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CHEMICAL MANUFACTURERS ASSOCIATION

March 30, 1993

TO: PUBLIC PERCEPTION COMMITTEE
FINANCE COMMITTEE

FROM: Jon Holtzman

SUBJECT: Boca Board Presentation

Chairman Bob Potter has requested that members of the Committee, and the Finance Committee, be provided with separate and advance information on his upcoming presentation to the Board. Attached are: (1) the Board book overview statement; (2) graphs which indicate current attitude trends; (3) highlighted budget book pages to indicate Finance Committee recommendations for funding a Board-approved program.

At the March meeting of the Executive Committee, following a presentation by Bob Nightengale and Mike Vaughn, Ogilvy & Mather - which was positively received, Mr. Potter asked for an indication of preference for a national or regional roll-out of the campaign, if approved by the Board. By show of hands, the Executive Committee overwhelmingly supported a national roll-out.

The presentation at the Boca meeting will be Thursday morning, April 15. The Executive Committee will be asked to recommend approval of the program at its Thursday afternoon meeting. The Board will vote on the program Friday. The presentation agenda for Thursday is:

o	Introduction; latest opinion research	Bob Potter
o	Outreach activities for nine audiences; advance communication about advertising	Barie Carmichael Dow Corning
o	Advertising purpose and strategy; three ad concepts were tested	Bob Nightengale
o	Results of STRATA tests	Richard Wirthlin Wirthlin Group
o	Presentation of the recommended advertising and media plan	Mike Vaughn Ogilvy & Mather
o	Discusses campaign approach (national, regional; reviews funding recommendation	Bob Potter

Please call Bob (314) 694-8208, or me (202) 887-1200, with any concerns or suggestions. Although the Executive Committee expressed support there is sure to be lively discussion at the Board meeting.

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Attachment 1

Public Perception Committee
Report on Public Outreach

Board Book

PUBLIC PERCEPTION COMMITTEE
Report on Public Outreach

Proposed Renewal of the Advertising Program

BACKGROUND

Action continues on outreach to all ten assigned audiences. An updated report will be made to the Board at the April meeting.

Latest Public Opinion Information

According to the latest information from the Roper polls, public opinion about the chemical industry among "the Influentials" is beginning to shift. Attached to this report are three graphs which indicate the positive movement. " The Influentials" are defined as people who have college or some college education, $50,000 or more annual income and are active in their community. This is the audience targeted for advertising outreach in 1991-92 and also recommended as a focus by the Wirthlin Group and Ogilvy & Mather.

The data - already published for 1991, plus unpublished information for 1992 made available to CMA by a member company - illustrates a leveling off of the decline in favorable opinion in 1991 and an improving picture for 1992. The Roper organization, in its report - The Public Pulse _ said of the 91' data, "the fact that the negative views of such trend-setting groups as the Influentials have peaked may be an indication that the industry's Responsible Care program is beginning to have an effect where it can do the most good."

The unpublished 1992 data shows more than just "negative views" which have "peaked". Views of the Influentials moved from 37% positive to 50% positive. And, for the first time since 1987, the views of Influentials have reversed a downward trend and are now leading total public opinion upward.

While the opinion shifts indicated by the Roper polls are probably "jello-like" in their firmness, the movement gives some confidence that the public is willing to listen to industry messages.

Because CMA did not pay for the Roper polling, nor control the questions, it cannot be said with any certainty that industry outreach efforts produced the change. But outreach efforts did coincide with the change.

A fourth graph attached to this report was directly related to advertising research conducted for CMA. It measured attitudes of the target audience (defined in almost the exact terms Roper uses for the Influentials) before CMA advertising began in 1991 as a baseline and again nine months into the campaign.

Changes in opinion were measured across twelve points and compared with changes for three other industries also engaged in advertising. On the numerical graph attitudes about the chemical industry improved across all but one of the twelve points, and improved at a much greater pace than the other industries on seven of the twelve.

In both the Roper polls, and in the CMA polls conducted by Millward/Brown, attitudes of the general public - not plant communities - were measured. Advertising was the key outreach element used to reach this broader public.

Next Generation Advertising Proposals

Following dismissal of Chiat/Day as CMA's advertising agency for outreach to the general public, the Public Perception Committee approved a new approach to guide the next generation of advertising.

- Research was conducted to develop an outreach program grounded in response to public "values" related to the industry. The Wirthlin Group was hired to conduct an in-depth study and develop a values-based strategy.

  Wirthlin reported to the Board at its January meeting. He recommended a strategy which builds on the publics' perceived industry strengths of research, innovation and technology and on the leadership imperative the public grants the industry - the ability to make positive change.

  Wirthlin recommended communicating about specific technological or research capabilities, products or processes that beneficially affect the environment, health and safety.

- Ogilvy & Mather, the new advertising agency selected, has been working with Wirthlin and CMA's advertising task group to develop a campaign which responds to this strategy. The Perception Committee met in New York in February to review progress and Chairman Bob Potter updated the Executive Committee at its March meeting.

  - Three campaign options, all of which Wirthlin said had potential to meet the strategy, have been tested. Results of the testing, which will identify the most effective concept, will be reviewed at the Boca Raton Board meeting.

    The testing methodology used also allows adjustments to be made within individual ads to fine-tune them. This "fine-tuning" will not be complete, but presenters will explain what has been learned.

  - The media plan will also be reviewed. Ogilvy & Mather say the industrys'relatively small budget (as compared to that of the Committee for Energy Awareness or the American Plastics Council) is sufficient to reach the assigned objective and the audience targeted.

FUNDING FOR OUTREACH

Assuming program approval by the Board, the Finance Committee has recommended that funding for a $10 million program be provided by using $8 million already collected for outreach but which will remain unspent by May 30, with the remaining $2 million to be raised by a FY 1993/94 special assessment.

ACTION REQUESTED

The Public Outreach plan will be presented to the Board Thursday, April 15 and brought forward for Executive Committee approval that afternoon and for Board approval Friday, April 16.

CMA
BD-4/15/93
EC-4/15/93
BD-4/16/93

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Attachment 2

Public Opinion Survey Data

Graph 1: The influentials' opinion of chemical industry improves: Roper Poll.

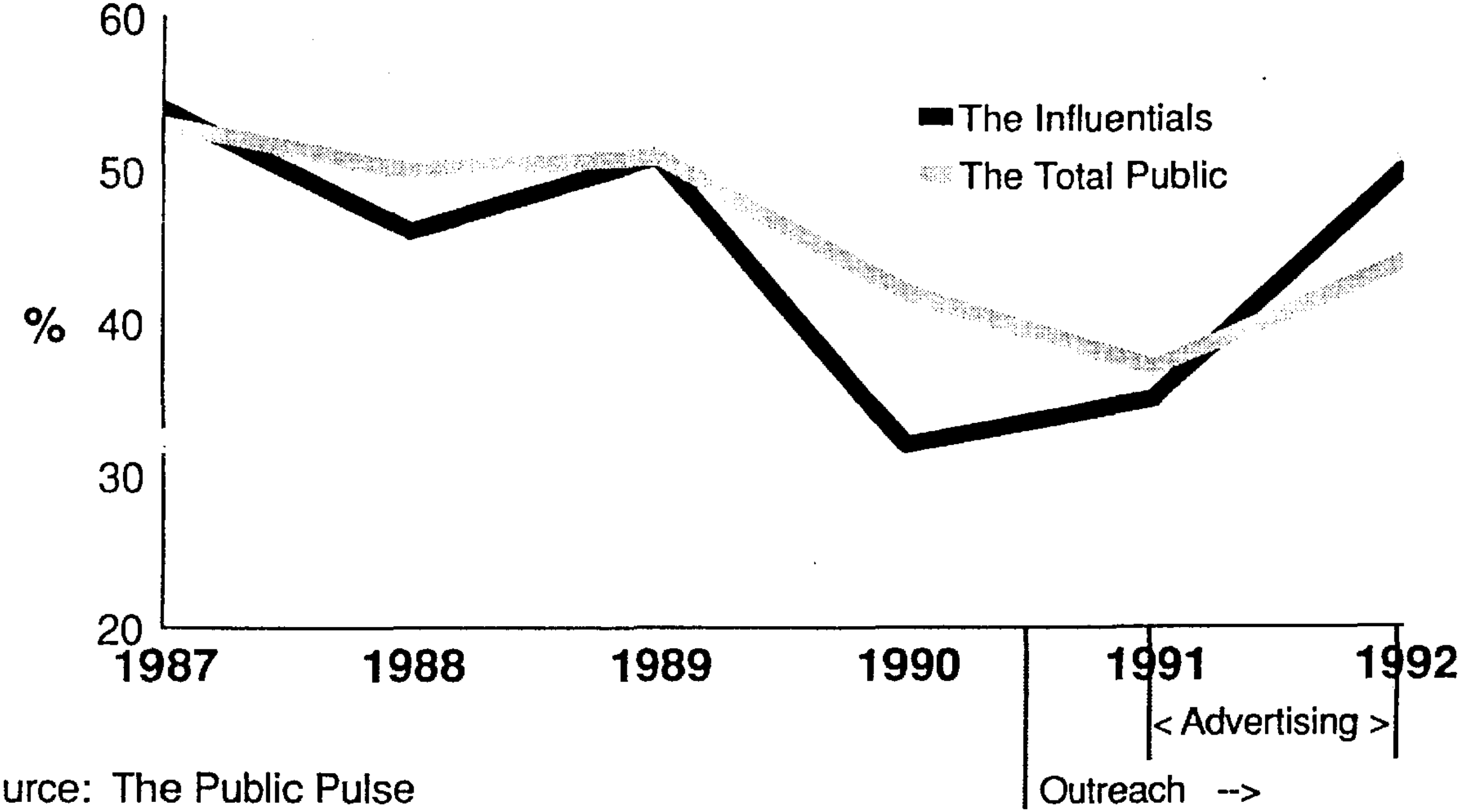
Graph 2: In 1991 the bulk of "influentials" was unfavorable: Roper Poll.

Graph 3: A positive shift occurred in 1992: Roper Poll.

Graph 4: CMA advertising testing indicated attitudes about the industry, while remaining relatively low, improved when compared to other industries: Millward Brown.

Public View of the Chemical Industry

The "Influentials" Lead Public Perception



Source: The Public Pulse
Roper Polls

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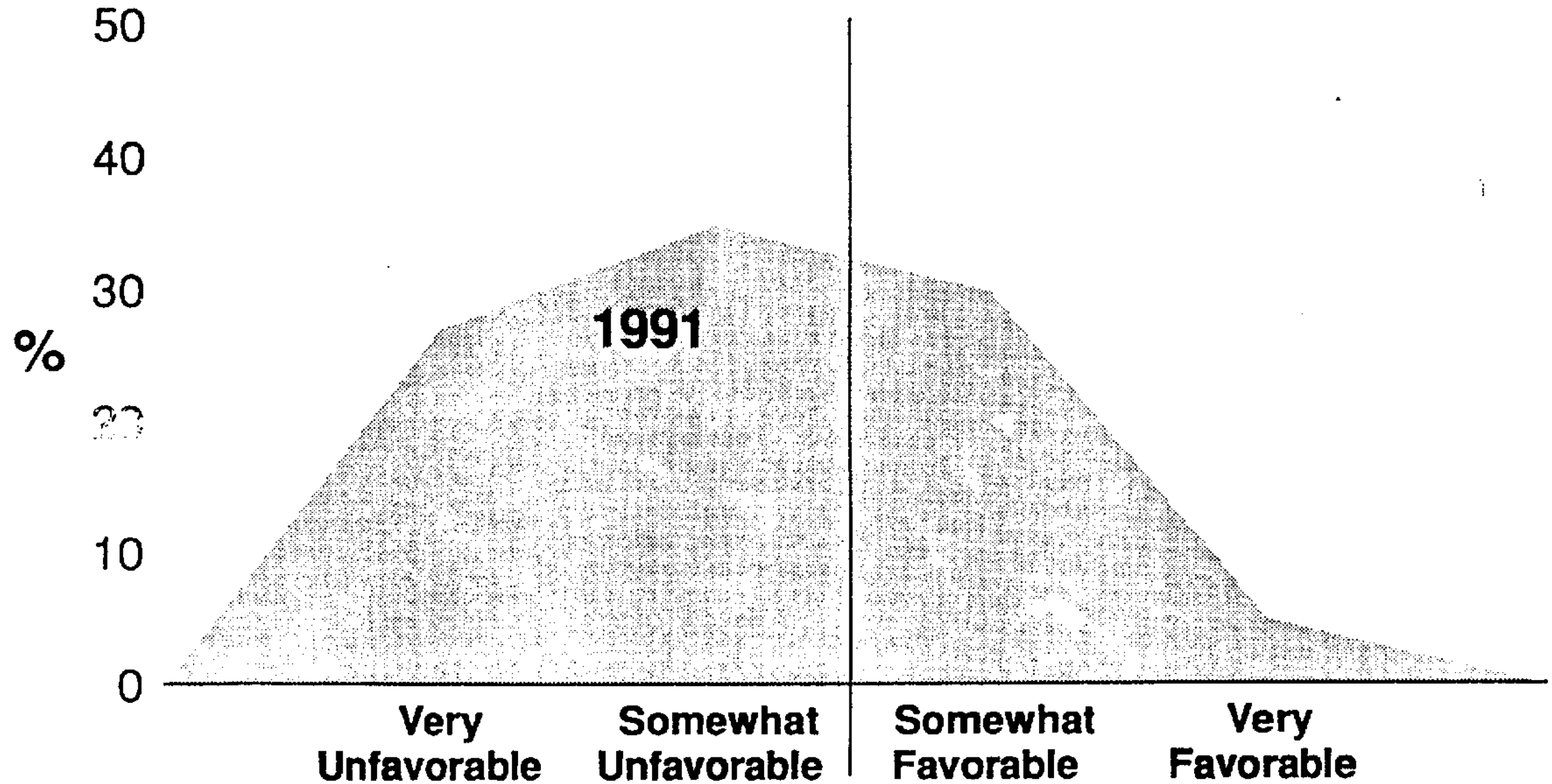
GRAPH 1

"Influentials" View of the Chemical Industry



Source: The Public Pulse
Roper Polls

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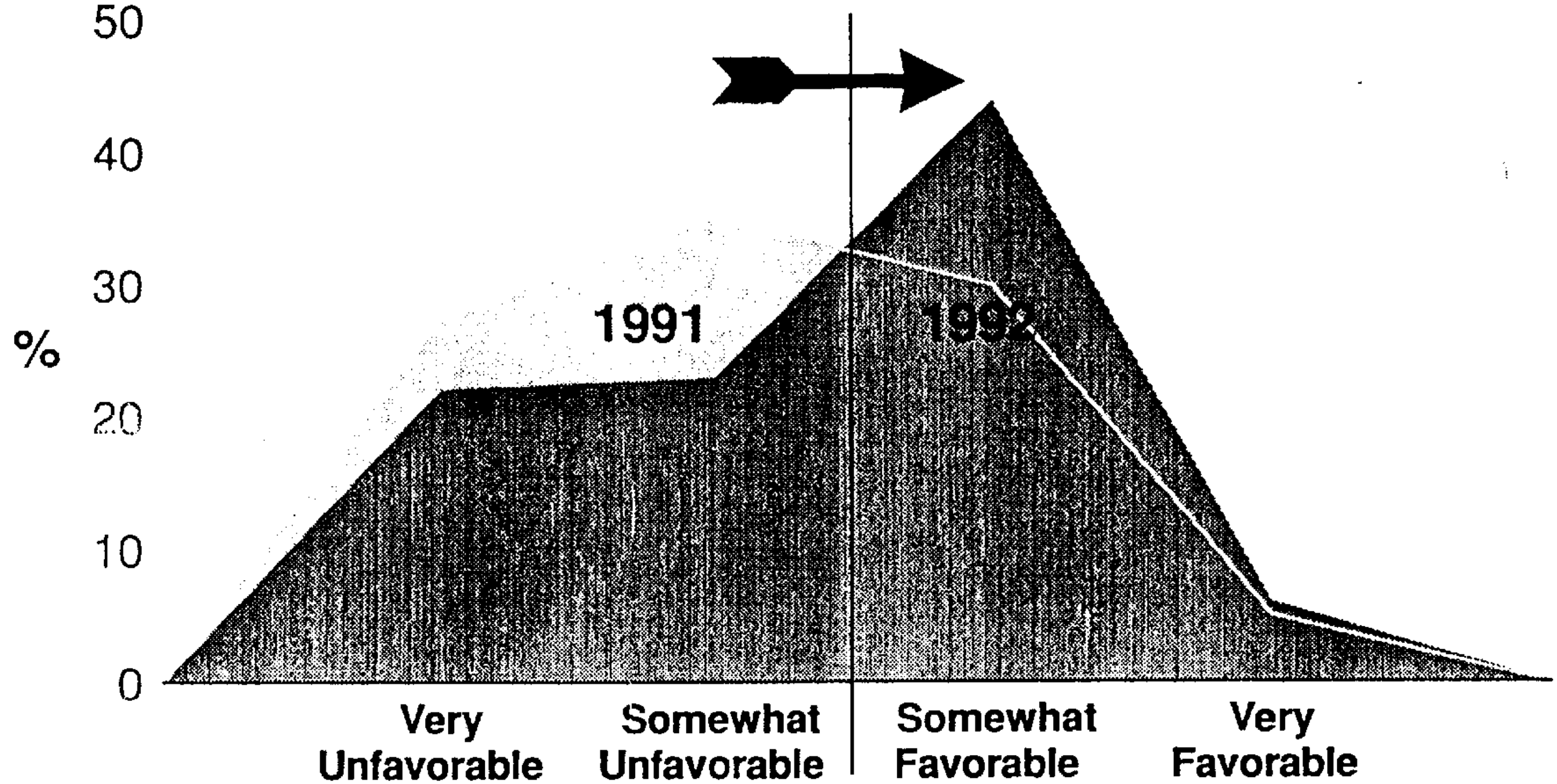
GRAPH 2

"Influentials" View of the Chemical Industry



Source: The Public Pulse
Roper Polls

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GRAPH 3

GRAPH 4

COMPARATIVE CHANGE ON 12 POINTS (MAY 1991/MARCH 1992)

(Measuring attitudes of target audience, age 24/49 - participants/actives)

	Chemical	Nuclear	Automotive	Forestry	Average
1. Aware of Industry Effort	16/25	11/14	44/57	?	+8.0
2. Has Program to Be More Responsible	**41/53**	**41/47**	**32/34**	**59/58**	**+4.7**
3. Making an Effort to Respond	**46/54**	**43/55**	**60/58**	**55/53**	**+4.0**
4. Honest/Ethical	16/17	17/18	22/31	42/33	+0.5
5. Can Be Trusted	15/20	15/20	23/29	43/36	+2.5
6. Means Its Commitments	**17/26**	**23/25**	**31/34**	**39/28**	**+.75**
7. Important to the Economy	67/64	63/56	81/85	78/62	-7.0
8. Benefits Outweigh Risks	**39/47**	**31/33**	**41/39**	**41/45**	**+4.0**
9. Good Job Regulating Itself	**19/26**	**30/27**	**32/32**	**47/37**	**-2.0**
10. Wants You to Know More	33/38	41/48	40/46	45/53	+6.7
11. Concerned About Community	**34/43**	**39/45**	**32/32**	**54/53**	**+3.7**
12. Trying to Be Safer	**36/47**	**44/47**	**50/51**	**35/26**	**+1.2**
AVERAGE	**33/39 (+6)**	**34/37 (+3)**	**43/46 (+3)**	**49/44 (-5)**	**+1.7**

Attachment 3

Public Outreach Budget
1993/94

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A

CHEMICAL MANUFACTURERS ASSOCIATION

SUMMARY OF RECOMMENDATIONS FOR CONSIDERATION
OF THE CMA BOARD OF DIRECTORS
AS CONTAINED IN THE
PROPOSED BUDGET FOR THE FISCAL YEAR
BEGINNING JUNE 1, 1993

I. RECOMMENDATIONS ON FY 1993/94 PROPOSED BUDGET:

A. RECOMMENDED ACTION: Approval of a General Operations expense budget for the fiscal year beginning June 1, 1993 of $28,605,800.

COMMENTS: Pages no. 2, 3 and 4 in this tab present summaries of the program adjustments and budget recommendations supporting the above indicated expenditure level.

B. RECOMMENDED ACTION: Approval of the schedule of membership fees as set forth below which is increased by 5% from the previous year.

Chemical Sales Calendar Year 1992 $Million	Membership Fee
Canadian Members	$ 7,900
Under 10.0	$ 7,900
10.0 - 25.0	$ 10,500
25.0 - 50.0	0.0390%*
50.0 - 100.0	0.0356%*
100.0 - 400.0	0.0325%*
Over - 400.0	0.0291%
Maximum Fee	$716,600

*Up to, but not more than the membership fee which would be obtained by multiplying the minimum amount of the next higher chemical sales bracket by the percentage factor applicable to the higher bracket and not less than $10,500.

ANALYSIS: As set forth in Tab #20 of this workbook, the above fee schedule should result in dues of $23,887,500 and combined with other revenue, a FY 1993/94 General Operations budget that is break-even.

C. ASSOCIATION RESERVES: In reviewing the Association's financial position, the Finance Committee recommended and the Executive Committee agreed that General Operating Reserves, which are projected at a level of $5.6 million or 19.8% of the General Operating Budget, represented an acceptable reserve balance for the 1993/94 fiscal year even though it represents a level lower than the heretofore established floor of 25% of Operating Expenses. The committee noted that due to uncertainties of the new administration and the constraints on available funds, it may become necessary for the Finance Committee to address these reserves and/or focus on other interim special funding efforts as issues develop.

D. RECOMMENDED ACTION: The Finance Committee recognized that proposals for continuation of the Public Outreach Program are being developed for presentation at the April meeting of the Board of Directors. Funding is dependent on the program recommended and approved. However, assuming a program approval, the Finance Committee recommends that funding be provided by applying all or part, of the accumulated special assessment excess of $8.0 million to reduce the amount of the special assessment otherwise required to fund the program. In other words a $10.0 million program, for example, would be funded with $8.0 million from previously accumulated funds already collected from the membership and the remaining $2.0 million would be funded by a FY 1993/94 special assessment.

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CHEMICAL MANUFACTURERS ASSOCIATION
SUMMARY OF REVENUE AND EXPENSES
BY CMA DEPARTMENT AND PROGRAM
RECOMMENDED FY 1993/94 BUDGET

GENERAL COMMENTS:

The proposed FY 1993/94 budget, presented in Column 4, indicates total General Operations Expenses of $28,605,800 which does not include the "yet to be determined" level of Public Outreach Program Expenses for FY 1993/94. For the current year as shown in Column 3 total expenses of $33,630,600 are projected consisting of General Operations expenses of $28,211,600 and Public Outreach Program expenditures of $5,419,000.

The proposed FY 1993/94 budget is the result of very strict budget guidelines which required each operating division to provide as much support as possible for new and/or increased activities by reprioritizing within a flat base-level budget, and separate requests which were considered significant and which could not be undertaken within the base-level guidelines. The program activity requests which were not included in the base-level budget, as presented in Column 4, totaled $7,579,100, and are presented in Tab #21 of this book.

In order to fund the recommended FY 1993/94 General Operating expense budget, the membership fee schedule for FY 1993/94 is increased 5% as discussed in Tab #20 of the workbook. The Public Outreach Program for FY 1993/94 would be funded at the level as approved at the April meeting of the Board of Directors. Funding would be provided by first using the $8.0 million in unspent Public Outreach assessment funds which have accumulated due to program delays with the remaining $2.0 million of an anticipated $10.0 million program to be raised by a FY 1993/94 special assessment.

A summary by department follows:

REGULATORY AFFAIRS DEPARTMENT:

The Regulatory Affairs Department is increased to $6,729,000 from the current year projection of $6,358,000, mainly due to increased activity relating to Toxics Use Reduction; Superfund; Pollution Prevention; and implementation of Responsible Care® Codes. Two staff, one supporting clean air and one supporting RCRA advocacy, as were previously considered by the Board are added.

FEDERAL GOVERNMENT RELATIONS DEPARTMENT:

The Federal Government Relations Department is increased to $4,275,200 from the current year projection of $3,984,200 due to modest inflationary increase in staff expenses and increased federal legislative consulting and coalitioning expenses which are essential to address the challenges of Toxics Use Reduction.

STATE AFFAIRS DEPARTMENT:

The State Affairs Department is increased to $2,518,600 from the current year projection of $2,277,500 to provide resources necessary to implement some portions of new activities approved by the Board in September 1992. One manager and one support staff are added to partially implement the recommendations of the Board ad hoc Committee on State Affairs.

OFFICE OF GENERAL COUNSEL:

The Office of General Counsel is increased to $3,905,700 from the current year projection of $3,826,400 and one attorney is added in support of Toxics Use Reduction and related health issues.

COMMUNICATIONS DEPARTMENT:

The Communications Department as presented here is broken down into advocacy vs. outreach and services, with Media Communication remaining the principal area to continue to provide a strong advocacy emphasis.

Media Communications, as presented here, is decreased to $1,743,400 from the current year projection of $1,835,800 due to elimination of the one-time budgeted expense of $216,800 relating to the Wirthlin member survey. A manager of advocacy communications is added to support media and coalitioning activities.

Targeted Issue and Member Communication is increased to $799,100 from the current year projection of $765,700.

The Public Outreach Program continues to be separately funded through a combination of use of carryforward reserves of $8.0 million and special assessment as required. Estimated amounts, subject to final review and approval are presented under tab #13, page 75.

RESPONSIBLE CARE® DEPARTMENT:

Although currently operating as a division managed by the Communications Department, the Responsible Care® oversight and coordination activities are presented here, and throughout this book, as a separate functional department. The Responsible Care® Department is increased to $1,204,000 from the current year projection of $1,134,400. Two exempt and two support staff are added to bring the program up to a functional level as an operating department.

TECHNICAL SERVICES DEPARTMENT:

The Technical Services Department supports the CHEMTREC® Center functions and the CHEMSTAR activities. The department is almost entirely self-funded through CHEMTREC® registration fees charged to nonmember users of CHEMTREC® services and the CHEMSTAR overhead reimbursement revenue paid by CHEMSTAR Panels and Business Councils. The separately funded CHEMSTAR expenses which may approach $70 million are not reflected on the opposite page, nor are the costs related to the 41 CHEMSTAR Division staff supported by these separately funded activities. The CHEMSTAR activities are presented in Tabs #16-18.

UNALLOCATED MANAGEMENT AND SUPPORT:

The overall support programs remain unchanged. The departmental expenses including the addition of one publication clerk are budgeted at $4,662,700.

REVENUE:

An increase in the FY 1993/94 fee schedule of 5% as set forth in Tab #20 of this book is anticipated to provide a break-even budget and dues revenue of $23,887,500. CHEMTREC® registration fees at $500 per participant and investment and other revenue provide additional funds yielding estimated total General Operations revenue of $28,605,800.

RESERVES:

By the end of the current FY 1992/93 the budget projects based on the results in Column 3 that the Association will hold General Operating reserves of $5,649,700 and accumulated funds from the delayed start ups of the Public Outreach Program of $8,022,100.

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CHEMICAL MANUFACTURERS ASSOCIATION
PROPOSED BUDGET - SUMMARY BY DEPARTMENT AND PROGRAM
FY 91/92 Actual, FY 92/93 Budget and Projected Results,
Proposed FY 93/94 Budget

CMA ADVOCACY PROGRAMS	FY 91/92 Audited Results	Approved FY 92/93 Budget	Projected FY 92/93 Results	Proposed FY 93/94 Budget
REGULATORY AFFAIRS DEPARTMENT:				
Clean Air Programs TAB #3	$ 1,027,100	$ 934,200	$ 935,000	$ 991,500
Surface Water TAB #3	329,300	475,900	476,400	523,900
Groundwater (Including SDWA) TAB #3	20,200	22,400	22,400	25,200
Hazardous Waste Management (RCRA) TAB #3	343,700	738,300	720,800	694,200
Hazardous Waste Cleanup (Superfund) TAB #3	316,300	391,300	341,600	428,000
Pollution Prevention Program TAB #3	306,000	139,800	44,900	100,900
Responsible Care® Pollution Prevention Code	73,900	361,700	456,900	381,600
Toxics Use Reduction (TUR) TAB #4	-0-	40,500	48,400	205,700
Product Stewardship and TSCA TAB #4	489,300	295,400	289,200	228,600
Responsible Care® Product Stewardship Code	-0-	242,800	230,300	366,100
Risk Assessment, Risk Management TAB #4	831,600	585,400	569,800	442,500
Public and Occupational Health TAB #4	498,800	448,300	428,700	337,300
Responsible Care® Employee Health & Safety Code	-0-	60,700	57,600	223,100
Public and Occupational Safety TAB #5	234,400	245,200	101,600	88,000
Responsible Care® CAER Code TAB #5	183,100	164,600	166,600	218,100
Engineering & Operations TAB #5	277,500	338,700	321,400	301,200
Responsible Care® Process Safety Code TAB #5	-0-	-0-	166,600	212,100
Distribution Safety, Economics & Emergency Response	666,700	747,800	555,900	520,600
Responsible Care® Distribution Code TAB #6	79,200	181,400	423,900	440,400
DEPARTMENT TOTAL:	$ 5,677,100	$ 6,414,400	$ 6,358,000	$ 6,729,000
FEDERAL GOVERNMENT RELATIONS DEPARTMENT:				
International Trade TAB #7	$ 229,800	$ 253,800	$ 232,600	$ 248,200
Taxation TAB #7	253,200	261,300	191,900	188,700
Energy & Petrochemical Feedstocks/Global Climate	140,200	126,100	223,600	219,200
International Affairs TAB #7	334,000	342,100	345,800	339,400
Economic Advocacy & Analysis TAB #7	520,000	455,400	557,200	555,400
Federal Legislative Advocacy & Coalitioning T #8	1,868,100	1,825,300	1,810,900	2,016,100
Grassroots Program TAB #9	409,600	595,100	507,500	590,000
Political Activities Program TAB #9	48,600	102,000	114,700	118,200
DEPARTMENT TOTAL:	$ 3,803,500	$ 3,961,100	$ 3,984,200	$ 4,275,200
STATE AFFAIRS DEPARTMENT: TAB #10				
State Legislative & Regulatory Advocacy	$ 1,164,600	$ 1,134,700	$ 1,149,000	$ 1,312,500
Federation of State Chemical Associations	1,177,200	1,217,800	1,128,500	1,206,100
State Initiatives Program	TAB #10	TAB #10	TAB #10	TAB #10
DEPARTMENTAL TOTAL:	$ 2,341,800	$ 2,352,500	$ 2,277,500	$ 2,518,600
OFFICE OF GENERAL COUNSEL: TAB #11				
Staff and Related Legal Services	$ 2,102,600	$ 2,207,900	$ 2,249,600	$ 2,393,700
Third-Party Subpoena Response & Defendant Litigation	352,600	225,000	200,000	225,000
Outside Purchased Services	1,204,200	1,350,500	1,350,300	1,260,500
Intellectual Property	22,500	25,800	26,500	26,500
Insurance Amicus Brief Program	TAB #11	TAB #11	TAB #11	TAB #11
CMA Tort Litigation Group	TAB #11	TAB #11	TAB #11	TAB #11
Liability Amicus Program	TAB #11	TAB #11	TAB #11	TAB #11
DEPARTMENT TOTAL:	$ 3,681,900	$ 3,809,200	$ 3,826,400	$ 3,905,700
COMMUNICATIONS DEPARTMENT (ADVOCACY):				
Media Communications TAB #12	$ 1,330,700	$ 1,820,300	$ 1,835,800	$ 1,743,400
DEPARTMENTAL SUBTOTAL:	$ 1,330,700	$ 1,820,300	$ 1,835,800	$ 1,743,400
CMA TRADITIONAL ADVOCACY EMPHASIS PROGRAMS-SUMMARY	$16,835,000	$18,357,500	$18,281,900	$19,171,900
OUTREACH & SERVICE PROGRAMS:				
COMMUNICATIONS DEPARTMENT (OUTREACH & SERVICES):				
Targeted Issue & Member Communication TAB #13	1,189,600	782,700	765,700	799,100
Public Outreach Program TAB #13	9,325,600	10,000,000	5,419,000	***
DEPARTMENT TOTAL:	$10,515,200	$10,782,700	$ 6,184,700	$ 799,100
RESPONSIBLE CARE® DEPARTMENT:				
Responsible Care® Program TAB #14	$ 1,111,900	$ 1,199,400	$ 1,134,400	$ 1,204,000
TECHNICAL SERVICES DEPARTMENT:				
CHEMTREC®/CHEMNET & Administration TAB #15	$ 2,561,700	$ 2,557,200	$ 2,508,800	$ 2,768,100
CHEMSTAR Division TAB #16	(103,100)	-0-	-0-	-0-
CHEMSTAR Business Councils TAB #17	TAB #17	TAB #17	TAB #17	TAB #17
CHEMSTAR Panels TAB #18	TAB #18	TAB #18	TAB #18	TAB #18
DEPARTMENT TOTAL (Net of Revenue):	$ 2,458,600	$ 2,557,200	$ 2,508,800	$ 2,768,100
UNALLOCATED MANAGEMENT AND SUPPORT: TAB #19				
Executive Coordination and Support	$ 1,787,400	$ 1,716,300	$ 2,477,800	$ 1,459,500
Meetings and Conventions	347,900	347,300	332,800	325,100
Accounting and Finance	693,200	811,000	820,100	915,600
Business Services	356,200	384,700	390,400	440,700
Computer and Information Services	843,400	960,300	1,050,600	1,061,600
Printing and Distribution	424,500	437,400	449,100	460,200
UNALLOCATED SUPPORT TOTAL:	$ 4,452,600	$ 4,657,000	$ 5,520,800	$ 4,662,700
CMA OUTREACH & SERVICE PROGRAMS-SUMMARY	$18,538,300	$19,196,300	$15,348,700	$ 9,433,900
TOTAL EXPENSES:	$35,373,300	$37,553,800	$33,630,600	$28,605,800
REVENUE:				
Membership Fees TAB #20	$22,292,300	$21,700,000	$21,690,000	$23,887,500
Public Outreach Assessment TAB #20	10,252,800	10,000,000	9,980,000	***
Use of Assessment Reserve TAB #20	N/A	N/A	N/A	***
CHEMTREC® Registration Fees	2,363,300	2,300,000	2,543,700	2,763,000
Investment Revenue & All Other	2,031,600	2,228,000	1,896,100	1,955,300
TOTAL GENERAL REVENUE:	$36,940,000	$36,228,000	$36,109,800	$28,605,800
CONTRIBUTION TO (Use of) RESERVES	$ 1,566,700	$(1,325,800)	$ 2,479,200	$ -0-
AUTHORIZED PERSONNEL	223	225	225	237
ANALYSIS OF RESERVE CHANGES:				
Reserve Increase (Decrease) General Operations	$ 639,500		$(2,081,800)	$ -0-
Reserve Increase (Decrease) Special Assessment	927,200		4,561,000	***

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CHEMICAL MANUFACTURERS ASSOCIATION

COMMENTS ON PUBLIC OUTREACH PROGRAM

GENERAL COMMENTS AND BACKGROUND: At its November 1990 meeting CMA's Executive Committee and Board of Directors approved an accelerated public outreach program for Responsible Care®, together with a recommended funding package. The Board voted for a five-year commitment of $10 million per year.

The Finance Committee recognized that proposals for continuation of the Public Outreach Program are being developed for presentation at the April meeting of the Board of Directors. Funding is dependent on the program recommended and approved. However, assuming a program approval, the Committee recommends that funding be provided for by applying all or part, of the accumulated special assessment excess of $8.0 million to partially or fully reduce the amount of the special assessment otherwise required. In other words a $10.0 million program, for example, would be funded with $8.0 million from previously accumulated funds and the remaining $2.0 million by special assessment. Details are as discussed in tab #20 of this workbook.

COMMENTS ON SPECIFIC AUDIENCES AS BUDGETED:

Employees and Plant Communities Activities include developing Community Outreach Workshop; code outreach materials, including videotapes and guides. Another responsibility is the Progress Report.

Direct CMA Costs: $212,800 projected for FY 1992/93; $212,400 in FY 1993/94.

Local and State Officials Communicating with members of this audience will require a significant amount of "sweat equity" from plant managers and other company representatives. Priority activities include plant visitations, speakers bureau and visits with state and local leaders. Other activities include senior executive presentations to state associations, mailings to officials, state capital media visits, advertising in local and state government publications and creation of state advisory panels.

Direct CMA Costs: $301,000 projected for FY 1992/93; $185,000 in FY 1993/94.

Federal Officials The objective is face-to-face communication. Major activity will be to brief each member of Congress through individual or group meetings. Ads will be placed in "Roll Call."

Direct CMA Costs: $10,000 projected for FY 1992/93; $10,000 in FY 1993/94.

Media Activities include media tours to explain the initiative, mailings to core audience of past media seminars, and development of feature stories about the initiative. Includes funding a special training project developed by the Radio and Television News Directors Association and the Media Institute to improve the quality of environmental reporting.

Direct CMA Costs: $118,000 projected for FY 1992/93; $118,000 in FY 1993/94.

Local and National Public Interest Groups Contacts with these groups--estimated at four per year--require face-to-face meetings and discussions with their directors or staffs. CMA officers would be the lead contacts. Environmental leaders would be encouraged to appear at selected CMA functions.

Direct CMA Costs: $7,500 projected for FY 1992/93; $9,300 for FY 1993/94.

Educators and Students Education is a key route toward improving public perception over the long term. A key activity is to expand the production, distribution and usefulness of ChemEcology . Special efforts are made to identify, develop and evaluate programs for company and teacher use. A resource guide is circulated to nearly 40,000 science teachers. The Education Task Group now includes appropriate educational organizations. The CMA Catalyst Awards program, which recognizes four and two-year colleges and high school chemistry teachers, expanded to award outstanding middle and elementary school science teachers. Additional funds will be made available to state CICs to support science education programs.

Direct CMA Costs: $762,400 projected for FY 1992/93; $776,500 in FY 1993/94.

Shareholders and the Financial Community All activities are low cost, low sweat equity. Materials to assist company financial officers understand and explain Responsible Care®, inclusion of financial publications on media tours, encouraging companies to include environmental reporting in annual reports.

Direct CMA Cost: $3,000 projected for FY 1992/93; $4,500 in FY 1993/94.

General Public Outreach to the general public through advertising is a low-sweat equity, high-cost activity. An ad campaign was approved that would focus on a broad audience of 70 million people in the 18-49 age group who are identified as "participants." Response to the ads was good, but we stopped the program pending creation of suitable television ads. A search by the Ad Core Group recommended the selection of Ogilvy and Mather to the Public Perception Committee. Research and new advertising approaches are being developed. The new campaign is scheduled to begin in June/July.

.rect CMA Costs: $4,004,300 projected for FY 1992/93; $8,684,300 in FY 1993/94.

PUBLIC OUTREACH PROGRAM

PROJECTED REVENUE AND SUMMARY OF EXPENSES BY AUDIENCE

REVENUE:	FY 91/92 Actual Results	Approved FY 92/93 Budget	Projected FY 92/93 Results	Maximum FY 93/94 Budget
Use of Accumulated Assessment Reserve	$ N/A	$ N/A	$ N/A	$ 8,000,000
Responsible Care® Public Outreach Assessment	$10,252,800	$10,000,000	$ 9,980,000	$ 2,000,000
TOTAL REVENUE:	$10,252,800	$10,000,000	9,980,000	10,000,000
EXPENSES BY AUDIENCE:				
1-3 Employee and Community				
• Staff & Related Expenses	$ 3,700	$ 5,100	$ 5,500	$ 5,100
• Develop Code Information Packages	3,000	20,000	12,600	37,300
• Increase Annual Report Distribution	24,100	42,400	36,000	45,000
• Develop Practice Code Videos & Presenters Guides	50,600	64,900	41,000	85,000
• Employee & Community Attitude Survey	7,000	-0-	4,000	-0-
• Advisory Panel Video Tape	51,000	-0-	-0-	-0-
• Community Advisory Panel Survey		-0-	18,700	-0-
• Brochure on Home Safety & Hazardous Materials	9,900	-0-	-0-	-0-
• Outreach Training	3,000	20,000	35,000	40,000
• Kids CAER		60,000	60,000	-0-
	$ 152,300	$ 212,400	$ 212,800	$ 212,400
4. Local & State Officials				
• Outreach Materials for CIC Speakers Bureau	$ -0-	$ 25,000	$ 92,100	$ -0-
• Responsible Care® Ads in State & Local Government Publications	47,900	30,000	47,900	-0-
• Mailings to Officials on Responsible Care®	-0-	30,000	60,000	-0-
• Support Organization of State Advisory Panels	-0-	100,000	101,000	-0-
• CIC Block Grant Program	-0-	-0-	-0-	185,000
	$ 47,900	$ 185,000	$ 301,000	$ 185,000
5. Federal Officials				
• Responsible Care Advertisements	$ -0-	$ 10,000	$ 10,000	$ 10,000
6. Media				
• Staff & Related Expenses	$ 200	$ 33,500	$ 33,500	$ 33,500
• National & Regional Speakers Forum	25,000	15,000	10,000	15,000
• Expand Media Tour	-0-	15,000	15,000	15,000
• Responsible Care Editor Mailing	6,200	4,500	4,500	4,500
• Responsible Care® Media Guidelines	3,300	-0-	-0-	-0-
• Funding of Environmental Reporting Forum	50,000	50,000	50,000	50,000
• Association Communication Research	-0-	-0-	5,000	-0-
	$ 84,700	$ 118,000	$ 118,000	$ 118,000
7. Local and National Public Interest Groups				
• Staff & Related Expenses	$ -0-	$ -0-	$ -0-	$ 1,300
• Global Tomorrow Coalition	5,000	5,000	5,000	5,000
• Printed Materials	-0-	5,000	2,500	3,000
	$ 5,000	$ 10,000	$ 7,500	$ 9,300
8. Educators & Students				
• Staff & Related Expenses - Support Staff	$ 38,100	$ 34,900	$ 35,600	$ 39,600
• Staff & Related Expenses - Other	2,600	6,800	5,600	6,800
• Enhancements to ChemEcology	203,200	285,000	285,000	285,000
• Enhance Quality of Science Education	108,400	220,000	220,000	225,000
• Support for Education Organizations in TG	1,400	5,000	2,000	5,000
• Develop Chair Endowment Model	100	5,000	100	-0-
• Support for Science Education Through CIC Federation System	48,400	100,000	100,000	100,000
• Expand Catalyst Awards	-0-	97,500	104,100	104,500
• Educators Travel	-0-	-0-	10,000	10,600
	$ 394,200	$ 754,200	$ 762,400	$ 776,500
9. Shareholders and Analysts				
• Staff and Related Expenses	$ 800	$ 2,500	$ 2,000	$ 2,500
• Meetings & Correspondence	-0-	2,000	1,000	2,000
	$ 800	$ 4,500	$ 3,000	$ 4,500
10. General Public				
• Staff and Related Expenses	$ 13,700	$ 5,800	$ 8,300	$ 13,500
• Nonmedia Costs	324,900	954,200	1,041,000	1,020,000
• Placement Costs	8,103,900	7,480,900	2,160,000	7,223,400
• General Print, Art & Graphics	-0-	30,000	30,000	30,000
• Public Outreach Consulting	16,500	60,000	50,000	65,300
• ACS Advertising	-0-	-0-	250,000	-0-
	$ 8,459,000	$ 8,530,900	$ 3,539,300	$ 8,352,200
Public Opinion Research				
• Staff and Related Expenses	$ -0-	$ 2,100	$ 2,100	$ 2,100
• Advertising Tracking Study and Testing	181,700	172,900	272,900	300,000
• Values Research	-0-	-0-	160,000	-0-
• Community Advisory Panel Survey	-0-	-0-	30,000	30,000
	$ 181,700	$ 175,000	$ 465,000	$ 332,100
TOTAL EXPENSES:	$ 9,325,600	$10,000,000	$ 5,419,000	$10,000,000

AUTHORIZED PERSONNEL	1	1	1	1

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