching tools.





## FIRE SERVICE IMPACT VIDEO

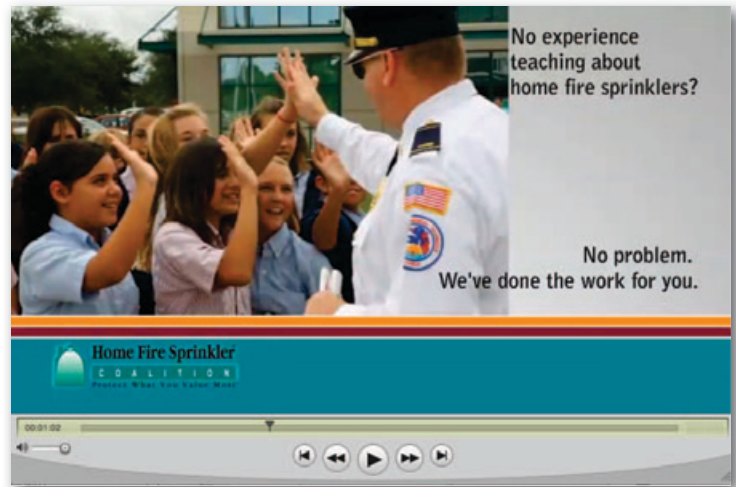
HFSC created a three-minute, digital multimedia internet video, which features side-by-side demonstrations and Built for Life Fire Department (BFLFD) testimonials from fire departments that have successfully conducted the demonstration. The video promotes and encourages fire departments to sign up for the BFLFD Program, conduct side-by-side demonstrations, and also shows available HFSC education materials and resources.

The impact video was e-blasted to 94,954 members of the fire service, posted on the HFSC website and used at trade shows.

- **BFLFD members:** May 2011 e-blast; 2,043
- **Firehouse:** May 2011 e-blast; 66,000 circulation; resulting in 65,194 messages delivered, 6,748 opened (10.83% open rate) and 543 click-throughs
- **Fire Chief:** May 2011 e-blast; 28,000 circulation; resulting in 27,717 messages delivered, 5,609 opened (20% open rate) and 588 click-throughs

### TOTAL CIRCULATION

(for publication e-blasts): **92,911 gross;**  
**12,357 opened, 1,131 click-throughs**





## FIRE SERVICE ADVERTISING/ FIRE RESCUE INTERNATIONAL

### Fire Department's Demonstration Motivates Three Homeowners to Protect Their Homes with Fire Sprinklers

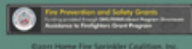


Side-by-side demonstrations are a great way to illustrate common fire safety lessons to community members. They are able to view how fast a fire spreads and how quickly residential fire sprinklers activate to control or extinguish the fire.



The "Built for Life Fire Department" program provides fire departments with free educational tools they need to make home fire sprinklers a focus of their community outreach.

Don't miss out. Sign up today Visit [HomeFireSprinkler.org](http://HomeFireSprinkler.org) or call toll-free 877-550-HFSC (4373).



©2009 Home Fire Sprinkler Coalition, Inc.

The Lake Mary (Florida) Fire Department was one of 100 Built for Life Fire Departments that received a \$5,000 stipend from the Home Fire Sprinkler Coalition to build and present an educational side-by-side fire and sprinkler burn demonstration. The outcome exceeded all expectations and was "a huge success."

"We were thrilled to hear that our department received one of the \$5,000 stipends. We've held four side-by-side demonstrations with the stipend so far. One was during halftime at a high school football game. The nighttime event was very dramatic and really showcased the fire damage."

After seeing our demos, two homeowners decided to retrofit their homes with residential fire sprinkler systems. Then another family stopped construction on their new home to have a fire sprinkler system installed.

Convincing just one person about the life-saving benefits of fire sprinklers would be a success. But to end up with three families that will live in homes protected with fire sprinklers is a huge success.

Thanks to HFSC, we have been able to reach more families than we had ever imagined."

Jennifer Pierce, Fire Inspector/Fire & Life Safety Educator, Lake Mary Fire Department, Florida

### Is your community benefitting from HFSC's FREE "Built for Life Fire Department" program?



When HFSC announced that it would be offering a \$5,000 stipend to 100 "Built for Life Fire Departments" to conduct a fire and sprinkler burn demonstration, Public Educator, Alison Caton, jumped at the opportunity to apply.

"We were so excited when we learned that we were the recipients of one of the \$5,000 stipends. We used it to buy all the materials to build and conduct the demonstration."

Those that attended were shocked at how fast the fire spread and how quickly the fire sprinkler in the protected room activated. The devastation of the unprotected room was obvious; none of the items survived the fire.

Being able to provide our community with such valuable education shows that we are continually striving to protect them, paving the way for fire and life safety."

Alison Caton, Public Educator, Lake Stevens Fire (Washington)



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Don't miss out. Sign up today Visit [HomeFireSprinkler.org](http://HomeFireSprinkler.org) or call toll-free 877-550-HFSC (4373).

©2009 Home Fire Sprinkler Coalition, Inc.

HFSC developed a testimonial advertising campaign that features members of the Built for Life Fire Department (BFLFD) Program who successfully used side-by-side demonstrations. Each of the two advertisements encourages members of the fire service to conduct a side-by-side demonstration and to sign up to similarly benefit from HFSC's BFLFD program.

Featured in the advertisements were:

- **Alison Caton**, Public Educator, Lake Stevens Fire (Washington)
- **Jennifer Pierce**, Fire Inspector/Fire & Life Safety Educator, Lake Mary Fire Department (Florida)

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

**Firehouse**: February & March 2011 issues;

76,141 circulation for each issue

**FireRescue**: February & March 2011 issues;

48,339 circulation for each issue

**Fire Engineering**: February & March 2011 issues; 57,351 circulation for each issue

**Fire Chief**: February & March 2011 issues;

50,301 circulation for each issue

**IAFC On Scene**: February 15 & March 15, 2011 issues;

12,500 circulation for each issue

**NFPA Journal**: May/June 2011 issue;

81,000 circulation for each issue

**TOTAL CIRCULATION: 570,264 gross**

Fire-Rescue International (FRI): HFSC attended the IAFC's convention to promote HFSC's free educational material and resources.

- August 27 & 28, 2010
- McCormick Place, Chicago, Illinois
- 20 x 10-square-foot booth space





## HOME BUILDER ADVERTISING

HFSC developed a testimonial advertisement that 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.

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 2011 issue; circulation 139,991
- **Big Builder**: January 2011 issue, circulation 9,800
- **Professional Builder**: January 2011 issue, circulation 120,613
- **GreenBuilder**: January 2011 issue; circulation 110,000
- **BuilderNEWS**: December 2010 & January 2011 issues; circulation 78,320 for each issue.
- **Fine Homebuilding**: December/January 2011 issue; circulation 316,011
- **Builder & Developer**: November 2010 & January 2011 issues; circulation 85,000 for each issue
- **Residential Design & Build**: January 2011 issue; circulation 44,004

**TOTAL CIRCULATION: 1,067,059 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 #2183**

**BUILT  
FOR LIFE**  
Home Fire Sprinkler

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)



# HOME BUILDER TRADE SHOW



HFSC promoted its materials and programs to homebuilders at the following convention:

- **International Builders' Show (IBS)**

January 12 – 15, 2011

Orange County Convention Center, Orlando, Florida

50 x 30-square-foot booth space

The International Builders' Show (IBS) was attended by more than 50,000 members of the homebuilding industry. HFSC spokesperson Ron Hazelton 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 a prize including a flat-screen TV, Flip Video Cameras, multi-tool kits, screwdriver sets and Built for Life base ball caps.

The grand prize for the Built for Life game was a flat-screen, high-definition television, while other prizes included Flip Video cameras, Stanley multi-tool kits & six-piece screwdriver sets and HFSC baseball caps.

Homebuilders waited in line for an average of 20 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.

In conjunction with IBS, HFSC also sponsored the National Association of Home Builders (NAHB) 50+ Housing Symposium, which included HFSC logo recognition on their website, on posters and billboards during IBS and in their online *50+ Housing* magazine (circulation 10,000+). HFSC also had a tabletop display during the four days of the educational sessions.

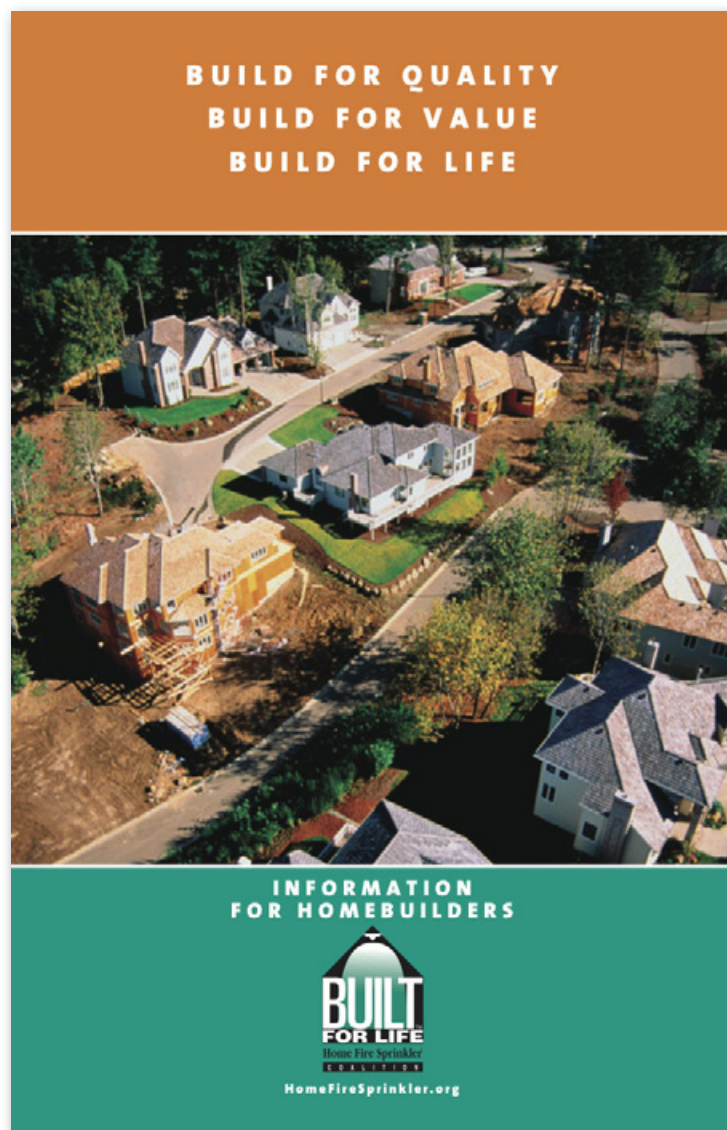
**More than 573 leads were collected at IBS.**



## BUILT FOR LIFE HOMEBUILDER EDUCATION KIT

HFSC updated and redesigned the home builder education kit from a pocket folder to a more compact sleeve that holds the DVD with the 17-minute builder education video. The brochure was also updated and redesigned to fit into the sleeve. Redesigning the kit to a smaller size consolidated two builder education pieces into one and proved more cost effective to produce and fulfill. The kit was distributed at the builder show, to members of the home building industry who requested it through the website and to fire departments who request it to educate builders in their district.

- **Built for Life Homebuilder Education Kit:** The kit has been redesigned to a smaller size and now incorporates the former Built for Life Builder brochure. The kit also includes a 17-minute builder education video. Redesigning the kit to a smaller size proved more cost effective and consolidated two builder education pieces into one. 10,000 printed.





REAL ESTATE AGENT  
ADVERTISING

Visit HFSC in Booth #1753



**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 1753 to pick up your free materials.

**SOLD**  
2010

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

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

In conjunction with the other testimonial advertising campaigns, HFSC developed an advertisement that 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® 2010 annual Conference and Expo in New Orleans, LA.

Featured in the advertisement was:

• **Janet Hall, REALTORS®**

Keller Williams Realty

Pleasant View, Tennessee

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

- **REALTOR® Magazine:** October 2010 issue; circulation 1,120,871
- **REALTOR® Magazine – Show Daily:** Distributed 3 days at the National Association of REALTORS® Conference & Expo; circulation 25,000 for each issue

**TOTAL CIRCULATION: 1,195,871 gross**

In addition to HFSC's real estate agent testimonial advertisement, HFSC also developed a message for *REALTOR® Magazine's* "Larger Broker Report" e-newsletter in both the October 14th and 28th, 2010 issues. Circulation 550 for each e-newsletter issue.

Copy for "Large Broker Report" e-newsletter:

**Answers for Real Estate Professionals**

**HOME FIRE SPRINKLER SYSTEMS – A GROWING TREND THAT'S HERE TO STAY**

If you're marketing a home with a fire sprinkler system, you've got a great selling feature. The nonprofit Home Fire Sprinkler Coalition (HFSC) has the answers you need to make the most of it. Visit us at <http://HomeFireSprinkler.org>.

**The two messages combined for 1,040 delivered, 280 opened and 2 click-throughs.**

View email in browser

**The Report for Large Brokerage Owners and Managers**

**Internal News Service**  
From the NATIONAL ASSOCIATION OF REALTORS®

October 28, 2010

sponsored by

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

**Home Fire Sprinkler Systems**  
Answers for Real Estate Professionals

**INDUSTRY INTELLIGENCE**

**Strong Gain for Existing Home Sales**  
Existing-home sales rose again in September, affirming that a sales recovery has begun, *NAR says*. Its EHS index rose 10 percent to a seasonally adjusted annual rate of 4.53 million in September from a downwardly revised 4.12 million in August, but remain 19.1 percent below the 5.60 million-unit pace in September 2009 when first-time buyers were ramping up in advance of the initial deadline for the tax credit last November. "A housing recovery is taking place but will be choppy at times depending on the duration and impact of a foreclosure moratorium," NAR Chief Economist Lawrence Yun says. [Watch and link to a video](#) of Yun's press conference from earlier this week.

**NAR CEO Stinton Named to SmartMoney Power 30**  
The popular business magazine SmartMoney named NAR CEO Dale Stinton to its annual Power 30 feature. The magazine recognized Stinton for keeping the country's largest professional trade association "on the offensive" while real estate was struggling to recover from the mortgage crisis. Other real estate leaders named to its list are Pat Lashinsky of ZipRealty, Robert Shiller of Yale University, and Jeffrey Gundlach of DoubleLine Capital. Also named to the Power 30 this year are Steve Jobs of Apple, Warren Buffett of Berkshire Hathaway, Ben Bernanke of the Federal Reserve, and Sheila Bair of the Federal Deposit Insurance Corp.

**8 in 10 Americans Say Home Buying Makes Sense**  
Nearly eight out of 10 people believe buying a home is a good financial decision, despite



## REAL ESTATE AGENT TRADE SHOW

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

- **National Association of REALTORS® Conference & Expo (NAR)**

November 5 –8, 2010

Morial Convention Center, New Orleans, Louisiana

10 x 10-square-foot booth space

To increase traffic to the HFSC booth during NAR, a grand prize of a Flip Video camera was given away to one lucky winner.

**The National Association of REALTORS® Conference & Expo generated 198 leads.**



- **Marketing Homes Protected by Sprinklers:**

HFSC updated and reprinted the real estate agent educational material brochure for distribution at the National Association of REALTORS® convention and to those who requested the brochure following the convention and through the ad promotion. Fire departments also request the brochure to educate agents in their districts.

- **Real Estate Agent Brochure:**

10,000 printed.



# LOCAL OFFICIALS / MUNICIPAL MANAGERS OUTREACH

## LEARN THE LATEST ABOUT HOME FIRE SPRINKLERS



Home fire sprinkler systems are being installed in thousands of one- and two-family homes each year in communities throughout the country. This trend is the result of communities passing codes and ordinances, developers taking advantage of trade ups and homeowners requesting sprinklers as an option.

Fire sprinklers prevent deadly smoke and fire from spreading and allow families to escape. Each sprinkler is individually activated by heat. Typically, only the sprinkler closest to the fire will activate controlling the fire until the fire department arrives.

Research on the environmental impact of fires finds that automatic fire sprinklers can reduce greenhouse gas emissions by 98%, reduce fire damage by up to 97%, reduce water usage to fight a home fire by as much as 91% and reduce water pollution.\*

The nonprofit Home Fire Sprinkler Coalition (HFSC) is the leading resource for independent information about residential fire sprinklers. HFSC develops a wide range of fire safety educational materials that are provided at no charge and can be downloaded or ordered on HFSC's website, [HomeFireSprinkler.org](http://HomeFireSprinkler.org)

\*"Environmental Impact of Automatic Fire Sprinklers," FM Global, March 2010.

### HFSC MEMBERS

American Fire Sprinkler Association  
Canadian Automatic Sprinkler Association  
Home Safety Council  
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  
U.S. Fire Administration  
USA Sprinkler Fitters Association



© 2010 Home Fire Sprinkler Coalition

## HOME FIRE SPRINKLERS: PROTECTING YOUR COMMUNITY



This video provides local officials and community leaders with accurate information about home fire sprinklers. It features interviews with building, municipal and fire service representatives who have experience with local fire sprinkler installations.



HFSC promoted its local official educational video to municipal managers and local officials at the following conventions:

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

- October 17 – 19, 2010
- San Jose McEnery Convention Center, San Jose, California
- 10 x 10-square-foot booth space

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

- December 1 – 3, 2010
- Colorado Convention Center, Denver, Colorado
- 10 x 10-square-foot booth space
- Presented a one-hour program during "Solution Workshop"

### American City & County

**Magazine:** A full-page ad ran in the convention issue.

**Total Circulation: 82,758.**

## HOME FIRE SPRINKLERS: PROTECTING YOUR COMMUNITY

During the National League of Cities  
87th Annual Congress of Cities & Exposition  
Exhibitor Solutions Theater Workshop

National League of Cities  
1301 Pennsylvania Avenue, NW  
Suite 500 • Washington, DC 20004



Home fire sprinklers are now included in national building codes. Learn about the life-saving and environmental benefits of home fire sprinklers in new construction homes.



**SPEAKER:** Peg Paul,  
Communications Manager –  
Home Fire Sprinkler Coalition

### Join us...

**DATE:** Thursday, December 2  
**TIME:** 1:00 - 1:45 pm  
**PLACE:** Colorado Convention Center  
Denver, CO  
Follow the signs to the Exhibitor  
Solutions Theater Workshop area.



**Home Fire Sprinkler  
COALITION**  
Protect What You Value Most®

877-550-HFSC (4372)  
[HomeFireSprinkler.org](http://HomeFireSprinkler.org)



The Home Fire Sprinkler Coalition is a nonprofit advocate for residential fire safety. HFSC is the authoritative national resource on fire sprinkler technology for fire and life safety educators and an equally important source for consumers, professionals in the homebuilding, insurance and real estate fields, and the media.



## CONSUMER OUTREACH

### CONSUMER ADVERTISING

To reach parents of young children and older adults, HFSC ran informative advertisements in major magazines reaching more than 2.9 million readers. The *BabyTalk* advertisement included a QR (Quick Response) code, also called a 2D code. QR codes are two-dimensional matrix barcodes that can hold thousands of alphanumeric characters of information. When the QR code is scanned with a Smartphone, one can link to digital content on the web. The QR code in the HFSC advertisement was created through ScanLife and the smartphone scans were monitored for one year.

*GRAND* is an online magazine read by more than 250,000 older active adults. HFSC's consumer advertisement included a link to HFSC's three-minute multimedia impact movie for consumers, explaining the features and benefits of home fire sprinklers.

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

- **BabyTalk:** December/January 2011 issue; circulation 2,010,335.
- **GRAND:** November/December 2010 and January/February 2011 issues; circulation 250,000 for each issue.
- **Where to Retire:** January/February and March/April 2011 issues; 200,014 for each issue.

**TOTAL CIRCULATION: 2,910,363 gross**

### QR Code Monitoring Report for *BabyTalk* Advertisement:

Total Scans: 1,032

Gender: 52% Male, 48% Female

Age: 18 – 24 = 37%;

25 – 34 = 47%;

35 – 44 = 11%;

45 – 54 = 5%

**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 (4373) today.

**BUILT FOR LIFE**  
The Sprinkler  
[HomeFireSprinkler.org](http://HomeFireSprinkler.org)  
©2010 Home Fire Sprinkler Coalition

SCANLIFE

**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.

Watch a short presentation about the life saving benefits of home fire sprinklers

**Home Fire Sprinkler**  
BUILT FOR LIFE  
[HomeFireSprinkler.org](http://HomeFireSprinkler.org)  
©2010 Home Fire Sprinkler Coalition

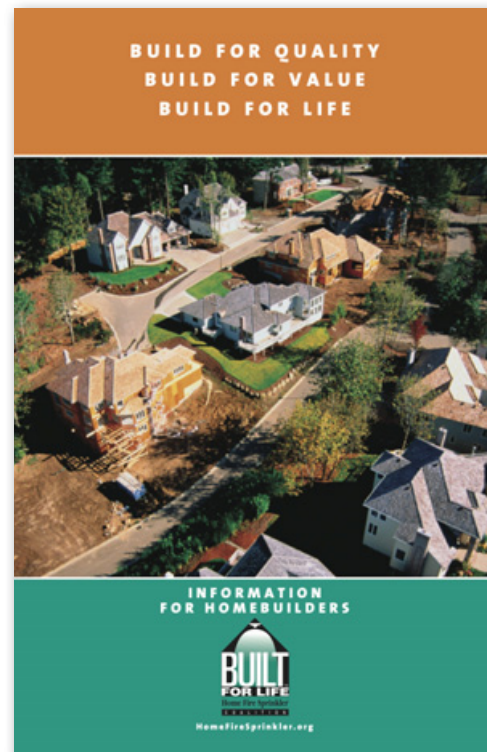


## CONSUMER EDUCATIONAL MATERIAL REPRINTS



HFSC updated and reprinted the following HFSC educational material to be distributed at various trade shows. Also distributed to fire service for homebuilder and consumer education.

- **Future of Fire Safety Brochure:** 10,000 printed
- **Built for Life Brochure:** 10,000 printed
- **Material Order Form:** 10,000 printed





PUBLIC RELATIONS  
REACH

During the grant period, HFSC media outreach resulted in widespread media coverage, including information about HFSC's grant award and the program activities that would be carried out. The BFLFD stipend program for fire departments was announced statewide. Below are samples of the publicity:

- BNET online (06/01/10)
- Cleary's Notebook online (06/13/10)
- Facebook post by Albany Fire Protection, Inc. (07/15/10)
- Fire Department Network News online (06/16/10)
- *Fire Engineering* online (05/10/10)
- Fire-Education.com (05/10/10)
- *Firehouse* online forum (06/28/10)
- National Fire Protection Association's (NFPA) "Fire Sprinkler Initiative Update" e-newsletter (June 2010)
- National Fire Sprinkler Association – Wisconsin Chapter blog (07/12/10)
- NFPA "Fire Sprinkler Initiative Update" e-newsletter (July 2010)
- NFPA Journal (May/June 2010)
- Northern Illinois Fire Sprinkler Advisory Board's "Fire Sprinkler Times" e-newsletter (09/27/10)
- Residential Fire Safety Institute's "Operation Life Safety Newsflash" e-newsletter (May 2010)
- *Sprinkler Age* (p. 20, 21; August 2011)
- U.S. First Responders Association online (06/13/10)





## PUBLIC RELATIONS SIDE-BY-SIDE DEMO SATELLITE MEDIA TOUR



As part of one of the 12 side-by-side demonstrations, the Home Fire Sprinkler Coalition hosted a Satellite Media Tour with the BFLFD member Reedy Creek Fire Department in Orlando, Florida, on January 12, 2011. HFSC spokesperson Ron Hazelton spoke with television news stations across the nation as they played video footage of the side-by-side demonstration. The list of news stations that covered the event is shown on the accompanying media schedule.

### Public Relations:

- Armor Fire Protection online (01/13/11)
- EHS & Safety News America blog (01/18/11)
- National Fire Protection Association's (NFPA) "Fire Sprinkler Initiative Update" e-newsletter (January 2011)
- NFPA Fire Sprinkler Initiative blog (01/13/11)
- KSL-TV (NBC affiliate) newscast and online (01/13/11)
- National Fire Sprinkler Association online (01/10/11 & 01/14/11)
- The Morning Blend show (KMTV-TV – CBS affiliate) newscast (01/13/11) and online (01/18/11)
- WGHP-TV (FOX affiliate) online (01/13/11)
- WJXT-TV newscast and online (01/13/11)





## PUBLIC RELATIONS SIDE-BY-SIDE DEMO SATELLITE MEDIA TOUR (CONT.)

(Final as of 01.27.11)

### HOME FIRE SPRINKLER COALITION SMT RON HAZELTON

Satellite Media Tour from Reedy Creek Fire Station  
At Walt Disney World, Orlando, FL

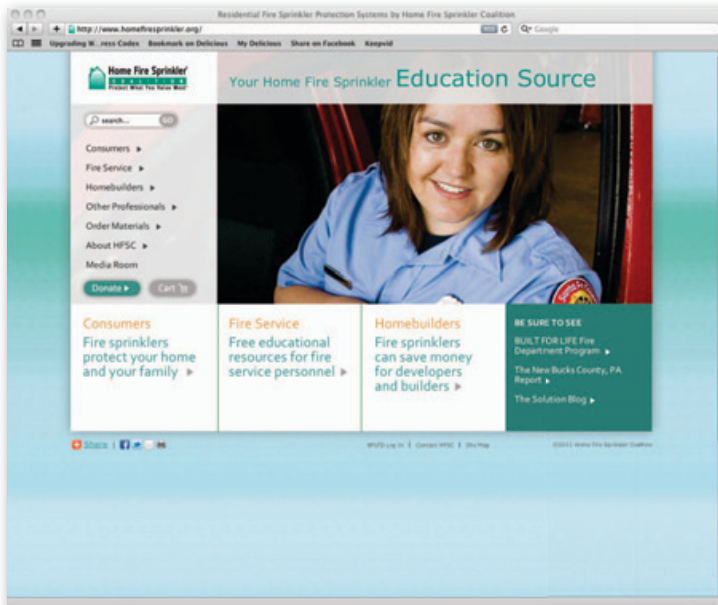
January 13, 2011 (Thursday)

TIME   ET	DMA	MARKET   STATION   NETWORK AFFILIATE   PROGRAM	AUDIENCE
7:10 LIVE	47	<b>GREENSBORO</b> WGHP-TV   FOX   Fox 8 Morning   Cindy	54,307
7:25 LIVE	88	<b>CEDAR RAPIDS</b> KGAN-TV   CBS   CBS 2 This Morning   Carl	3,834
Aired 2x 01.13.11	179	<b>MARQUETTE, MI</b> WBUP-TV/ABC + WBKP/CW   5:30 PM & 11 PM News   Cynthia (5:30p audience is 1,234; 11 PM newscast audience is 1,265)	2,499
7:40 LIVE	49	<b>JACKSONVILLE</b> WJXT-TV   IND   The Morning Show   Staci	55,685
7:48 LIVE	19	<b>ORLANDO-DAYTONA BEACH</b> WKCF-TV   CW   WESH 2 News Sunrise   Jason	7,128
8:10 LIVE	80	<b>ROCHESTER, NY</b> WHAM-TV   CW   13 News This Morning   Evan	9,897
8:13-8:20 LIVE	84	<b>HUNTSVILLE + STATEWIDE ALABAMA CABLE</b> WYAM-TV   IND   Valley Happenings   Suzie	4,091
Aired 01.18.11	62	<b>LEXINGTON</b> WDKY   FOX   FOX 56 Morning Edition   Bill & Stacy	8,436
8:35 LIVE	19	<b>ORLANDO-DAYTONA BEACH</b> WOFL-TV   FOX   FOX 35 Morning News   Heidi	30,109
8:45 LIVE	197	<b>CHEYENNE, WY</b> KGWN-TV   NewsChannel 5 at Noon + 6 AM   Jade	4,133
8:50 LIVE	32	<b>SALT LAKE CITY</b> KSL-TV   NBC   KSL 5 News Today   Tonya & Scott	24,966
Aired 01.13.11	89	<b>WACO, TX</b> KWTX-TV   CBS   Noon News   Emily	17,156
9:10 LIVE	37	<b>SAN ANTONIO</b> KABB-TV   FOX   Fox 29 News First   Monica	12,419
9:15 LIVE	42	<b>LAS VEGAS</b> KLAS-TV   CBS   8 News Now This Morning   Brian & Dayna	28,436
Aired 01.18.11	76	<b>OMAHA</b> KMTV-TV   CBS   The Morning Blend   Mary	13,301
9:40 LIVE	125	<b>BAKERSFIELD</b> KERO-TV   ABC   Good Morning Kern County   Mike	3,817
Aired 01.17.11	192	<b>GREAT FALLS, MT</b> KRTV-TV   CBS   Montana This Morning   Shannon	3,178
Aired 01.25.11	46	<b>ALBUQUERQUE</b> KOB-TV   NBC   Good Day New Mexico   Mary Ann	16,324
Aired 01.14.11	27	<b>INDIANAPOLIS</b> WISH-TV   CBS   Indy Style   Tracy (Aired 9:26 AM)	34,294
10:25 LIVE	27	<b>RALEIGH-DURHAM</b> WNCN-TV   News   Ray	500
Aired 01.17.11	69	<b>WICHITA</b> KCTU-TV   IND   Your Hour   Sheryl	2,071
10:35 LIVE	10	<b>HOUSTON</b> KRIV-TV   FOX   Fox 26 Morning News   Melissa	35,268
10:50 LIVE	15	<b>MINNEAPOLIS-ST. PAUL</b> KMSP-TV   FOX   Fox 9 News: Morning Buzz   Alix & Keith	26,939

CINDY RANDALL MEDIA, INC. | TEL. 1-800-480-9150 | Cindy.Randall@SatelliteTours.com



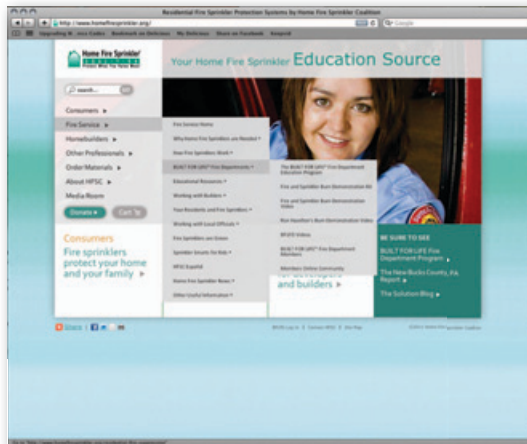
## HFSC WEBSITE UPDATES



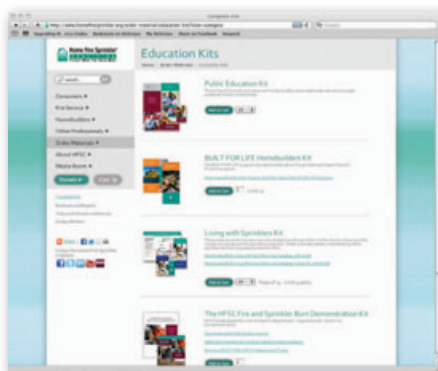
## Website Redesign

In order to better respond to the increasing volume of materials requests received every day, HFSC launched a redesigned website in 2011. The focus of the redesign plan was to create a more user-friendly website for all HFSC's constituents. Navigation was one of the biggest changes. HFSC offers such a wide variety of sprinkler education materials that locating resources was becoming difficult. The new, more nimble navigation makes it simple for anyone to quickly locate videos, brochures and customizable tools to view, download or order.

In addition to a new look and feel, the website offers a shopping cart feature that makes it convenient to review and place an order for hard copies of the materials (all HFSC materials are available at no cost). Also new is an active link for supporters to make a donation to the HFSC, a 501(c)(3) organization.



The site was rebuilt using a Content Management System (CMS) to simplify and streamline site maintenance. It was restructured to organize information by visitor interest instead of by media type. So if a Consumer visitor wants to know about building with sprinklers, everything related to that is in one section.





## HFSC WEBSITE UPDATES (CONT.)

**BUILT FOR LIFE® Online Community**

The site now includes a members-only online community for the fire service. Similar to popular social networks, members can contact others, post videos and photos, share ideas and participate in discussion groups. The Customer Relationship Management (CRM) software that drives the community is also used to manage HFSC's interaction with BFLFD members to request their feedback and to coordinate, track and evaluate activities such as the stipend programs.

**Social Media Marketing**

The Fire Sprinkler FOCUS blog is the first component of a Social Media Marketing program for HFSC. HFSC is also developing a presence on Facebook, Twitter, LinkedIn, outreach to other blogs, and increased placement on social bookmarking sites. Although HFSC already has relatively high traffic on its website, Social Media is helping extend messaging beyond core audiences. Content developed through the BFLFD CRM can be repurposed and delivered through the blog and Facebook to wider audiences. Users can also share HFSC's content via their favorite social networking sites.





## WEB COMMENTS

EXAMPLES OF FEEDBACK ON WWW.HOMEFIRESPRINKLER.ORG

**HFSC receives hundreds of comments via its website. Here is a sample of some of the comments:**

Would you please mail any literature you have on the HFSC Fire & Sprinkler Burn Demonstration Kit? We will be having our annual Expo in October and would love to have this for a demo.

Joe Bizianes  
Lyndon Fire & Rescue  
Louisville, Kentucky

I will be performing one of the fire and sprinkler burn demonstrations for the city's annual "Dog Daze" event. This event will have a couple of thousand people to watch the demonstration. If there is any handout or display that you can send me that may encourage the use and installation of home fire sprinklers, I believe that it would greatly support the cause.

Jeffery Fore, Lieutenant  
Trussville Fire & Rescue  
Trussville, Alabama

May we use the home fire sprinkler images on HFSC's webpage (<http://www.homefiresprinkler.org/Build/BuildNewDesigns.html>) to help us inform and educate people?

Mike Hall  
Olathe Fire Department  
Olathe, Kansas

I have done a fire and sprinkler burn demonstration before, but your program is more organized and looks better.

Ed Moisio  
Kent State University  
Kent, Ohio

I am building a new home and I am researching adding a fire sprinkler system. While this is not required in our state or area yet, I feel this is the right thing for my family. Do you know of any federal/ state assistance or credit for this?

Randy Okon  
Florence, Montana

Could you please send me one or all of the DVDs and information for our Fire Prevention & Protection Class? I also will be presenting how new construction options, such as the home sprinkler system, can save lives and property damage. Thank you in advance.

Dionne Quass, Graduate Student  
University of Wisconsin - Whitewater  
Whitewater, Wisconsin

I received a number of HFSC's "Living with Sprinklers" information packets and have been distributing them when I do a final inspection on a residential fire sprinkler system. Our municipality has required residential fire sprinklers since 1999. I only have a few packets left and was wondering if I could obtain some more. The homeowners find the information very informative.

Timothy P. Schuck  
Upper Dublin Fire Department  
Fort Washington, Pennsylvania

How many of these can I get? I would like enough for my whole staff (10). We are attempting to start a residential fire sprinkler campaign, so we may need some more in the future.

Chad Zudel  
City of Flint  
Flint, Michigan

I am interested in the Fire & Sprinkler Burn Demonstration Kit for our annual fire prevention program this October.

Todd Winder, Fire Chief  
Clinton Township Volunteer Fire Company  
Montgomery, Pennsylvania

Please send me all literature and videos that you have on home fire sprinklers.

Mark Sutula  
Ohio AMS, LLC  
Independence, Ohio

I am interested in information about trade-ups for fully fire sprinklered building developments.

Jonathan Lund  
Des Moines Fire Department  
Des Moines, Iowa

We have a new project and are considering incorporating residential fire sprinklers either as a standard or as an option.

Russ Smith  
Amity Construction  
Old Lyme, Connecticut

I am looking to obtain at least 200 HFSC "Living with Sprinklers" kits to distribute to each homeowner in a sprinklered development of 1,100 homes that continues to be under construction. Fire sprinklers are not currently required in Virginia, but this development selected to provide them. I am also looking to support our educational endeavors with HFSC's Public Education Kit and a few "Built for Life" kits. Thanks in advance for your assistance.

Andrew Milliken  
Stafford County Fire and Rescue  
Stafford, Virginia



## WEB COMMENTS (CONT.)

*Please advise on how to obtain a quantity of the HFSC "Protect What You Value Most" flyers. I would like to add them to our rack of available information for residents.*

Drew Lawrence  
Village of Sea Cliff  
Sea Cliff, New York

*We are hosting a Fire Safety Night at our local minor league baseball stadium September 6. I was hoping to get 100 or so copies of HFSC's handouts. We are expecting a crowd of approximately 6,000.*

Joe Novak  
Montgomery Township Fire Prevention  
Belle Mead, New Jersey

*We are sponsored by the Ashburn Volunteer Fire Department and are considering the fire and sprinkler burn demonstration for an Eagle Scout project. We need additional information.*

Max J. Triola  
Explorer Post 1666  
Ashburn, Virginia

*Please send me training and information. We have a safety house that we travel with throughout Frederick County, Maryland, and this would be a great asset to our Fire Prevention Program.*

Ed Arnold  
Carroll Manor Fire Company, Inc.  
Adamstown, Maryland

*I am really interested in this material. I would like to make a presentation at our department about it.*

Brian Soefje  
Marion, Texas

*The Northern Illinois Fire Inspectors Association covers an area in northern Illinois. The group has representatives from multiple fire and building departments (over 60 member fire departments and other associate members). The purpose is to advance the knowledge and capacities of its membership in the sciences of fire prevention and fire investigation, through mutual cooperation and communication of information; and to assist its membership in efforts to promulgate and promote fire safety awareness and practices by the public, toward the goal of prevention of any loss of life and property from fire. Our organization has been an advocate of residential sprinkler systems for many years. We look forward to being a part of HFSC's "Built for Life" Fire Department Program.*

Mike McNally  
Northern Illinois Fire Inspectors  
Association  
Mundelein, Illinois

*We are rebuilding our public education program and have no materials that are current at this time. Therefore, we are requesting all three kits.*

Jeffrey Beavers  
Forestville Volunteer Fire Department  
Upper Marlboro, Maryland

*I am planning a presentation to the city council for the adoption of a one- and two-family residential fire sprinkler ordinance.*

Dave Dupille  
University Place Fire Department  
University Place, Washington

*We are a small nonprofit emergency services organization that provides portable fire extinguisher service and maintenance, as well as fire prevention education. Our sister organization Mutual Aid Emergency Services provides training and safety programs, including a variety of programs for both public safety staff and the general public. We would appreciate the opportunity to promote residential fire sprinklers in a variety of ways from in-services for business owners, the public, fire inspectors, etc.*

Barry Bruner  
Mutual Aid Emergency Services -  
Fire Prevention Division  
Absecon, New Jersey

*I have once again been asked by Lowe's at the Northway Mall to assist them in planning their annual Safety Saturday. This year, the event will be held on Saturday Sept. 25, 2010, from 10:00 am to 2:00 pm. We are asking anyone with an important safety message to participate in this event. If you could help out, please let me know.*

Michael Powers  
Colonie Fire Company  
Albany, New York

*I have three basic questions: (1) If the home is out in the country using well water as its source of water, is it possible to put large pressurized tanks in the attic to hold water for sprinklering? (2) What tank size is rule of thumb if this method is acceptable? (3) How are the fire sprinklers turned off when the fire is out? Do they continue until the water supply (tank) is exhausted, stop when the fire is out, or are they manually turned off?*

Walt Rathbun  
Olde South Builders, LLC  
Charleston, South Carolina



## WEB COMMENTS (CONT.)

*I am a retired fire captain from the Pittsburgh Bureau of Fire, Local 1. Currently, I am the fire safety manager at Carnegie Mellon University. We conducted a live fire burn last year and are interested in conducting a fire and sprinkler burn demonstration this year. Could you provide me with more information? Thank you.*

Richard Caruso  
Carnegie Mellon University  
Pittsburgh, Pennsylvania

*I would like some materials to show prospective buyers about fire sprinklers in the home. I am primarily a remodeling contractor.*

Eric Tavitian  
Eric Tavitian Construction  
Ojai, California

*As a member of the Task Force, I will be using the information to develop and deliver a Residential Fire Sprinkler Workshop during our annual Public Education Conference. If possible, I will only need one copy of each selection. Thank you.*

Charlie Johnson  
Massachusetts Public Fire & Life Safety  
Education Task Force  
Northbridge, Massachusetts

*Do you have an information packet you can send to us? We're a builder/developer?*

Shannon Gosnell  
John Wood Homes  
Winter Haven, Florida

*I am conducting a safety fair for community members to promote National Fire Prevention Week. I am interested in obtaining materials that educate community members and showcase products that promote safer choices for households. Any and all information and materials that you can donate for this event would be greatly appreciated.*

Stephanie Clark  
Home Depot  
Massena, New York

*I have a question regarding the HFSC press release about how fire sprinklers are incorrectly depicted in movies. In your press release, HFSC Chair Gary Keith stated that residential sprinklers would not have the entire system engage. I am writing an article for my blog about the use of sprinklers in movies and I saw that press release. I would like, with your permission, to link your site to my blog. Do industrial sprinkler systems act differently (in that the entire system turns on) during a fire event? Thank you for your help.*

Ted Grider  
[www.boomrethink.typepad.com](http://www.boomrethink.typepad.com)  
Louisville, Kentucky

*Thank you for providing quality materials that make my job easier and safer, and that I know are from a trusted source.*

Terry Campbell  
Glenwood Fire Department  
Glenwood, Illinois

*Thank you all for making this possible. If you can send more Insurance Professionals Brochures, we would appreciate it.*

Tony Trevion  
Mission Fire Department  
Mission, Texas

*We would like to become more proactive in support of residential fire sprinkler systems in and around our community.*

Jerry W. Dubuisson  
Diamondhead Fire Department  
Diamondhead, Mississippi

*I am working with the fire marshal in Columbus to try to make people aware of the need for residential fire sprinklers. I have also been with a volunteer fire department for 28 years. I am well aware of the need for fire sprinklers and have seen many homes burn that could have been saved by a sprinkler system.*

Wayne Doyle  
Industrial Fire Protection, Inc.  
Columbus, Mississippi

*We are hosting our annual open house for fire prevention. This year, I am focusing on residential sprinkler systems. If you have any handouts that we could distribute to our residents, please send.*

Marc Longo  
Plumsteadville Fire Company  
Doylestown, Pennsylvania

*This is an absolutely amazing thing you all are doing!*

Leahy International  
College Station, Texas

*HFSC's information will be used to educate local government officials and garner support for a local residential fire sprinkler ordinance.*

Osric Wilson  
Detroit Fire Department  
Southfield, Michigan



## WEB COMMENTS (CONT.)

*I am constructing a new home and would like to know more about fire sprinklers.*

Micha Suhl  
Vanceleave, Mississippi

*I would first like to compliment you on your website. It is full of highly relevant information and is a valuable tool for smaller agencies, like mine.*

*I would like to know if it is possible to put your "Know Your Fire Sprinkler System" two-sided brochure on our county's website? We have one area of our county that requires fire sprinklers in residential occupancies, and this brochure could be an easy way for homeowners to access that information. I cannot ask for a link to your website because our IT department does not allow outside links to other non-governmental websites. Thank you for your time and attention to this matter.*

Brenda Larsen  
Kittitas County Fire Marshal's Office  
Ellensburg, Washington

*We are interested in video footage to provide to the media for press releases involving new fire sprinkler requirements. We are also interested in the "Built for Life" Fire Department program and any other informational materials that are available.*

Matt Damon  
Butte County Fire Department  
Oroville, California

*My department is interested in learning more so we can become a "Built for Life" Fire Department. We adopted a zero-square-foot commercial and residential fire sprinkler ordinance seven years ago. We currently use HFSC's literature, and we utilized an HFSC video when we adopted the sprinkler ordinance.*

Tom Peterson  
City of Atascadero Fire Department  
Atascadero, California

*We desire to help our log home customers understand new requirements and designs for fire sprinklers. Most log homes are built with well-water systems.*

Jeff Loser  
Bayside Log Homes, LLC  
Gambrills, Maryland

*I am working on an educational plan to strategically inform all target audiences in New Hampshire of the value of residential sprinklers. I would appreciate any help with this initiative.*

Mary MacCaffrie  
Office of the New Hampshire State Fire Marshal  
Concord, New Hampshire

*I was given your information at the Wisconsin Fire Inspectors' Association Conference and am very interested in having fire and sprinkler burn demonstrations at our department. We do extrication and car fire demonstrations throughout the year, but I think this demonstration would hit home more. I appreciate the detailed materials you have on how to get started.*

Stephanie Sejut  
DeForest Area Fire & EMS Department  
DeForest, Wisconsin

*I am very interested in receiving information. Home fire sprinkler systems are great and in my consulting business, as well as over my 12-year career as a firefighter, it has been imperative for people to really get a grasp of this. Thanks.*

Kevin Landers  
SCFD/ Risk Control Resources, LLC  
Arlington, Tennessee

*Absolutely great job! It's about time someone put together a program that can be used to explain the 'real' value of home fire sprinklers.*

Scott Shields, Captain  
Search & Rescue Foundation  
Jamesburg, New Jersey

*I love the video. I put in a request to have it posted on the fire department website.*

Sonja Powell  
Tustin, California

*I have a developer that is installing 40 homes and has agreed to have each home equipped with residential fire sprinklers. I want to provide her with HFSC's education kits to provide to the general contractors.*

TJ McLamb  
Harnett County Fire Marshal's Office  
Lillington, North Carolina



## WEB COMMENTS (CONT.)

*Just a note of thanks for the outstanding kit you sent us. We followed your instructions and conducted two fire and sprinkler burn demonstrations for Fire Prevention Week 2010. What an impact for the public. I have highly recommended this to surrounding communities. We have saved all panels and will provide the demonstration again during National Night Out 2011 in August. I'll happily send photos upon request.*

Leonard Rutter  
Federal Fire Department  
DESSP/PSF  
New Cumberland, Pennsylvania

*This material would be used through the borough office as well as the fire department doing public education regarding fire safety and fire sprinkler systems in new construction. Thank you.*

Ron Wagner  
Saltsburg Borough  
Saltsburg, Pennsylvania

*I am an officer in charge of home fire safety as well as pushing for home fire sprinkler systems. The more tools I have, the better informed I am, the better I can inform the public and the rest of my department.*

Joshua Dixon  
Franklinville Fire  
Franklinville, North Carolina

*I'm currently remodeling my house, and I would like some information on a home fire sprinkler system. Can you recommend system components (check valves, pressure gauges, flow sensors, pipe)? Please also send me HFSC's "Builder Education Kit."*

Dave Saarem  
Carson City, Nevada

*I am a home fire inspector who is looking for more information for public education and ways to make fire protection more applicable to the everyday household.*

Robert Caviness  
Asheboro Fire  
Ramseur, North Carolina

*I am a Realtor that has a new-home community that will be required to have fire sprinkler systems installed per law as of 1/1/11. It is new to our area, so I need to be prepared to answer questions to both the general public and to the Realtor community.*

Stacy Trout  
Triple Crown Corporation  
Harrisburg, Pennsylvania

*I am trying to obtain your pamphlets or fliers to display at an upcoming homebuilders exhibition in February. Can you kindly advise how/where we can procure them?*

Julie Spiegel  
Spiegel Burn Foundation  
Las Vegas, Nevada

*I am looking for information on your fire and sprinkler burn demonstration program. I would like to introduce it into the fire technology programs and technology programs at the college. Please send me any information you may have so that I can use it in my classes or at the college.*

Shawn McKay  
Naugatuck Valley Community College  
Wolcott, Connecticut

*Thank you for the wonderful information you provide.*

Gina Teague  
Experienced Firesprinkling, Inc.  
Payson, Arizona

*I would like to be able to have a separate file of Fire & Sprinkler Burn Demonstration Kit that I can download to my computer to be able to use as part of a PowerPoint demonstration.*

Jeffrey Williams  
Mount Clemens Fire Department  
Mount Clemens, Michigan

*We're looking to educate our community about the dangers of how quickly fire actually spreads as well as the need for fire sprinklered homes. We hope to stress the fact that you cannot put a price tag on the life of your child or a loved one.*

Traycee Biancamano  
U.S. First Responders Association  
Panama City, Florida

*We are just getting our feet wet with the new state-required fire sprinklers. The information you can provide will be greatly appreciated.*

Jack Barbary  
Michael Anthony Homes  
Collegeville, Pennsylvania

*I was recently given a copy of a fire sprinkler education DVD that HFSC distributed some time ago. We are currently pushing legislation through our county and would like approximately 25 copies of this DVD to give to our county government officials for their review, and to issue to the volunteer fire departments to help them educate the public. If you could send these and any other information you have, we would be greatly appreciative.*

Heather Miller  
Cecil County Firemen's Association  
Chesapeake City, Maryland



## WEB COMMENTS (CONT.)

*Thanks for helping us make our community safer!*

Kim Scott  
Red, White & Blue Fire Protection District  
Breckenridge, Colorado

*We are building a new home in an area that requires a fire sprinkler system and we would like to know more about the system.*

Kay W. Osborne  
Fillmore, Utah

*I would like a wide variety of promotional material to present to my fire department. I had utilized your service when I was a firefighter in Houston, Texas, and it really went over well. Your assistance is always tremendously appreciated. I will continue to bring awareness to this as well.*

Sandra Bardsley  
Town of Watertown Fire Department  
Watertown, New York

*I teach firefighting in the Protective Services Cluster at North Montco Technical Career Center and I would like to add home fire sprinklers into my curriculum. Thank you.*

Nicholas J. Matregrano  
Schwenksville Fire Company  
Graterford, Pennsylvania

*We are having about 40 fire chief and chief officers to do a class on 13D residential fire sprinklers, and I would like to have an HFSC handout for the chiefs.*

Aaron Small  
South Carolina State Firefighters Association  
Columbia, South Carolina

*I need all the information that HFSC might have as handouts for residential fire sprinkler systems that are supplied by public water and/or private water (wells on site).*

B. R. Law  
Marlborough Township  
Green Lane, Pennsylvania

*We figured the cost to be \$800.00 to build the fire and sprinkler burn demonstration props. I am having trouble getting places to donate. Is there grant money available to help departments like mine?*

Bob Caswell  
Poplar Bluff Fire Department  
Poplar Bluff, Missouri

*I am very interested in your educational materials. I am also interested in perhaps building a fire sprinkler demonstration display as depicted in your available materials.*

Mike Duncan  
Roanoke Fire Department  
Roanoke, Texas

*We are currently redeveloping our residential fire sprinkler awareness program and we may need additional copies of brochures in the future. One of our programs is to provide an informational brochure for every residential permit issued in our county. Our county issues approximately 150 single-family home permits, and we would appreciate it if you could provide us with 150 of the best brochures for this program. Thank you.*

Todd Blomdahl  
Midway Fire Rescue  
Pawleys Island, South Carolina

*We are very interested in your fire and sprinkler burn demonstration program and think we could use it with our public education program.*

David A. Blair  
Grand Valley Fire Protection District  
Parachute, Colorado

*We are trying to educate all private and public entities possible. HFSC's information will make a big difference in our presentations that we have planned in the upcoming months.*

Joe Franks  
Sprinkler Fitters Local 542  
Harmony, Pennsylvania

*This year, our volunteer fire department, in conjunction with 5 other area volunteer fire departments, is participating in a planned live burn demonstration at our area high school. This demonstration will be held during our 3rd annual community day. I noticed your advertisement in Firehouse magazine for the opportunity to become a "Built for Life" Fire Department. We intend to have four separate live burn scenarios and we plan on showing the difference between smoke detectors in the home vs. a home without smoke detectors, and also a sprinklered vs. non-sprinklered home. So I was wondering about this program and also any donations or suggestions for us. Thank you for your time. Hope to hear from you soon.*

Benjamin M. Conley, Sr., Captain  
Vernon Center Fire Department  
Vernon Center, New York