

**U.S. Consumer Product Safety Commission
LOG OF MEETING**

SUBJECT: Recall Effectiveness

DATE OF MEETING: 10/16/03

LOG ENTRY SOURCE: Celestine T. Kiss

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LOCATION: Room 715 Bethesda Towers

CPSC ATTENDEE(S): Celestine Kiss, ESHF; Alan Schoem, CE; Robert Franklin, EC

NON-CPSC ATTENDEE(S): Jeanne Finegan, APR, Huntington Legal Advertising

SUMMARY OF MEETING: The meeting was requested by Ms. Finegan as a follow-up to the Recall Effectiveness meeting in which she was a panelist. Ms. Finegan presented more information about how class-action law suits are similar to recalls when it comes to notification of action to the affected consumers. Ms. Finegan discussed a class action case that required extensive notification and explained how the firm conducted their notification program. Ms. Finegan explained that there are a number of media research firms that collect extensive data of consumer behavior related to product usage and media consumption. The raw data from these firms can be used to create very specific and direct notification plans for firms recalling a product.

CPSC (b)(1) CLEARED FOR PUBLIC

NO MFRS/PRVTLBRS OR PRODUCTS IDENTIFIED

EXCEPTED BY: PETITION RULEMAKING ADMIN. PROCDG

WITH PORTIONS REMOVED

10-16-03
EJH