



May 2008

Arson Awareness

The USFA's focus for the month of May is "Novelty Lighters---Playing With Fire." Focus of the Month" is a new USFA initiative that highlights a different topic each month. For those interested in more information regarding "Focus of the Month," please check the USFA website.

The theme for Arson Awareness Week, May 4-10, is "Toylike Lighters – Playing With Fire." USFA is spreading the message of fire safety across the nation to focus public attention on the dangers of toylike or novelty lighters in the hands of children.

For more information please visit:

https://www.usfa.dhs.gov/fireservice/subjects/arson/arson_awareness.shtm

Babies & Toddlers Campaign

The USFA is continuing to spread the message of fire safety for children through its ***Babies & Toddlers Campaign***. If you would like more information or would like to order campaign materials for distribution throughout your community, please visit <http://www.usfaparents.gov>.

The USFA Still Needs You for the Quick Response Media Corps!

The Quick Response Media Corps serves as a source of information and support for Fire Service personnel who share a commitment to getting fire safety in the news. When USFA learns of a fire death in your community via news reports, we contact the local media with the appropriate fact sheet. If you signed up to be a ***QUICK RESPONSE*** media spokesperson, USFA may refer media to you for follow-up interviews. As always, local fire officials are an important source of information for the media and the community, helping to educate citizens and prevent future fires.

Media Corps members receive:

- Tips on how to get fire safety and prevention messages in the local news.

- Instant alerts when the Quick Response program sends information to local media in response to a fatal residential fire in your area.
- Support and coordination by the Quick Response team when local media request an interview with a local Fire Service spokesperson.
- "Sneak previews" of USFA's upcoming public education programs, so you can be a local spokesperson for the media.

To enroll in the QR Media Corps, please visit:

<https://www.usfa.dhs.gov/applications/feedback/mediacorps.jsp>

Working with the Media

Your local media is a great vehicle for reaching a large audience and relaying fire-safety messages. The following tips will help you get results from the media:

- Call local TV and radio stations and speak with the assignment editor (TV) or news director (radio). Alert them to fire safety information or a current USFA campaign. Offer to fax or e-mail them fact sheets and a press release, if necessary.
- Make similar calls to the newspaper editors and reporters who cover "fire" and "personal health and safety" beats and offer to e-mail, fax or deliver materials in person.
- Designate a spokesperson and offer the media interviews with him or her.
- Talk about a recent local fire in the interview. A story that people can relate to makes the story more powerful, and relays the importance of fire safety.
- Have your spokesperson practice all relevant messages before conducting the interview.