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Received Date: 2001-02-19 16:01:34 GMT
Subject: BZ Consortium Information - Communications proposed budget

Benzene Consortium Stakeholders:

The Communications WG have continued discussions on PR activities for the consortium, and as discussed at the January 26 meeting, have put in a budget for anticipated PR activities. They have proposed an estimate of \$1M over the five years of the project, which will raise the overall budget to \$19.7M. This work, like the laboratory work, will be heavily front loaded.

Also, we are in the process of putting together a "marketing" package which will consist of:

1. A "1-pager" (which is really 2 pages).
2. An ethics "1-pager"
3. A Q&A of frequently asked questions
4. A more detailed explanation of the program (5/6 pages)
5. Proposed consortium structure
6. A PowerPoint presentation describing the program.

Our intent for putting together this package is to provide you with the tools you need to help "sell" the program within your companies, and to help us sell it to other potential stakeholders. We will provide the above information in hard copy and electronic format.

The "1-pager" and ethics document are complete, and attached. The 1-pager reflects the increase in the budget for Communications activities. We anticipate having the entire package complete by the first week of March.

Regards,
Lorraine

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Attachments:

EthicsOnePager.doc
OnePager.doc