

Beth,
Thanks for helping out with this project.

What: Donation of \$10,000 check to Operation New Spirit to demolish more derelict homes in East St. Louis.

Audience: East St. Louis public through their media

When: We should arrange the press conference for 12:00 p.m. on Sept. 26. Press conference has not been arranged with the Gateway Initiative people, so you should work out with Keith which of you should call them to confirm that. Nothing elaborate, just a short five minutes on the agenda during which a check is presented and photos are snapped.

Items needed:
Press release
Media advisory
Talking points for Russ

In press release:
Quote Sackett about how we're proud to further support Operation new Spirit and this important project.

Quote John Perrecone, USEPA (or someone he designates), as describing the importance of improving the living environment of places like East St. Louis. That includes removing threats to security like derelict buildings.

Discuss goals of Gateway Initiative as taken from the March 1995 Update.(attached)

Discuss how this contribution helps tie into those goals.

That's probably enough. I see this as being maybe 1 1/2 pages. Make Keith the contact. I can be his backup.

Enclosed:
Info about Sept. 26 conference (includes Perrecone's phone number)
Info about Mississippi Gateway Initiative
Last press release about May donation
Another unrelated press release to compare style

Timing:
Try to get drafts, approved by Keith/Russ and John P. to Sha by end of day Friday. She can get it to me over the weekend to look at. She can then send out media advisory on Monday, press release on Tuesday.

If you have any questions, call Sha. If she can't help you, I'll be calling in for messages during breaks and will return your call then. Thanks for taking this on short notice.

--Diane

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