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MINUTES
of
PUBLICITY COMMITTEE MEETING
of the
NATIONAL INSULATION MANUFACTURERS ASSOCIATION
New York, N. Y. March 5, 1959

The meeting was called to order at 10:00 A. M. by Chairman A. M. Ehret, Jr., with the following in attendance:

A. M. Ehret, Jr., Chairman	Ehret Magnesia Manufacturing Co.
J. C. Affleck	Keasbey & Mattison Company
W. P. Gibbons	Johns-Manville Sales Corp.
E. L. Gouedy	The Eagle-Picher Company
R. C. Lang	Gustin-Bacon Manufacturing Co.
J. M. Barnhart	National Insulation Manufacturers Assn.

It was brought to the attention of the Publicity Committee that they have been asked by the Board of Directors to prepare an outline of the proposed publicity objectives of the Association and its recommendations for a publicity budget and will investigate and interview various publicity counsel and recommend the ones they feel are best equipped for the job to the Executive Committee. It is hoped that the Executive Committee working with the Publicity Committee will be able to make a selection of one agency which will be asked to be present at the Association Meeting in April.

OVERALL OBJECTIVES

It was the consensus that the following represented the publicity objectives of the Association:

1. Basic objective - To increase the uses of industrial insulations in all worthwhile market areas.

   (a) Establish the Association as the spokesman for the industrial insulation industry.

   (b) Educate users and potential users to the economic and operational advantages of the proper utilization of thermal insulation.

(c) Issue publicity to combat the trend toward declining uses of thermal insulation.

(d) Give the consumer greater realization of what the insulation manufacturing industry is doing to give industrial America more for its money with respect to:

1. Research (Basic & Product)
2. Marketing Efficiency
3. Application Efficiency
4. Maintenance Efficiency
5. Manufacturing Techniques

(e) Keep the trade informed about such subjects as:

1. Specifications Promulgated
2. Standards - sizes, thicknesses, definitions, etc.
3. Association Meetings, new officers, etc.

(f) Help gain prestige for our industry by showing:

1. Financial stability of the manufacturing companies.
2. Contribution of our industry to national security.
3. How our products improve working conditions for labor.

(g) Disseminate stories regarding insulation uses.

METHODS TO CONSIDER

1. Publicity
2. House Organ
3. Direct Mail
4. Magazine & Newspaper Advertising
5. Speaker's Bureau
6. Reprints
7. Catalog Representation
8. Member Company Advertising
9. Trade Shows
10. Seminars
11. Film Library

The Committee, recognizing that there are many channels available to reach these objectives, recommend that the activities, for the present at least, be confined to a publicity program under the guidance of a qualified publicity counsel, and that the program be undertaken as soon as possible, and feel that a realistic program can be carried on for $30,000. per year.

Mr. Barnhart was asked to contact Sumner Rider & Associates, Ruder & Finn and Parsons and Nathans, and outline the Association's objectives

and the recommended budget figure of $30,000. per year to them and get written recommendations from these various publicity counsels as to how they would go about setting up the program and what the Association would receive in return for their investment. After receiving the written recommendation from the counsels, the Chairman of the Committee will analyze their proposals, and if it is felt that one is superior to the others and is capable of handling the Association publicity program, will report his findings to the Executive Committee.

It was pointed out that the publicity counsel selected should be self stimulating in their work.

The publicity counsel should recognize that there is a new group of engineers, architects, etc., continuously coming into the industrial field and that they have to be made aware of the Association, and its activities. Further the counsel should be capable of stimulating articles pertaining to insulation and to get the editors of trade journals and other publications thinking in terms of insulation in published stories.

Mr. Barnhart was asked to make a list of dates of Trade Shows beginning in 1960 and the costs involved in exhibiting in them.

ADJOURNMENT

There being no further business

The meeting was adjourned.

Respectfully submitted

J. M. Barnhart