

- Appropriate Medical Writers
- Industrial Hygiene Publications
- Shanghai/Beijing Media
- Industry Association Journals
- NGO Journals/Websites

STRATEGIES:

- **Proactive/low profile:** Issue media releases/provide briefings or interviews to targeted media as appropriate for project. Reassess media strategy when study is completed.

MEDIA PROTOCOL:

1. In general, all media inquiries should be referred to either the University of Fudan or the University of Colorado. (University PR contact needed,)
2. Any media release should be issued as a joint release from University of Colorado Health Sciences Center, Fudan University of China and Applied Health Sciences with the spokesperson being Dr. Richard Irons(UCHS) or Fu Hua (Fudan) or Otto Wong(AHS), depending on media release topic.
3. Individual consortium members who receive media calls concerning SHS should use one-page SHS Summary then refer to APCO and/or the universities. (Company specific questions i.e., Why is your company supporting this study? How much benzene does your company produce? Why type of health monitoring does your company have in place for workers exposed to benzene? etc. should be handled by individual companies.)
4. APCO monitors/analyzes SHS coverage and provides to Consortium members/communications committee.

MEDIA MILESTONES:

- Official banquet with Chinese government commemorating kick-off of study.(Shanghai-Fall)
- Opening of Recently Completed State-of-Art Sino-US Clinical & Molecular Research Center(Shanghai)
- Bone marrow study results end 2003/early 2004
- 2004 Symposium on benzene in Lyons, France
- Results of National Cancer Institute study 2004