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RECEIVED
APR 16 1990
Sherry M. [illegible]

to: Roy Gottesman/PRO Members

date: April 10, 1990

from: Dan Stanowick *Dan*

copies to: Mike Reynolds
Nora Jacobs
Stan Ulchaker

subject: PRO Publicity

Following is a report of recent publicity progress and initiatives for PRO:

1. Handled request for information about PVC pipe in landscape applications from California Landscape. Provided PRO information package and referred reporter to PPFA and PPA.
2. Mailed PRO information package and news release about sam to approximately 150 industry trade publications serving building and construction, municipal management, waterworks, design and architecture, plumbing and plastics markets.
3. Worked with Uni-Bell, AWWA and the Washington Suburban Sanitary Commission to get necessary background information about watermain breaks to pitch story(ies) about same to selected industry trades. Also asked PRO members to assist with same.
4. On a referral from RTG, began work with Silver-Line Plastics and PPFA to get case histories and general market information about cellular core PVC pipe.
5. Finalized copy and began design of IFT cost/benefit report executive summaries. Contacted J. Zicherman to obtain additional information/clarification needed for publicity. Also began work on draft news releases, to follow shortly.

* Note that in a related matter, also checked with Zicherman regarding the status of his article on "Fire Safety and PVC Pipe" for Fire Journal. His office is still working on a revised draft which is expected to be ready for final VI review shortly.
6. Began development of case history articles from advertising testimonials. Contacted Uni-Bell to request same from that organization's members. Brought to Uni-Bell's attention an immediate opportunity for case histories with American City & County.
7. Began research with Uni-Bell and AWWA to see if there is story potential relative to the EPA's ban on asbestos products and its impact on the pipe market overall.

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8. Based on information from market analyses by the Fredonia Group and Leading Edge Reports, began work on a news release, graphic and extended photo caption about current and projected use of PVC in the pipe market. Both analyses show that while total pounds of PVC will increase, market share will decrease. Hence, our publicity efforts will concentrate on growth in pounds.
9. Contacted editors at the following publications to inquire about possible PRO participation in planned editorial features and/or to gauge their future editorial needs. Each has received our PRO information package. Will be forwarding to each case histories and/or information which results from the story idea research discussed above.

American City & County
Public Works
Civil Engineering
Waterworld News
Water Engineering & Management
AWWA Journal
Pipelines & Utilities Construction
Constructioneer
New England Construction
Construction

10. As a result of the above, sent additional information package -- including a reference to Uni-Bell as a source for more technical data -- to Virginia Fairweather, editor of Civil Engineering. The magazine has hired an outside consultant to do a water pipe overview, including PVC, in its July issue.
11. Also as a result of the above, learned that the large diameter PVC pipe installation in Batavia, New York, (one of the Uni-Bell case histories in our information package) is scheduled to appear in the May issue of Public Works. Editor E.B. Rodie says he originally received information about the installation from the pipe processor.

Please let me know if you have any questions, suggestions, observations, etc. I will continue to keep you informed of our progress.

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