FISC materials are the most valuable sprinkler educational materials available.

What Do Builders and Others Have to Say About Home Fire Sprinklers?

Home Fire Sprinkler Coalition

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FISC has developed a library of information and resources you can use to educate consumers, local officials, developers, and businesses about the benefits of fire sprinklers in homes, raising the alarm to public educators. We have also developed the Living with Sprinklers program for consumers with allergy, smoke aspirations.

FISC GENERAL PREVENTION & AWARENESS CAMPAIGN

HOME FIRE SPRINKLER

FISCAL YEAR 2006

FIRE PREVENTION AND SAFETY GRANT SUMMARY REPORT

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
Home Safety Council
International Association of Fire Chiefs
National Fire Protection Association
National Fire Sprinkler Association
State Farm Insurance
Underwriters Laboratories Inc.
U.S. Fire Administration

HOME FIRE SPRINKLER GENERAL PREVENTION & AWARENESS CAMPAIGN
Fiscal Year 2006
Fire Prevention and Safety
Grant Summary Report
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Since being established in 1996, the Home Fire Sprinkler Coalition (HFSC) has been a noncommercial and nonprofit public safety advocate with an exclusive focus on residential fire sprinkler education.

HFSC works in partnership with the fire service as well as local, state, federal and other organizations to increase awareness of residential fire sprinkler systems as a long-term strategy to cut fire deaths and injury rates. National fire loss data collected by the U.S. Fire Administration and the NFPA confirm the importance of improved residential fire protection: homes are where over 80 percent of all fire deaths occur. Increased understanding of sprinkler technology leads to more installations in one- and two-family homes, ultimately saving the lives of both residents and first responders for generations to come.

HFSC has become known as a vital and valuable resource, especially for the fire service. HFSC fills a critical need for unbiased information about residential fire sprinkler technology. In addition to being independent and noncommercial, HFSC is not a legislative advocate. Rather, HFSC strictly focuses on education and information, sharing its resources with all those who want more information about home fire sprinkler technology.

The Board of HFSC adheres to a disciplined process of strategic planning and implementation that guides all program and materials development. By targeting a wide range of audiences with tailored educational tools, HFSC ensures that damaging pockets of misinformation about sprinklers can be identified and resolved with facts.

While HFSC enjoys working relationships with a wide range of users, the fire service is by far HFSC’s priority audience. This special emphasis addresses the problem of lacking resources among the fire service by providing turnkey tools and guidance that can help virtually any department present educational information about home fire sprinklers to their community. Comprehensive printed and electronic materials are supplemented with downloadable materials on the Web. All are provided at no cost to the user.

**HFSC OUTREACH**

HFSC expanded its SprinklerSmarts.org educational Web site for students by completing programs and activities for middle school students. Prior to this grant, the site only included information for kindergarten through sixth grade students. This new section uses fun games to help students enjoy learning about fire safety and fire sprinkler technology. In addition to interactive learning games and a “Fact or Fiction” movie theater with video and animation from HFSC materials, the site also includes information and activity work sheets for teachers, fire department public educators and parents.

When it comes to fire sprinkler technology, simple education is not enough. HFSC research has confirmed that myths and other misinformation about sprinklers are damaging and lead to community decisions that may deprive the public of easy access to fire sprinkler protection for their homes. HFSC tracks and monitors sprinkler awareness and interest through its contacts and partners across the country. These valuable connections help to determine which groups are lacking factual information.

The broader homebuilding industry remains both an opportunity and a challenge. Lack of awareness and a collective anti-sprinkler stance by the homebuilding industry have combined to make it HFSC’s next top audience after the fire service.
HFSC presented an educational booth at the 2008 International Builders’ Show, generating more than 1,000 leads. Builders visiting the HFSC booth could participate in an interactive and educational “Built for Life” game show. HFSC’s booth and free educational material were promoted in industry magazines with a total circulation of 582,445. Members of the homebuilding industries and the fire service requested an impressive 7,712 “Built for Life” kits.

Real estate agents are a key component of the homebuilding industry and, therefore, are a key audience. HFSC presented a booth at the National Association of Realtors annual meeting and ran ads in Realtor Magazine with a total circulation of approximately 1.2 million. To target the important active adult housing sector of homebuilders, HFSC was a sponsor and had a booth at the National Association of Home Builders 50+ Symposium.

Also key to this broader industry are home insurance agents. HFSC reached this group with a booth at the Institute for Business and Home Safety showcase and reached over 470,000 with Agent’s Sales Journal by placing ads in the magazine and sending out an e-blast.

Over the past few years, water purveyors have surfaced as one of the most important target audiences because lacking information within this critical segment can and does lead to negativity about fire sprinkler technology. HFSC began tracking local problems with high tap fees and other penalties, including a New Mexico water purveyor who was charging a $5,000 fee per sprinklered single-family home. The unfair increase in these fees is typically related to a lack of understanding about a sprinkler system’s water usage, backflow prevention, water flow requirements and metering. With its tremendous local power, the water supply segment simply must have access to the facts about home fires and home fire sprinkler technology.

To that end, a new educational brochure specifically for water purveyors was developed and made available to this audience, as well as to members of the fire service. The brochure was produced using information compiled from HFSC’s recent survey of water purveyors, which confirmed a need for greater awareness of home fire sprinklers, and also from its testing of specific messages among water professionals during the 2008 American Water Works Association conference in June. Further, HFSC placed informational ads in AWWA national trade magazines with a total circulation of 90,043.

Local officials are another critically important target audience for HFSC. Feedback from the fire service shows that HFSC’s educational material plays a primary role in helping upgrade local codes. In response to requests from the fire service, HFSC developed new guidance to support fire service interaction with, and education of, local officials. These tools are designed to address the problems that arise when key groups take a collective anti-sprinkler stance after local residential fire sprinkler decisions are made. The fire service needs to be front and center during these discussions to ensure that all those in leadership roles have the facts at hand. HFSC’s new guidance information can be downloaded along with support material. To promote HFSC as a resource for residential fire sprinkler information, ads ran in national trade publications read by public officials including American City & County and Governing magazines, reaching a circulation of more than 165,500.

To ensure that the fire service is aware of the many resources that HFSC offers, ads are periodically placed in key national fire trade publications. A new testimonial ad was developed featuring Victoria DeVargas from Santa Fe County Fire Department. Victoria is a longtime user of HFSC material and in her testimonial she talks about how valuable the HFSC material has been in her educational efforts and how she uses it to educate home-builders. This ad ran in Firehouse, Fire Chief and
HFSC utilizes a wide range of methods to inform and engage the general public in the home fire sprinkler dialogue. HFSC’s partnership with the Home Safety Council (HSC) provided a rare opportunity to reach a huge audience of parents and caregivers through *Good Housekeeping Magazine* in a special HSC supplement for Home Safety Month. In addition to the regular 26 million circulation, HFSC’s ad also appeared in a special issue distributed to all members of the U.S. Senate and Congress and to customers at 1,400 Lowe’s stores. HFSC ran additional sprinkler education ads in *Parenting* and *Better Homes & Gardens – Beautiful Homes*, reaching another 2.5 million.

More than 450,000 television viewers learned about home fire sprinkler systems by watching coverage of HFSC’s national satellite media tour (SMT) which featured Ron Hazelton, a media veteran best known as the home improvement editor for ABC’s *Good Morning America* television show. The hook for the SMT was a side-by-side fire and sprinkler burn demonstration where two rooms were simultaneously set on fire. Only one was protected with a fire sprinkler. This dramatic approach netted HFSC 14 interviews with TV stations around the country.

HFSC also distributed a matte release for print and Web media to promote HFSC’s children’s educational Web site SprinklerSmarts.org. The release resulted in 69 print placements and 30 online placements with a total circulation of approximately 1.42 million.

In response to fire service requests, HFSC translated key materials into Spanish and printed 10,000 copies for fire department use. These include the “Protect What You Value Most” brochure, as well as the “Living with Sprinklers” riser hangtag and animated flash fire timeline. All three are also available as free downloads on HFSC’s Web site.

HFSC’s Web properties help achieve its mission cost-effectively, making it possible to provide timely information at no charge to the fire service and all target audiences. HFSC updated its main Web site (HomeFireSprinkler.org) with all new material developed through this Grant Award. The Web site averaged 529 unique visitors per day, who spent 5:29 minutes per visit.

HFSC conducted an evaluation of the HFSC Public Education Kit with members of the fire service. Ninety-three percent said the kit met or exceeded their expectations. Based on verbatim comments, the kit appears to have a positive impact on increasing awareness and usage of home fire sprinkler systems.
Two full-page testimonial ads were developed to inform the fire service about how other fire departments use the HFSC material and to promote HFSC as a resource with free educational information. Joe Triolo, Hudson Fire Department, New Hampshire, and Victoria DeVargas, Santa Fe County Fire Department, New Mexico, were chosen because of their history of ordering and using HFSC materials.

“HFSC materials are the most valuable sprinkler educational materials available...”
Inspector Joe Triolo, Hudson Fire Department, New Hampshire

“HFSC residential fire sprinkler programs are user friendly”
Victoria DeVargas, Santa Fe County Fire Department, New Mexico

HFSC has a variety of material to reach many audiences including homeowners, homebuilders, insurance agents, real estate professionals and students. The free Public Educator Kit has many tools public educators can use to enhance their programs including brochures, public relations material, fact sheets, public service announcements that can be localized and many other tools. For a free kit, visit HomeFireSprinkler.org.

FIRE SERVICE

The full-page, 4-color testimonial ads appeared in the following national fire service trade publications:

- **Firehouse**: January & February issues, 92,000 circulation each
- **Fire Chief**: January issue, 52,000 circulation
- **FireRescue**: January & February issues, 50,210 circulation each
- **IAFC On Scene**: January 15th & February 1st issues, 12,500 circulation each

TOTAL CIRCULATION: 361,420 (gross)
HFSC completed a guidance to support the fire service in their efforts to educate local officials. The guidance includes a list of the educational material that can be used to help building officials and other local decision-makers understand the importance of home fire sprinklers. A new section of the Web site was developed specifically for the local officials target audience. Ads were developed targeting public officials promoting home fire sprinklers and HFSC as a resource. The full-page, 4-color ads ran in:

- **American City & County**: May issue, 80,500 circulation
- **Governing**: March issue, 85,020 circulation
The “Protect What You Value Most” brochure, “Living with Sprinklers” hang tag and “Fire Timeline” were translated to Spanish. All are posted on the HFSC Web site. A new “Spanish Material” tab was added to the consumer and fire service public education sections of the Web site.

Ten thousand “Protect What You Value Most” brochures were printed and promoted to the fire service.
Introducing fire sprinklers to middle school students, HFSC developed the interactive Web site program “Sprinkler Smarts.” The program teaches students about home fire safety and how fire sprinklers and smoke alarms keep them safe. Games reinforce what they learn. Tabs for parents, teachers and fire departments provide detailed activities and worksheets to support more comprehensive fire safety education. To ensure the new animation and activities were age-appropriate, HFSC conducted additional testing with students and teachers and tested students’ understanding of the messages. The content was well received during the testing. Sprinkler Smarts can be accessed at www.SprinklerSmarts.org (at www.SprinklerSmarts.com, visitors will be linked to the .org site). The Sprinkler Smarts Web site also has links to the HFSC Web site www.HomeFireSprinkler.org.
What you don’t see could save you.

Eight out of ten 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 or call, 1.888.635.7222 today.

To reach parents of young children, older adults and people who plan to build new homes, HFSC ran informational ads in major magazines reaching more than 28 million readers. The magazines included Parenting and Better Homes and Gardens - Beautiful Homes. HFSC’s partnership with the Home Safety Council (HSC) provided a rare opportunity to reach a huge audience of parents and caregivers through Good Housekeeping magazine in a special HSC supplement for Home Safety Month. In addition to the regular 26 million circulation, HFSC’s ad also appeared in a special issue distributed to all members of the U.S. Senate and Congress and to customers at 1,400 Lowe’s stores.

- **Parenting Magazine**: June issue, 2,182,197 circulation
- **Better Homes & Gardens – Beautiful Homes**: July issue, 400,000 circulation
- **Good Housekeeping – National Home Safety Month Special Supplement**: June issue, 26,000,000 circulation

**TOTAL REACH: 28 MILLION**
2008 INTERNATIONAL BUILDERS’ SHOW

HFSC had a 1,500-square foot booth in the main hall at the 2008 International Builders’ Show (IBS). The show was attended by more than 65,000 members of the homebuilding industry. HFSC Spokesperson Ron Hazelton hosted the interactive “Built for Life” game where three builder contestants played at one time and answered questions about fire sprinklers for points. The builder with the most points could spin the prize wheel. HFSC also developed a new kiosk with two flat screen TV monitors. There was an interactive game on one side of the kiosk and the other side included HFSC video segments that builders could preview.

HFSC also conducted a breakfast media event. Nine editors/reporters attended the event at the HFSC booth. Ron Hazelton presented the facts and talked about his personal experience with home fire sprinklers. HFSC and fire sprinkler manufacturers prepared press kits for the event and for distribution in the IBS media room.
HOME.Builder TRADE ADS
With a decrease in housing starts and the beginning of the economic downfall, HFSC developed a new ad promoting the cost-saving trade-ups developers and builders could experience when installing fire sprinklers in entire developments. The ad also promoted the HFSC booth at the International Builders’ Show and the chance to win a prize by playing the interactive “Built for Life” game. These full-page, 4-color ads ran in the following special IBS issues:

- **Builder:** January issue, 139,435 circulation
- **Professional Builder:** February issue, 127,262 circulation
- **Fine Homebuilding:** February/March issue, 316,011 circulation

2008 SENIOR HOUSING COUNCIL SPONSORSHIP
HFSC was an Elite Level sponsor of NAHB’s “Building for Boomers & Beyond: 50+ Housing Symposium.” HFSC had a 10’ x 10’ booth where the HFSC display and new kiosk was set up along with the “Built for Life” game. This event was attended by members of the home building industry who target 50+ adult homebuyers. The highly targeted sponsorship also included four full-page ads in 50+ Housing Magazine signage, recognition at all major Council events including the International Builders’ Show, HFSC logo with link to 50+ Web page, and recognition in 50+ Housing Magazine, builder database and monthly e-newsletter.

50+ Housing Magazine: 4 insertions (Winter, Spring, Summer, Fall) at circulation of 20,000 builders per issue; 80,000 total circulation

TOTAL REACH: 662,708
YOU ALREADY KNOW HOME FIRE SPRINKLERS SAVE LIVES. DID YOU KNOW SPRINKLERS ALSO SAVE WATER?

Increasingly, fire sprinkler systems are being installed in one- and two-family homes as a life safety improvement in communities throughout the country. This growing trend is the result of communities passing ordinances, developers taking advantage of trade ups and homeowners requesting sprinklers as a valued life safety option.

Of course fire sprinklers save lives and property, but they also save water, and can reduce local infrastructure costs. Fire sprinklers control home fires using 90% less water than fire departments use. No other fire protection feature can do the same.

When sprinkler systems are installed, fire flows can be reduced and hydrant spacing increased, reducing costs for developers and communities.

FAR LESS WATER DEMAND IN SPRINKLERED HOMES

Suppression = 2935 Gal.

Fire Department Operations Average 250 GPM.

Sprinklers + Fire Department = 341 Gal.

Sprinklers Average 25 GPM; includes Fire Department Mop-Up.

Example: Sprinklers saved Scottsdale, AZ an estimated $7.5 million in future infrastructure costs.*


Lack of awareness among water purveyors has been a challenge, which has lead to unfair tap fees. The unfair increase in these fees is typically related to a lack of understanding about a sprinkler system’s water usage, backflow prevention, water flow requirements and metering. With its tremendous local power, HFSC recognizes that the water supply segment simply must have access to the facts about home fires and home fire sprinkler technology. HFSC completed a targeted online survey to determine attitude and awareness. Utilizing the results, HFSC tested messages and awareness during the American Water Works Association annual conference. Utilizing the results and feedback from individual water purveyors at the HFSC booth, an educational brochure was developed. HFSC placed full-page, 4-color informational ads in AWWA national trade magazines with a total circulation of 90,043.

• Opflow: June issue, 48,465 circulation
• Journal AWWA: May issue, 41,578 circulation

TOTAL REACH: 90,043
HFSC Announces New “BUILT FOR LIFE” Education Program

The Home Fire Sprinkler Coalition is unveiling its new educational program for builders and builders’ trade organizations.

The Official Newsletter of HFSC • Fall 2008

What Do Builders and Others Have to Say About Home Fire Sprinklers?

"Well, it gives me a good feeling, to go to bed at night and know that these houses are protected by a sprinkler system and if a fire did occur, I would feel much safer knowing that our system would protect our property and our family. I would not have had the courage to move back into my home if I had not had a sprinkler system." - Jackie Wilcox, Firehouse.com

"I do have sprinklers in my home, and I honestly feel that you should consider it for your personal safety, as well as to save the property. If you live in a rural area, it is important to have a sprinkler system installed." - Gary Norwood, Mayor, Hidden Lake Resorts, Ashland City, TN

"If you have sprinklers in your home, I would encourage you to have them serviced regularly and to inform your neighbors of the importance of having sprinklers." - Charles County, MD

"I have no problem with sprinklers and I would like to see them installed in all new homes. It gives me great peace of mind knowing that my home is protected." - Tony Crane, Crane Homes, Montgomery County, MD

A small quantity of fire service newsletters were printed to distribute at the Fire-Rescue International Conference.

THE SOLUTION NEWSLETTER
Two versions of The Solution newsletter were produced for electronic distribution. The fire service issue included information about the water purveyor survey and new SprinklerSmarts middle school interactive educational program. It also included information about HFSC’s new educational material.

The builder issue included information about HFSC at the International Builders’ Show (IBS), the water purveyor survey, trade-ups and building official information. The newsletters were distributed through:

- Firehouse.com: August e-blast newsletter to 60,000 contacts
- Residential Design & Build: September e-blast newsletter to 23,000 contacts
- HFSC Board Members
- Various Fire Service Associations
HFSC developed an educational display and attended the Institute for Business & Home Safety Showcase which is attended by members of the insurance industry. HFSC’s 12-page brochure “How to Insure a Home with Fire Sprinklers” provides home insurance agents with detailed information about the benefits of fire sprinklers and the value of providing a discount on policies that protect sprinklered homes. This free brochure is also available to members of the fire service to order and make available to insurance agents in their districts through the HFSC order form. More than 4,000 printed copies of the brochure were requested. This brochure was promoted along with HFSC’s resources through ads placed in:

**Agent’s Sales Journal:** May & June issues, 50,000 circulation each; May e-blast to 420,000 contacts
In some markets, real estate agents often work closely with homebuilders in taking anti-sprinkler positions. Typically, this is due to lack of information and education. HFSC also recognizes that real estate agents are often the only source of information for home buyers. To educate real estate agents, HFSC promoted its “How to Sell a Home with Fire Sprinklers” educational brochure and had a booth at the National Association of Realtors annual meeting. Ads promoting HFSC resources and the benefits of fire sprinklers ran in trade publications. The free brochure is also available to the fire service to distribute to agents in their districts through the order form. More than 4,000 educational brochures were requested by these target audiences. Ads ran in the following magazines:

**Realtor Magazine**: May issue, 1,120,871 circulation  
**Realtor Show Daily**: November issue, 25,000 circulation  
**Realtor e-newsletter**: May e-blast to 420,000 contacts
SATellite MeDia Touro (SMT)
HFSC conducted a Satellite Media Tour with Ron Hazelton that reached more than 450,000 viewers. The SMT featured a side-by-side fire and sprinkler burn demonstration taped prior to the interviews. The footage was made available to the TV stations prior to the SMT so that it could be played during the interviews. Below is a summary of the media coverage.

<table>
<thead>
<tr>
<th>Central Time</th>
<th>Rank</th>
<th>MARKET</th>
<th>STATION</th>
<th>NETWORK AFFILIATE</th>
<th>PROGRAM</th>
<th>TALENT</th>
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<tr>
<td>5:40 LIVE</td>
<td>51</td>
<td>AUSTIN, TX</td>
<td>KVUE</td>
<td>ABC</td>
<td>Daybreak</td>
<td>Melissa, Jason</td>
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<tr>
<td>5:45-6:15</td>
<td>188</td>
<td>LUBBOCK, TX</td>
<td>KCBD</td>
<td>NBC</td>
<td>Daybreak</td>
<td>Sharon</td>
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<tr>
<td>6:05-6:15</td>
<td>194</td>
<td>LUBBOCK, TX</td>
<td>NBC</td>
<td>ABC</td>
<td>Daybreak</td>
<td>Sharon</td>
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<td>49</td>
<td>JACKSONVILLE</td>
<td>WJXT-TV</td>
<td>IND</td>
<td>The Morning Show</td>
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<td>6:25-6:35</td>
<td>32</td>
<td>COLUMBUS, OH</td>
<td>WTTE-TV</td>
<td>FOX</td>
<td>Good Day Columbus</td>
<td>Manj &amp; Kent</td>
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<tr>
<td>6:35-7:00</td>
<td>4</td>
<td>PHILADELPHIA</td>
<td>WMCN</td>
<td>IND</td>
<td>Happenings</td>
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<td>101</td>
<td>EVANSVILLE</td>
<td>WTVW</td>
<td>FOX</td>
<td>AM Evansville</td>
<td>Sarah</td>
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<tr>
<td>7:30-7:45</td>
<td>4</td>
<td>DENVER</td>
<td>KMGH</td>
<td>ABC</td>
<td>7 News at 6 AM</td>
<td>Mitch &amp; Christine</td>
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<tr>
<td>7:45-8:15</td>
<td>21</td>
<td>ST. LOUIS</td>
<td>KTVI</td>
<td>FOX</td>
<td>Fox 2 News in the Morning</td>
<td>Randi, John</td>
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<td>8:15-8:30</td>
<td>69</td>
<td>RICHMOND-PETERSBURG, VA</td>
<td>WTVR</td>
<td>CBS</td>
<td>Virginia This Morning</td>
<td>Greg &amp; Julie</td>
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<tr>
<td>8:30-9:00</td>
<td>129</td>
<td>CORPUS CHRISTI, TX</td>
<td>KTVU</td>
<td>FOX</td>
<td>2 News in the Morning</td>
<td>Randi, John</td>
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<tr>
<td>9:00-9:30</td>
<td>31</td>
<td>KANSAS CITY</td>
<td>KMBC</td>
<td>ABC</td>
<td>KMBC 9 News</td>
<td>Tracy</td>
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<td>43</td>
<td>LAS VEGAS</td>
<td>KVVU</td>
<td>FOX</td>
<td>Fox 5 Live in Las Vegas</td>
<td>Jason, Monica</td>
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<td>10:00-10:30</td>
<td>155</td>
<td>ROCHESTER, MN-MASON CITY, IA-AUSTIN, MN</td>
<td>KMID</td>
<td>CBS</td>
<td>CBS First at Four</td>
<td>Renee</td>
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<tr>
<td>10:30-11:00</td>
<td>44</td>
<td>ALBUQUERQUE</td>
<td>KOB</td>
<td>NBC</td>
<td>Good Day New Mexico</td>
<td>Mary Ann</td>
</tr>
</tbody>
</table>

Producer: Cindy Randall | Satellite Tours Inc. | Tel: 1-800-480-9150 | cindy.randall@satellitetours.com
MATTE RELEASES

The “Home Fire Sprinklers: They’re Not What You Think” release resulted in 41 print placements with a total circulation of approximately 653,000, and 374 online placements with a total online site audience of approximately 12.35 million.

The “New Fire Safety Web Site Your Child Should See (Sprinkler Smarts)” release resulted in 69 print placements circulating to approximately 1.42 million and 30 online placements.

Here’s a sample of some of the publications that published HFSC stories or cited HFSC as a resource:

- **Fire Protection Contractor (FPC) Magazine**: May, June & August issues, 2,700 circulation

  - **National Fire & Rescue**: April & July issues, 26,145 circulation
  - **FireRescue Magazine**: August & September issues, 50,210 circulation
  - **Firehouse Magazine**: August issue, 71,265 circulation
  - **IAFC On Scene**: June 15, July 1, August 1 & 15 issues, 12,000 circulation
  - **Sprinkler Age**: May, June & August issues, 3,734 circulation
  - **Home Builder Executive**: May 12 & July 28 issues, 17,000 circulation
  - **Smart Homeowner**: March/April issue, 65,000 circulation
  - **Record Searchlight**: January 1 issue, 32,327 circulation
  - **The York Weekly**: 5,274 circulation
Throughout the grant period, the HFSC Web site was updated with all newly created material. New sections were added to the site for the Spanish consumer education material and the local officials guidance. The Web site is also the key location members of the fire service visit to request HFSC material, download PDFs of the educational material and submit comments.

Here’s a summary of HFSC Web site activity during the grant period:

- 226,495 total visitors
- 1,270,708 total page views
- 529.19 average visitors per day
- 2,968 average page views per day
- 5.61 average page views per visitor
- Average length of each visit was 5:29
PROGRAM EVALUATION
USER EVALUATION OF HOME FIRE SPRINKLER PUBLIC EDUCATION KIT

Prepared by Deep Blue Insight For the Home Fire Sprinkler Coalition and Peg Paul & Associates
October 2008

HFSC worked with Deep Blue Insight, an independent research firm to evaluate the HFSC educational material and program. Here is a summary of the results.

BACKGROUND
Members of the Fire Service who requested the free Public Education Kit were invited to participate in an online quantitative survey. Eighty-nine respondents completed the study, resulting in the following analysis of the education kit.

EXECUTIVE SUMMARY
This summary covers the top-line findings of a survey conducted among fire service educators who requested copies of the HFSC Kit. The survey of kit recipients was conducted online in October 2008. All respondents were asked to evaluate the overall kit, as well as the individual CD and DVD kit components.

The kit has been well-received: 93% of respondents said the kit met or exceeded their expectations, and 98% said they would recommend the kit to other public educators.

KIT USAGE / OVERALL EVALUATION
Seventy-nine percent of respondents who received the kit are using the enclosed information (note: results up 6 percentage points from the May 31, 2007, evaluation study). Respondents were asked to rate the kit using a five-point scale, where “5” = strongly agree and “1” = strongly disagree with the following diagnostic statements.

- The kit was easy for me to understand: 4.61 out of 5.
- The kit was interesting / informative: 4.51 out of 5.
- The kit was thorough: 4.46 out of 5.
- The kit was useful: 4.43 out of 5.

SPECIFIC KIT COMPONENTS
CD-ROM – The top three most useful components of the CD-ROM are:
- Presentation Material: 4.38
- Overview of NFPA 13D Standard: 4.36
- Public Relations Tools: 4.33

DVD – The top three most useful components of the DVD are:
- Fire Sprinkler vs. Fire Hose Animation: 4.57
- Home Fire Timeline Comparison: 4.53
- Living With Sprinklers education video: 4.53

The ratings are based on a scale of 1 to 5, where “5” = extremely useful and “1” = not at all useful.

Details regarding the kit’s evaluation are included in the Full Quantitative Research Report.
I want to target custom homebuilders in the Indianapolis area. I would like 50 kits to get the information out about home fire sprinklers.

Rusty Ashby
Brenneco Fire Protection
Flora, Indiana

It would be great if you could send me all three kits. I’m trying to get our area to look at putting sprinklers in homes.

Al Welsheimer
Resort Bear Creek Fire Department
Petoskey, Michigan

I am moving forward with an aggressive sprinkler ordinance and looking for anything that may help in our education effort.

Ken Johnson
City of Paso Robles
Paso Robles, California

Our department is very much interested in requiring some type of sprinkler legislation and your informational packet should be a benefit to our process.

Philip M. Hurlock
Church Hill Volunteer Fire Company
Church Hill, Maryland

I am with the city’s Planning Commission, and I’m trying to convince the City Council to implement the requirement for the installation of fire sprinklers in all new construction. We are an all-volunteer fire department and we certainly feel that this would benefit all.

Corbett Stephens
City of Elk Ridge
Elk Ridge, Utah

I previously ordered 25 kits and all of our condo owners have run my supply dry. We are anticipating more condo sales, so it would be great if I could have another 25 kits. By the way, the kits are really informative.

Ginny Menzer
One Main Development
Champaign, Illinois

We’re building a Web site. Would it be alright with HFSC if we included a link to your site on our residential page?

Ryan
Delta Fire Sprinklers, Inc.
Sanford, Florida

I’m interested in becoming an advocate for residential sprinklers in my area/region. I would be interested in learning how to implement a program and/or ordinances that would support what I believe to be a valuable and pertinent life-saving initiative.

Keith Tampa
Elmwood Township Fire & Rescue Department
Traverse City, Michigan

Can you send at least 10 of the information kits? I would like to give them to our Building Codes Department.

Loyd Chase
Edna Fire Department
Edna, Texas

I have been tasked by the Deputy Fire Marshal to see what flyers or brochures are passed out to the public by cities with residential sprinkler ordinances. I figured that the Coalition would be a great place to start.

Thomas A. Noble, CFPS
City of Henderson - Fire Safety
Henderson, Nevada

We are working with our city council to enact a residential fire sprinkler ordinance for all new homes; we are looking for any and all resources to help support this effort. The good part is that our city council has asked us to bring forward this new ordinance. We will be working with stakeholders and need to educate our building trades about the benefits of having these systems; they only see them as a government regulation and additional costs.

Jeff Blake
City of Kirkland
Kirkland, Washington

We have a very low fire incident frequency in our community and I am constantly seeking ways to improve. Education is the key.

Joseph E. Beliveau
Borough of Spring Lake Heights
Spring Lake Heights, New Jersey

I do the residential plan reviews for our fire district and would like to stamp the plans with “Please ask me about the installation of residential sprinklers in your new home.” It would be nice to have additional information that could be given to the home builder/owner.

Lt. Claude P. Laflamme
Cumberland Hill Fire Department
Cumberland, Rhode Island

If possible, may we have 300 of the “Protect What You Value Most” brochure? Our building department has agreed to place one of these and my business card on every building application applied for within the city.

Doug Lobauugh
Livingston Fire & Rescue
Livingston, Montana
I am preparing an online element to a broadcast story that deals with residential sprinkler systems and would love some of your videos and graphics. How do I go about getting them to use - with credits to all of you?

Matt Robertson
scnow.com, WBTW News13 and the Morning News
Florence, South Carolina

Our department has a five-year goal to develop a residential sprinkler ordinance in our community. Educational materials for our citizens and any other information to help make this process happen for our fire prevention division will be greatly appreciated.

Jesse Carlos
Somerton/Cocopah Fire Department
Somerton, Arizona

I love your Web site! I am a firefighter, and I am in school to become an architect. I found this to be a wonderful site for info on sprinklers, which the average person can understand.

Jo Brinkley
Spring Dale Saddlebreds
Brussels, Wisconsin

The National Fire Sprinkler Association promotes your materials at various conferences that I attend. I learned that I could receive some valuable information for distribution to the residents of the Town of Vestal.

Mark L. Dedrick
Town of Vestal
Vestal, New York

Great stuff. I am considering it for a project we are working on now.

Timothy Strand
Three Oaks Construction
Shingle Springs, California

The county I live in just passed a requirement that all new residential construction needs to have a sprinkler system. I do not know much about sprinkler systems, so I would like to learn more.

Abbie Perkins
Seventh District Volunteer Fire Department
Avenue, Maryland

I have an interview with a local TV station tomorrow. I am in support of legislation pending in the South Carolina senate, which will give incentives for sprinklers. My son died in a fire on October 28, 2007, and the tragedy received national attention. I would appreciate any help. I hope that I can make a difference.

Margaret Lee
Florence, South Carolina

We do a fire safety store every year at our local mall during the month of October. We pass out different types of safety information and also educate children and adults on the different aspects of fire safety. We average about 5,000-7,000 people each year visiting the store during a 10-day period. This year we are planning on adding information on residential fire sprinklers. Anything you could send us would be a great help.

Ricky Barnes
Goldsboro Fire Department
Dudley, North Carolina

I’ve been singing my praises for sprinklers throughout my entire career. Being able to pass out materials to back it up is fantastic!

Shelly Lancaster
Tyger River Fire Department
Lyman, South Carolina

Please send me a copy of the “Built for Life” DVD. I am in the process of passing a new state law here in the state of Texas and I will need this information to assist in my campaign.

Ted H. Garlick III
San Antonio, Texas

For our city council, we are putting together a workshop dedicated toward adopting a sprinkler ordinance for new one- and two-family dwellings. A while back, I requested your materials and found them to be so outstanding that we are including the packet as part of our workshop handouts. Yesterday, I requested additional packets.

John Mickel
City of Bangor
Bangor, Maine

This material will be available to hundreds of public educators who come to the college for our courses in the Fire Prevention Officers Program. I look forward to seeing the new materials.

Judy Humphries
Ontario Fire College
Gravenhurst, Ontario, Canada

Our department is reactivating our public fire safety education programs in our schools. I need the latest information with correct facts and figures to present this not only to the schools, but also to our fire safety education committee.

Roger Morris
Monarch Fire & EMS
Chesterfield, Missouri

Our department has a fire safety education program at our school. I need the latest information with correct facts and figures to present this not only to the schools, but also to our fire safety education committee.

Judy Humphries
Ontario Fire College
Gravenhurst, Ontario, Canada
The community that I protect has homes that average 15,000 square feet, with some as large as 30,000 square feet. We are starting a program to educate our residents on the value of residential fire sprinklers. Any help or items you can send me would be greatly appreciated.

Richard Silvia
Saddle River Fire Prevention
Saddle, New Jersey

Thank you so much for the work you are doing! I hope that this information will help us to pass a city ordinance that will require sprinklers in new homes and also help educate those we’re sworn to protect.

Nathan Strubberg
New Haven-Berger Fire Protection District
New Haven, Missouri

I have a large senior apartment complex being built that has sprinklers, and I am trying to create a program to present on living with sprinklers.

John Rothrock
Brighton Fire Company
Tonawanda, New York

We are installing systems in several one- and two-family dwellings. I would like to send some of these to local home-builders. We would like to do more promotion of residential systems.

Jeff Richter
Freedom Fire Protection LLC
Germantown, Wisconsin

We are a rural district that has seen an influx of residential construction over the last few years. I believe this information would help our department.

Jeremy Bass
Mt. Eden Fire Department
Taylorsville, Kentucky

We have been on board thus far and would like to continue.

Michael Lowe
Delaware State Fire School
Dover, Delaware

I am a new fire chief in a growing residential community with limited volunteer resources. I am looking for a way to improve fire safety within the community.

Mike Vaughn
Washington Fire Department & Rescue Squad, Inc.
Washington, Illinois

The College Park Volunteer Fire Department, which protects the citizens of the City of College Park, Maryland, and first due to the University of Maryland, is excited and supportive of this program.

David Stacy
College Park, Maryland

In the month of September, there will be the first Habitat for Humanity home in our area built two blocks from our station. We want to install a residential multi-purpose system in it.

Stacey Pippin
Williamston Fire/Rescue/EMS
Williamston, North Carolina

Looking forward to adding these materials and opportunities to our Sprinkler Outreach Program.

Mike Jackson
Astoria Fire & Rescue
Astoria, Oregon

My company is involved in doing public safety events and also has to do life-safety inspections for businesses. I believe the full spectrum of information would benefit the whole public and us. Thank you for the information. Hopefully this will get sprinklers in this area.

Robert Griffin
Natchitoches Fire Department
Natchitoches, Louisiana

After almost 40 years in the fire service, I have truly waited for a unified, national program such as this.

Robert R. Rainey
Trout Brook Engine & Hose Company
Monroe, New York

I would love to share this with my son’s school. Can I get more than one?

Karen Shultz
Anniston, Alabama

We are looking for information on how we can better educate our community. We currently have one section of town, about 10 houses, that have residential sprinkler systems in them.

David S. Pelonzi
Bourne Fire Rescue
Buzzards Bay, Massachusetts

My city has a couple of new residential developments that we required sprinklers in. Is it possible to bulk order the “Living with Sprinklers” kits so we may provide them to our residents?

Adria Paesani
Fountain Valley Fire Department
Fountain Valley, California

GENERAL PREVENTION & AWARENESS CAMPAIGN
GRANT SUMMARY REPORT
As a small community department, I am still trying to get larger departments to realize the importance of sprinklers, especially in new construction of multi-family housing. Hopefully this will help.

Ed M. Goolsby
Willette Volunteer Fire Department
Red Boiling Springs, Tennessee

We are a small volunteer department with a growing base of new homes. Any information would be greatly appreciated.

Brad Martin
Auburn/Williams Fire Department
Auburn, Michigan

The information I get from your site is wonderful. It helps us so much to educate the public and the children in the area that we serve. Thank you so much for all you do!

Ginger Tyler
Bloomingdale Fire Department
Bloomingdale, Georgia

This is a great site and a great cause. As a firefighter, this is awesome. I will pass this site/information on to others.

Bradley Chambers
Buda, Texas

My office is very active in on- and off-campus fire safety issues, and we have a burn planned for College Fire Safety month. Look forward to receiving your materials.

Arthur Miller
Harrisonburg Fire Department
Harrisonburg, Virginia

In my opinion, our city council would not have passed a residential sprinkler ordinance without the great brochures and videos made available through the Coalition. All of your materials are of top professional quality and full of the right information to educate the everyday person about residential fire sprinklers.

Mark Metdker
Celina Fire Department
Celina, Texas

It would be great if you could send me samples of all the educational materials that the HFSC has developed. I will be networking with the Hispanic firefighters to solicit fire departments that may be interested in providing consumer education in Spanish. I will need about 300 brochures based on their participation estimates.

Maria Figueroa
National Fire Protection Association
Miami Lakes, Florida

I have found these to be very valuable kits. I leave one at each sprinklered house after final inspection. Please send 25 kits if possible.

Jeff LaFlam
Northshore Fire Department
Kenmore, Washington

I would like to promote this kit to National Fire Academy students and other fire service members who visit the USFA Publications Center.

Maury Grundy
U.S. Fire Administration
Emmitsburg, Maryland

I am interested in information for installing sprinkler systems in existing older homes. We have some small houses on campus that were built in the 1950’s and I personally have a home built in 1932. Thank you for any information you could provide that tells us if/how it could be done.

Sharon Caven
Montana State University Northern
Havre, Montana

Thank you so much for offering this material! I look forward to using it in my presentations!

Casidy Anderson
Minneapolis Fire Department
Minneapolis, Minnesota

This would be great information to give to the residents of our district who have a sprinkler system.

Robert Northcott
Sunrise Beach Fire Protection District
Sunrise Beach, Missouri

I need information about the content on your Web site. Who is allowed to use your video presentations? Can I build a Web site and use content from HomeFiresprinkler.org?

Josh Freeman
JeffersonRepublic.com
Redding, California