

ASARCO

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NAME George Anderson

LOCATION NY office

FROM Tom Aldrich

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November 12, 1990

G. W. Anderson

Executive Vice President

New York Office

Air and Waste Management Association Meeting

Kathryn Kelly, President of ETA, asked if I would be interested in putting together a short paper for the session titled "Effective Risk Communications Methods" as part of the 84th annual meeting of The Air and Waste Management Association in Vancouver, Canada, June 16-21, 1991.

This paper would concern itself with Asarco's experiences at Tacoma in regard to our communication program with the public concerning the Tacoma Smelter. The session is being organized to provide scientists and engineers with some practical guidance on how to effectively communicate controversial issues to a concerned audience or hostile media.

It is my thought that this might be a good opportunity for Asarco to put together a paper that logically describes and explains how the company is working with media, local organizations,

civic and community leaders and residents to provide accurate information. If your approval is given, I would suggest that the paper be co-authored by Don Robbins and myself.

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