{In Archive} NPL Update roll-out (now 4/8)

Mick Hans to: William Omohundro, Phillippa Cannon, Karen Thompson, Jeff Kelley, Susan Pastor, Mike Joyce 04/02/2009 04:33 PM

Cc: Erica Islas, Scott Hansen, Michael Berkoff, Stacey Coburn, Mark Durno, Mary Canavan, Ronna Beckmann

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Attached are 3 near-final news releases in support of the NPL roll-out. USS Lead/Lane Street goes to Indiana, Amcast to Wisconsin and Behr/New Carlisle/Little Scioto River to Ohio. There are VOCUS media lists with the key outlets highlighted in each news release packet. Much of this e-mail covers OPA procedurals. SFD+ ORA, this is just a heads up.

amcast309.pr.doc lanest309.pr.doc littlesci309.pr.doc

The packets have been left with Bill Omohundro (3-8254). R5 NPL manager Erica Islas (3-7209) will get the final edits to Bill by Tuesday next week. The loose ends to resolve are all flagged in the text of the releases. (RPM Scott Hansen may have the answers on the hard ones. Scott, send an e-mail to Bill!)

I've based some of the copy on a draft HQ news release, so do check first that they align before finalizing the R5 version. It's possible they drop one of the projected 9 Final and 13 proposed sites, or something else that calls for a number revision.

Bill and the press team will figure out who actually gets these distributed on Wednesday 4/8. If HQ makes the national release announcement early in the day, then we'll get ours out ASAP. If it's after lunch, I suggest just lining them up for early the 9th. Jessica may be able to help too. Just e-mailing the Phil Tintner all-text versions to the highlighted e-mail addresses may be easiest.

With six sites in the mix, we can expect 5 or 10 calls on 4/8-4/9. Erica is a good source for all, but some of these may be better handled by RPM's Michael Berkoff (USS Lead), Stacey Coburn (Behr) or Scott Hansen (Amcast). CIC Mike Joyce knows Behr and New Carlisle pretty well too. And Sue Pastor knows Amcast and Little Scioto. If it's a radio station that needs a bite, Sue or Mike can probably cover. If it's a daily with NPL process questions, go with Erica or the RPM. This far out, I'm not sure who will be in the office when OPA needs them. Erica definitely will be available. If Mike or Sue are around, they might be able to cover the scheduling and sitting in with Erica on the call too.

Tuesday, please give a heads up to Amy Hartsock (317 233-4927) and Heather Lauer (614 728-0039) and/or Dina Pierce at Ohio EPA that these are in the pipeline.

Please final versions cc to Sue Pastor, Mike Joyce, Erica Islas, Stacey Coburn, Mark Durno, Michael Berkoff, Scott Hansen, Rick Kagle, Mary Canavan, Ronna Beckmann, Amy Hartsock (Indiana), Dina Pierce (Ohio EPA--via Sue?) and Greg Swanson (WDNR--via Sue?).

Best sources to talk to reporters:
USS Lead: RPM Michael Berkoff, Erica Islas
Lane Street: Erica Islas
Amcast: Sue Pastor, RPM Scott Hansen, ORC Rick Nagle, Erica Islas
Behr Dayton: RPM Stacey Coburn, Mike Joyce, Erica Islas
New Carlisle: Mike Joyce, Erica Islas
Little Scioto River: Sue Pastor, OSC Mark Durno, Erica Islas.

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