



Lead Industries Association, Inc.

295 Madison Avenue • New York, N.Y. 10017 • Tel. (212) 578-4750 • Fax (212) 684-7714

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.

lgt team
EXI
9-27

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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Dr. G. Neuman

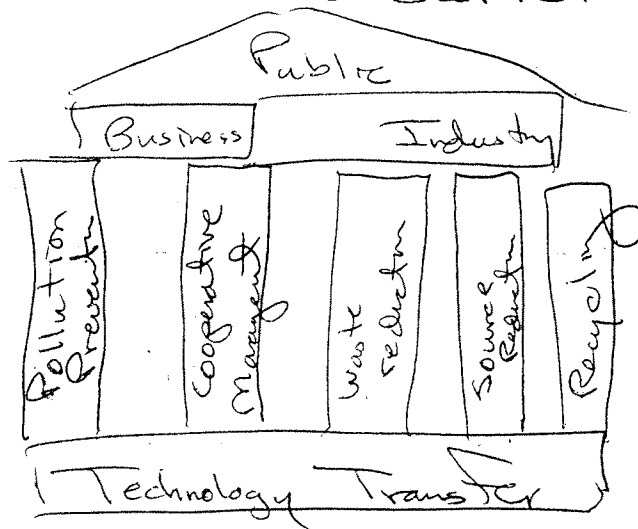
11-15-89

Director of Technology Transfer
on loan from EPA

Arlington

- Must be concerned

Must talk about how lead products
benefit consumer



- New EPA Offices

Waste Reduction

Pollution Prevention Control

Cooperative Env Management

Technology Transfer

Env Education

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- Centers of Thought Tanks

Pollution Prevention

Academia types neutral -

Consortiums of Universities

Lead is on list

(Kansas
Missouri
etc. ?)

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- Industry doing research to reduce pollution
- HUD/EPA memorandum of understanding
HUD surveying all housing to determine ~~Pollution Prevention~~ lead problems

Institute of Technology Transfer

- Produce Videos
Env Situation Report
Maybe a video on Pb Recycling?
- Industrial Research
- Train emergency people
- Conduct Conferences
on mitigation

*** → No serious lead studies
No serious Cost/benefit studies
on substitution of products

Muth

110,000 tons of waste
small volume to deal with

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FINAL AGENDA FOR LIA GENERAL MEMBERS MEETING

WEDNESDAY, NOV. 15

1. LUNCH at 12:00 Noon, with presentation by Jeff Schwartz.
2. After lunch--2:00 p.m., a presentation by Dr. G. Nehman, EPA
3. About 3:00 p.m.. Presentations will be made by Committee Chairpersons for each Market Committee
4. There will be one or two special presentations given by Mr. Zelms, regarding publicity/advertising/PR for lead; and by Mr. Muth regarding research to demonstrate "Safe methods for handling and disposal of municipal solid waste and incinerator ash"
5. About 6:30 p.m., the Icebreaker Reception will begin
6. Many of the Market Committees will meet during and after the Icebreaker to discuss the projects and other matters of immediate concern

THURSDAY, NOV. 16

1. SHARE/PURCHASE MEETING begins at 9:00 a.m. (coffee & rolls @ 8:15 a.m.)
2. LUNCH--12 Noon to 1:15 p.m. End @ approximately 2:45
3. LIA Board Directors meeting at 3:00 p.m.

ADJOURNMENT

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