

VINYL ENVIRONMENTAL RESOURCE CENTER
AUGUST 1992
REPORT OF INQUIRIES

The following is a summary of the activities of the Vinyl Environmental Resource Center's hotline for the month of August 1992. To provide a more detailed description of caller affiliation, the categories below represent how they are classified in the VERCE database.

Scrap vinyl sources: 29 total calls

Recyclers: 9 total calls

Scrap vinyl users: 8 total calls

Consultants: (includes engineering firms, researchers, law firms, public relations firms and advertising agencies): 7 total calls

Miscellaneous: 6 total calls

Municipalities: 5 total calls

State/Federal Agencies: 5 total calls

Brokers: 4 total calls

Sister Organizations/Associations: 2 total calls

Non-profit organizations: 2 total calls

Media: 2 total calls

Waste Handling Companies: 1 total call

TOTALS

Total hotline calls: 80*

35 miscellaneous information requests (includes requests for background papers and studies, grant and loan information, environmental marketing information, and recycled products manufacturers)

25 requests for the Directory of Companies Involved in the Recycling of Vinyl (PVC) Plastics

19 requests for the Vinyl Plastics and Solid Waste Fact Kit

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VINYL ISSUES MANAGEMENT PROGRAM MEDIA MONITORING AUGUST 1992

A total of 105 articles were reviewed. The following is an analysis of the articles which were clipped by Bacon's Clipping Service, retrieved from Mead Data's Nexis/Lexis system or gleaned from in-house monitoring.

TONE

88 percent positive
0 percent neutral
12 percent negative

TOPICS

Vinyl uses, qualities, etc.	69.5 percent
References to VI, etc.	12.0 percent
Technology of plastics recycling	9.5 percent
Technology of vinyl recycling	4.0 percent
Economics of recovery/re-use	3.0 percent
Vinyl and the environment	2.0 percent

PRIMARY PUBLICATION AUDIENCE

Other trades	37.0 percent
Opinion leaders, general public	37.0 percent
Plastics industry	12.0 percent
Packagers, retailers	8.0 percent
Waste collectors, recyclers	6.0 percent
Environmentalists	0.0 percent
Scientists, researchers	0.0 percent
Government solid waste managers	0.0 percent
Legislators, regulators	0.0 percent

CONCLUSIONS

The media's coverage of vinyl remains favorable, with 88 percent of the articles receiving positive coverage. News clips on vinyl's uses and qualities remain the largest percentage of overall coverage, with stories ranging from the usual -- the use of vinyl in the construction industry -- to the unusual -- the invention of a Surf Chair, a wheelchair made from lightweight vinyl tubing and balloon tires. The "other trades" category, with publications such as *Floor Covering Weekly* and *Fenestration*, and the "opinion leaders/general public" category were the most prevalent publication audiences.

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VI Coverage this month included:

Life-Cycle Analysis

Plastics Engineering, July 1992

Clearvue Resource Management/Vinyl Institute Agreement

Recycling Times, July 14, 1992

Plastics Technology, July 1992

Directory of Companies Manufacturing Products from Recycled Vinyl

Bottled Water Reporter, August/September 1992

Packaging, August 1992

Vinyl Packaging Council's Packaging Competition

Bottled Water Reporter, July 1992

Plastics Engineering, August 1992

Editorial on Environmental Image of Plastics

Plastics Technology, July 1992

Post-Consumer Vinyl Recycling In The U.S.

Food Merchants Advocate, June 1992

Packaging, August 1992

Vinyl Institute Presents Safety and Environment Awards

Plastics News, August 24, 1992

Vinyl - World's Leading Electrical Material

Electrical Apparatus, July 1992

Pipe Resource Organization Newsletter

Plastics in Building Construction, July 1992

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