



Client Brief

Client: Nevada Mining Association

Date: May 12, 2016

Communication Goals:

To produce essential minerals for daily use and to educate the society about the importance of mining

Audience:

There are two main audiences:

- 1) Members of the Nevada Mining Association
 - Members consist of those involved through networking and participating with peers and potential business partners. They are able to give their voice on legislation and regulations that may affect their businesses.
- 2) Nevadans
 - Provide the public a general education about the mining industry. Through education, they are able to actively engage adults and teachers, as well as the children associated with them.

Positioning:

To be the champion of the 21st century mining industry of Nevada.

Strategy:

Keep members connected with updated news through bi-monthly newsletters.

Members are given training opportunities to ensure the best practices towards safety, health, environment and other topics.

Annual teacher workshops and activities are held in Northern and Southern Nevada to educate K-12 teachers about the earth sciences.

Key Messages:

The Nevada Mining Association produces essential minerals that are needed for everyday life.

The Nevada Mining Association is committed to being good corporate citizens.

The Nevada Mining Association regulates water and air management to ensure mining is performed in an environmentally responsible manner.

Purpose:

To produce a wide variety of essential minerals that is commonly used in daily life.

To be socially responsible to actively engage the community through education about the importance of the mining industry.