



## State of New Jersey

DEPARTMENT OF EDUCATION  
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TRENTON, NJ 08625-0500

JON S. CORZINE  
*Governor*

LUCILLE E. DAVY  
*Commissioner*

### **Broadcast # 7**

October 6, 2008

TO: District Superintendents  
Charter School Lead Persons  
Nonpublic School Directors

FROM: Gerald J. Vernotica  
Assistant Commissioner  
Division of Field Services

TOTAL PAGES: 2

SUBJECT: Fire Safety Video and Program

DISTRIBUTE TO: Principals  
Curriculum Director  
Other staff as appropriate

CONTACT: [www.njfmba.org](http://www.njfmba.org)

The Department of Education encourages you to inform parents and the community about "Fire Is," a fire safety video and program. See attached letter from the New Jersey Firefighters Mutual Benevolent Association for details.

Dear District Superintendent/Charter School Leader:

As you know, October is being observed as Fire Prevention Month. The Department of Education, in conjunction with the New Jersey Department of Community Affairs and the New Jersey Firemen's Mutual Benevolent is providing an opportunity for all students of middle school age and older to participate in a new fire safety education campaign created by the NJFMBA.

"Fire Is..." is an effort to change fire safety education in all school districts from an exercise that in the past has been superficial and entertaining to a focused, organized program that is educational, serious and age appropriate. This video, hosted by Dr. Frank Field, his son Storm Field, and daughter Allison, will no doubt save countless lives.

The NJFMBA is providing this video on its website to all New Jersey school districts, and we are asking that you show it to all the grade 5 and older students in your school district. The video is available in both English and Spanish.

Education Commissioner Lucille E. Davy, Community Affairs Commissioner Joseph V. Doria, Jr. and other state officials will be conducting a school visit to kick off this important fire education initiative later this week and watch "Fire Is..." with the students.

To access the video online, visit [www.njfmba.org](http://www.njfmba.org). As the NJFMBA website fills the screen, you simply click on the "Fire Is..." video icon in the left margin of the screen. At this point, you can download any one of five segments of this video by clicking the appropriate title at the bottom of your screen. Each segment is divided into two parts, each of which is approximately 8-9 minutes in length.

The segments are: "Fire is Black," "Fire is Hot," "Fire is Smoke and Gas," "Fire is Fast" and "Fire is an Emergency."

It is the hope of DOE, DCA and the NJFMBA that local fire departments and school administrations across the state will use this video as a training tool, not just in the month of October, but all through the school year. Thank you and stay safe!

Sincerely,

William Lavin, President NJFMBA