

The Victorian Egg Marketing Board

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ATH/JV
Ref: 24/560

10th November, 1982

Mr. K. Fitzgibbon,
Secretary,
Commercial Egg Producers
Association of Victoria,
STRATHFIELDSAYE 3551

Dear Mr. Fitzgibbon,

The Council of Egg Marketing Authorities of Australia has appointed Professional Public Relations Pty. Ltd. to organize and conduct media training as part of a Welfare Workshop to be run in Hobart in April 1983.

As part of the Workshop, it is proposed that each State select 4 producers who would be interested and capable of handling the animal welfare question for the Egg Industry in their State when the subject comes up in the media.

Professional Public Relations will then audition the four spokesmen nominated in each State and reduce the number to two based on PPR's assessment of each person's potential in the media area.

The final selection of two spokesmen from each State would then receive intensive media training initially as part of the Welfare Workshop in April 1983 but also in an on-going capacity as the need arose.

As a start in selecting the final panel, it would be appreciated if your organization could select three potential spokesmen and advise me at the earliest possible date.

Yours faithfully,
THE VICTORIAN EGG MARKETING BOARD

ALAN T. HARRISON
GENERAL MANAGER

Copies:

The Secretary
Victorian Farmers & Graziers
Association

The Secretary,
Egg Producers Association

*Names to be in by
9th December, 1982*