



Lead Industries Association, Inc.

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NOTES FROM PUBLIC RELATIONS SUBCOMMITTEE MEETING

September 17, 1993

ATTENDEES

Gerry Corbett

Jeff Miller

Cooper Schenck

SEP 21 1993
President's Office

PROJECT PROPOSAL FOR 1994

Media relations proposals have been prepared and included in the overall LIA 1994 Environmental Proposed Budget. These projects will be discussed at the LIA Environmental Health and Regulatory Activities Committee meeting on September 30. Schenck will prepare a one-page listing of the public relations projects for distribution and discussion at that meeting.

PRESS RELEASES

A press release on the LIA/NARSA radiator repair video has been approved and will be distributed when the initial order of videos are received at LIA. Schenck will draft similar press releases for the ceramic and stained glass videos which are near completion. A press release on radon shielding is awaiting a report from NAHB. Schenck will prepare draft press releases announcing the new members of LIA.

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LIA HEALTH CONFERENCE

On October 4 Schenck will initiate contact with the local St. Louis media regarding the LIA health conference. Schenck will also contact Jeff Zelms and Jim Stack at Doe Run to ask about highlighting Zelms' keynote speech as a media hook and the issue of press availability for visits to the Doe Run lead mines, respectively.

MEDIA TRAINING

Miller will poll some additional LIA members to determine their interest in attending the media training seminar scheduled for October 5. Schenck will

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