



Homeland  
Security

# **QUICK RESPONSE**

## Fire Safety in the News

The Quick Response Media Corps currently has nearly 1,400 members across the country, and the U.S. Fire Administration is working to grow that number. Thanks to the International Association of Fire Marshals, which featured an item last November about the program in its *IFMA Quarterly*, we enrolled dozens of new members. Also, individual members seem eager to share the word in their counties, regions and states, and we're happy to have your help. Please forward this message to fellow members of the Fire Service to help us get the word out that Quick Response needs their help getting fire safety in the news. Members incur no cost or obligation. They receive this free e-bulletin every other month with tips for working with the media. Members also are welcome to past issues, a series of fire safety fact sheets, and periodic special offers of free tools, such as live-read radio scripts you can record for your local radio station to use as public service announcements (see below). If you would like the enrollment form to distribute at meetings or conferences, please e-mail [quickresponse@hagersharp.com](mailto:quickresponse@hagersharp.com) and the program staff will work with you to help recruit. Thank you for your continued work in keeping communities safe from fire.

Sincerely,

Kathy Gerstner

National Fire Programs

U.S. Fire Administration

### **Live-Read Radio PSAs: Escape Planning**

In December, the U.S. Fire Administration introduced a set of five live-read radio PSA (public service announcement) scripts to Quick Response Media Corps members. We are featuring one of the scripts in each edition of this e-bulletin. The first script was about smoke alarms, and below is the second script. It promotes escape planning.

#### **Escape Planning Live-Read Script for Fire Service Members:**

*Hi, I'm XXXXX from the XXXXXX fire department. If a fire breaks out in your home, do you know how you'll get out? Planning and practicing how you and your family would escape a fire safely can make all the difference.*

*Plan two routes of escape from every room. Designate a meeting place outside of the home. Remember: get out and stay out.*

*This message is brought to you by the United States Fire Administration, the XXXXX fire department and this radio station.*

If you would like to receive all five live-read scripts, or if you have used the PSAs in your community and want to share your experience, please e-mail [quickresponse@hagersharp.com](mailto:quickresponse@hagersharp.com).

### **Speaking of PSAs, Special Thanks ...**

... to Staunton (IL) Fire Protection District Chief Rick Haase, who reported using the PSAs:

*The ads were sent to our local radio station. The ads sparked interest with the station. They did a follow up call with me and I was a featured guest on one of their weekend public service programs.*

... and to Fire Chief Merrill Seney from N. Grosvenor-Dale (CT), who wrote:

*I had a meeting with the local radio station owner and we have planned to air the spots within the next few weeks using myself and four other area fire chiefs.*

### **Fire Safety in the News**

**Lincoln, NE** – On December 9, Lincoln Fire and Rescue members were quoted in an article that appeared on [www.usatoday.com](http://www.usatoday.com) regarding electrical appliances and fire safety. This example of fire safety in the news prompted our staff to invite the quoted members to join Quick Response Media Corps. They are now among the newest members of the program. *Welcome!*

**Little Rock, AR** – On December 19, the Little Rock Associated Press interviewed acting U.S. Fire Administrator Charlie Dickinson on children and fire safety following a string of residential fires that caused the deaths of 13 children over two months. Chief Dickinson encouraged parents to safeguard their children from the dangers of fire, and he emphasized the importance of working smoke alarms in the home.