

MINUTES OF MEETING
Public Relations Committee
Manufacturing Chemists Association
The Embassy Row Hotel, Washington, D. C.
May 13, 1975

Members Present

R. W. Unwin Jr., Chairman
Edward G. Ackerman
Howard H. Babcock
A. A. Biesada
E. N. Brandt
Joseph C. Calitri
Ed Cunningham
Richard B. Douglas
Robert B. Downey (for Cleveland Lane)
Stephen M. Downey
Phillip P. Fried (for James E. McKee Jr.)
Ralph Gonzalez (for Donald L. Maher)
W. H. Guthrie
Norman Herington (for Albert F. Watters)
Elaine N. Hirsch
Fred F. A. Jacobson
George A. Lawrence
Weldon Miller
Richard J. Nelson
Paul Pavey
Edgar S. Prochnik
J. Pierre Robichaud (for James E. McGill)
Clyde Roche
A. Prescott Rowe (for Charles H. Zeanah)
Jack R. Ryan
Sydney R. Shell
Peter L. Svanda
Robert F. Toomey
Harlan L. P. Wendell
Robert A. Woodard

Company

N L Industries, Inc.
Diamond Shamrock Corporation
PPG Industries, Inc.
Pfizer Inc.
The Dow Chemical Company
American Cyanamid Company
Celanese Corporation
Hercules Incorporated
B. F. Goodrich Chemical Company
FMC Corporation
Monsanto Company
Airco Inc.
Phillips Petroleum Company
Allied Chemical Corporation
CIBA-GEIGY Corporation
BASF Wyandotte Corporation
Exxon Chemical Company
Gulf Oil Company - U. S.
Kay-Fries Chemicals, Inc.
Standard Oil Company (Indiana)
Union Carbide Corporation
Canadian Industries Limited
Merck & Co., Inc.
Ethyl Corporation
Olin Corporation
Witco Chemical Corporation
Rohm and Haas Company
ICI United States Inc.
E. I. du Pont de Nemours & Company
Ashland Chemical Company

Guest

Byron J. Anderson

Northern Petrochemical Company

MCA Staff

Victor H. Peterson
Richard F. Blewitt
John E. Slavick
Pat Sokoloff
James P. Turner
Robert E. Varnerin
Peggy Walton

Members Absent

James Boyajian
Donald M. Davis
Alfred Geduldig
Richard L. Moore
Robert J. Willmot

Shell Oil Company
Mallinckrodt, Incorporated
GAF Corporation
W. R. Grace & Co.
Carus Corporation

The meeting was called to order by Chairman Unwin who introduced new members, alternates and guests.

Previously circulated MCA staff reports covering activities since the fall meeting were opened to comments and questions.

Mrs. Walton said that more than 100 radio and TV tapes were made at the AWRT convention in April with 18 company executives and an MCA staff member. Four-fifths of those attending visited the MCA suite. Amoco was thanked publicly for donating the TV tapings.

Mr. Turner noted the steady increase in ChemEcology circulation and progressively greater use in schools. He plans to write a solid wastes brochure as a companion piece to the established air and water booklets.

Mr. Slavick said that the success of the CIC meeting earlier in the year indicates a yearly or a biennial meeting will be necessary. As a result of the meeting, several CICs have strengthened programs and a new CIC (or similar body) may be established in the Cleveland area.

Mr. Blewitt said that Precis, the syndicated service, had secured excellent results but that funds for continuing would not be available in 1975-76. He urged member companies to increase their grassroots efforts.

Mr. Peterson announced that Mr. Blewitt had resigned effective mid-June to go with FMC as PR manager of their Chemical Group. He was congratulated warmly on a job well done for MCA and wished the best in his new post. Mr. Peterson said that Thomas J. Gilroy, formerly of The Operations Council of American Trucking Associations, Inc., would assume the press relations duties June 1.

Mr. Peterson reported on the status of the 1975-76 budget which was to be acted upon by the full membership at the Annual Meeting, June 12 at The Greenbrier. Copy of the budget is attached.

Mr. Lawrence, as chairman of the Nominating Committee, placed the names of Mr. McKee, for chairman, Mr. Prochnik, for vice chairman and chairman of the Executive Committee, and Mr. Wendell, for vice chairman of the Executive Committee, before the house. Balloting was unanimous.

Mr. Lawrence then moved that the terms of office for the three positions be for two years rather than one, with the office of vice chairman of the Executive Committee to be dropped after two years, thus reverting to two presiding officers. Balloting was unanimous.

Mr. Ryan then presented outgoing Chairman Unwin with a gift (ship's clock and barometer) from the committee in thanks for his services.

The open forum on "How can the Public Relations Committee and the Public Relations department become a more positive force within the Association?" engendered keen interest.

Mr. Brandt, as co-forum leader, distributed the latest Chemical Issues Index & Commentary and noted the latest topics of greatest concern. He compared it with the latest Yankelovich survey at hand and the similarity was striking. Topics concerning safety and health from the workplace to consumer use appear to be ones that will be with the industry for a long time to come. The Issues Index served as the base for keying in on topics on which the committee might be able to act positively.

Mr. Prochnik, the other co-leader, used slides showing how Carbide identified topics of greatest concern to his company and then how the firm organized to decide priority issues and attack. The method will help serve the committee and staff in the same manner.

Mr. Wendell then moved that:

In view of the rapidly changing public environment for the chemical industry and in order to make a maximum contribution to the Association, it is proposed that the Executive Committee of the Public Relations Committee study the matter and recommend to the President and the MCA Board:

- a) what the responsibilities and activities of the Public Relations Committee and staff should be, and
- b) what the relationship of the Committee and staff should be to the Board, Executive Committee and other elements of the Association.

The Public Relations Executive Committee's work on this subject is to be completed in time for recommendations to be submitted to the MCA Board at its September 1975 meeting.

Mr. Lawrence then moved an addition to the motion (as c) on the floor, which read:

- c) in areas appropriate for Association public relations activity, propose action programs.

This was seconded by Mr. Prochnik. Mr. Lawrence then seconded the total motion which was passed unanimously.

Mr. McKee, who unavoidably could not attend the meeting, and Mr. Prochnik have moved forward vigorously to implement the motion.

The meeting was adjourned and followed by luncheon characterized for its lively discussion of the new thrust proposed for the committee and the department.

Respectfully submitted,



Victor H. Peterson
Secretary

7/8/75
PRC-4

Public Relations Budget for Fiscal 1975-76

	<u>1974-75</u>	<u>1975-76</u>
<u>Operating Expense:</u>		
Salaries & Related Expense	\$202,430	\$220,050
Retirement Plan & Group Insurance	22,862	27,750
Hospitalization Insurance & Health Plan	3,890	3,150
Legal Fees & Expense	----	----
Consultant & Investment Service	----	----
Audit	----	----
Rent & Premises Expense	16,570	18,800
Taxes & Insurance	10,514	11,650
Supplies & General Office Expense	9,450	9,500
Furniture & Equipment	250	250
Printing	3,750	4,200
Telephone & Telegraph	8,940	8,850
Postage	39,000	45,000
Travel & Entertainment	25,000	25,000
Meeting Expense	350	100
Periodicals, Books & Business Services	1,550	1,650
Organizational Memberships	1,000	1,000
Contingency	----	----
Operating Expense Totals	<u>\$345,556</u>	<u>\$376,950</u>
 <u>Projects:</u>		
Community Relations	\$ 19,250	\$ 21,300
Consumer Information	25,000	31,000
Environmental Quality	36,300	44,700
Internal Publications	41,000	26,000
Media Relations	17,700	9,800
Academic-Industry Study	750	----
College & High School Teacher Awards	14,300	14,300
Education Exhibits	4,000	4,000
Education Publications	15,000	20,000
Project Totals	<u>\$173,300</u>	<u>\$171,100</u>
 <u>Combined Budget Totals</u>	<u><u>\$518,856</u></u>	<u><u>\$548,050</u></u>

7/8/75

CMA 134433

MINUTES OF MEETING
Public Relations Committee
Manufacturing Chemists Association
The Dupont Plaza Hotel, Washington, D. C.
October 7, 1975

Members Present

James E. McKee Jr., Chairman
Edgar S. Prochnik, Vice Chairman
Edward G. Ackerman
Anthony A. Biesada
Richard F. Blewitt (for Stephen M. Downey)
E. N. Brandt
William H. Craig (for James E. McGill)
Ed Cunningham
Donald M. Davis
Richard B. Douglas
Alfred Geduldig
Ralph Gonzalez (for Donald L. Maher)
W. H. Guthrie
Charles L. Hebner (for Robert F. Toomey)
Norman Herington (for Albert F. Watters)
Elaine N. Hirsch
A. A. Koreivo (for Joseph C. Calitri)
Cleveland Lane
George A. Lawrence
Weldon Miller
Richard L. Moore
Richard J. Nelson
Paul Pavey
A. Prescott Rowe (for Charles H. Zeanah)
Jack R. Ryan
George Schott (for Clyde Roche)
R. G. Thoma (for Fred F. A. Jacobson)
R. W. Unwin Jr.
Harlan L. P. Wendell
Robert J. Willmot
Robert A. Woodard

Guests

E. W. Axthelm
Robert B. Downey
William Elliott

Company

Monsanto Company
Union Carbide Corporation
Diamond Shamrock Corporation
Pfizer Inc.
FMC Corporation
The Dow Chemical Company
Canadian Industries Limited
Celanese Corporation
Mallinckrodt, Inc.
Hercules Incorporated
GAF Corporation
Airco, Inc.
Phillips Petroleum Company
ICI United States Inc.
Allied Chemical Corporation
CIBA-GEIGY Corporation
American Cyanamid Company
The B. F. Goodrich Company
Exxon Chemical Company
Gulf Oil Company - U. S.
W. R. Grace & Co.
Kay-Fries Chemicals, Inc.
Standard Oil Company (Indiana)
Ethyl Corporation
Olin Corporation
Merck & Co., Inc.
BASF Wyandotte Corporation
N L Industries, Inc.
E. I. du Pont de Nemours & Co.
Carus Corporation
Ashland Chemical Company

Union Carbide Corporation
B. F. Goodrich Chemical Company
American Cyanamid Company

E. Bruce Harrison
Robert M. Morris
Carl Schwenker III
Nye Stevens

Harrison Associates/Washington
Velsicol Chemical Corporation
Shell Oil Company
Yankelovich, Skelley and White

MCA Staff

Victor H. Peterson
Albert C. Clark
William M. Stover
Thomas J. Gilroy
John E. Slavick
Pat Sokoloff
James P. Turner
Robert E. Varnerin
Peggy Walton

Members Absent

Howard H. Babcock
Harold A. Harty
Sydney R. Shell
Peter L. Svanda

PPG Industries, Inc.
UOP Inc.
Witco Chemical Corporation
Rohm and Haas Company

The meeting was called to order by Chairman McKee who introduced new members, alternates and guests.

William M. Stover, vice president of government relations, presented an overview of the Washington scene, highlighting legislation actively being considered and that which is in the wings. While he touched upon such areas as air, water, energy, taxes, he sees little chance for any substantive legislative action for the rest of the year. He also noted that industry has made considerable progress in being heard on The Hill; a case in point being DISC.

Mr. Wendell asked if Public Relations could be particularly helpful in the realm of water legislation. Mr. Stover said he would welcome such assistance as it is a prime Association concern.

Albert C. Clark, vice president and technical director, reviewed the 10 special projects with which the Association is concerned. Most of these lie outside the regular MCA budget, and, in such instances, companies need not be members to participate financially. MCA acts as the administrator.

gton
on

ite, Inc.

While there have been special projects for some time, the one that heightened interest was the vinyl chloride problem. Since then projects have multiplied to the point where he did not see how the Association, with present manpower, could take on more projects.

The 10 projects are:

- Acrylonitrile
- Chlorobenzenes
- Ethylene dichloride
- Fluorocarbons
- Phosgene
- Phthalate esters
- Styrene
- Trichloroethylene
- Vinyl chloride
- Vinylidene chloride

Total monies expended or allocated to date for these projects amount to \$3,312,000.

Discussion by committee members centered around toxic substances, worker safety and health as prime concerns of the Association.

Mr. Prochnik then presented a document titled "Responsibilities and Activities of the Public Relations Committee and Staff." This was in response to a motion made at the May 13 Public Relations Committee meeting, which called for the Executive Committee to address itself to such a study. Copies were distributed to the committee and discussion followed to determine if the Executive Committee action was responsive.

Mr. Unwin moved its acceptance; Mr. Brandt seconded. The vote was unanimous.

Mr. Brandt discussed the latest Chemical Issues Index & Commentary #7 which for the first time included 15 companies plus MCA staff. The total number of respondents within the companies and MCA ran between 350 and 400 people. Copies of the Index were distributed.

The lack of a national energy policy emerged as an issue for the first time. It was the only one noted by every responding unit. It came in second as an issue to inflation.

Mr. Brandt noted that while the survey is the industry looking at itself, not outside publics looking at the industry, it pinpointed several issues which the Association should address. That data also clearly showed that the industry is genuinely unhappy with Congress both for what it is doing and not doing generally.

Mr. Lawrence moved:

" There have now been seven issues of the Chemical Issues Index and Commentary. The PRC commends Ned Brandt for the fine job he has done. The Index entails the expenditure of considerable executive and staff time and effort on the part of 15 member companies three times a year. In view of this, the Public Relations Committee recommends that the Secretary conduct a survey to determine how it is used. Specifically,

- " a) Does it reach members of the MCA Executive Committee, Board or company Executive Contacts?
- " b) If so, is it considered useful and is any action taken on it, directly or indirectly?
- " c) Do members of the PRC consider it useful and is any use made of it? "

Several seconds were voiced from the floor and the motion unanimously passed.

"How the Public Looks at the Industry" was presented by Nye Stevens, vice president of Yankelovich, Skelley and White, Inc. The presentation was made as a courtesy by four MCA member company participants in the Yankelovich surveys. Unfortunately, this is proprietary information and belongs to the subscribers. Consequently, Mr. Stevens asked that the material he was providing not leave the room.

Broadly, the areas of concern were the environment, consumerism, new work values (safety and health), social problems and corporate goals and policies. The main focus of the survey was on various leadership groups: government, organizations, media and institutional investors. It was noted that the industry is not nearly as well known by the general public as it is by these leadership groups which have a much keener appreciation of problems and how the industry is responding. The industry rated poorly in respect to its concern for worker health; air, water and solid wastes pollution, and unsafe products.

Mr. Lawrence then moved:

" There is sharply mounting public concern regarding the safety of certain chemicals and their possible effects on health, water, air and solid waste pollution and product safety. These issues are impacting negatively on the chemical industry and tend to make it increasingly a target for restrictive legislation and regulation. In view of this, the Public Relations Committee recommends that President William Driver direct a letter to MCA Executive Contacts highlighting the problem and asking companies to consider, where appropriate, expanded informational programs based on the constructive actions they are taking to ensure improved public understanding in these areas. "

The motion was seconded by Mr. Lane and vigorous discussion followed. The advisability of implementing such action before the Public Relations Committee could organize itself into task groups to consider specific problems was questioned. Mr. Stevens said he felt such action might work counter to our best interests, particularly in that it appeared focused on securing general public attention. The motion was tabled.

Chairman McKee announced that the next meeting of the Public Relations Committee would be held January 28, 1976 in Washington, D. C. with a dinner preceding the meeting the evening before, January 27.

Following the luncheon, Robert M. Morris, chairman of the board and president, Velsicol Chemical Corporation, detailed his company's response to an EPA "so-called" ban on chlordane/heptachlor. Copies of his comments were provided members of the committee. In general, he noted the suddenness with which EPA took action, taking the company by surprise, and stated that EPA's position was flawed. The company immediately decided to take issue with EPA. A vigorous press campaign and a letter-writing campaign to members of Congress and purchasers of their products were instituted. At this point in time, he is satisfied that he has taken a proper course; that basically his customers are in agreement with his stand; that he intends to fight with all legal means to a conclusion.

He said that the most potentially serious danger for the pesticide and chemical industries lies in the nine principles defining a carcinogen as proposed in the aldrin/dieldrin hearings. EPA stipulated that these principles would be the basis for evaluating the carcinogenicity of pesticides in the chlordane/heptachlor suspension hearings. He said three were most important: " (1) Well-established criteria exist for distinguishing between benign

and malignant tumors; however, even the induction of benign tumors is sufficient to characterize the chemical as a carcinogen. (2) The concept of a 'threshold' exposure level for a carcinogenic agent has no practical significance because there is no valid method for establishing such a level. (3) Any substance which produces tumors in animals must be considered a carcinogenic hazard to man if the results were achieved according to the established parallels of the valid carcinogenic test."

He believes that these principles, if accepted, pose a tremendous threat to the industry, even to the survival of many companies. Your Secretary has a few copies of Mr. Morris's remarks and will be happy to forward them to you on request as long as the supply lasts.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Victor H. Peterson", with a long horizontal flourish extending to the right.

Victor H. Peterson
Secretary

10/29/75
PRC-5

CMA 134439

MINUTES OF MEETING
Public Relations Committee
Manufacturing Chemists Association
The Embassy Row Hotel, Washington, D. C.
May 12, 1977

Members Present

James E. McKee Jr., Chairman
Harlan L. P. Wendell
Edward G. Ackerman
Richard F. Blewitt
E. N. Brandt
Joseph C. Calitri
Ed Cunningham
Donald M. Davis
Richard B. Douglas
Alfred Geduldig
Ralph Gonzalez (for Donald L. Maher)
W. H. Guthrie
Elaine N. Hirsch
Cleveland Lane
Marshall C. Lewis
Weldon Miller
Richard L. Moore
Richard J. Nelson
Paul Pavey
John S. Ruch (for Howard H. Babcock)
Jack R. Ryan
George Schott (for Clyde Roche)
R. G. Thoma (for Fred F. A. Jacobson)
R. W. Unwin Jr.
Gerd H. Wilcke
Robert J. Willmot
Robert A. Woodard
Charles H. Zeanah

Guests

E. W. Axthelm
Ward Cunningham (Lunch Only)
Burt Dermer
Robert B. Downey
John M. Reed (for John F. McKeogh)
R. Gary Wilson

Company

Monsanto Company
E. I. du Pont de Nemours & Company
Diamond Shamrock Corporation
FMC Corporation
The Dow Chemical Company
American Cyanamid Company
Celanese Corporation
Mallinckrodt, Inc.
Hercules Incorporated
GAF Corporation
Airco, Inc.
Phillips Chemical Company
CIBA-GEIGY Corporation
The B. F. Goodrich Company
Union Carbide Corporation
Gulf Oil Chemicals Company
W. R. Grace & Co.
Kay-Fries Chemicals, Inc.
The Standard Oil Company (Indiana)
PPG Industries, Inc.
Olin Corporation
Merck & Co., Inc.
BASF Wyandotte Corporation
NL Industries, Inc.
Mobay Chemical Corporation
Carus Corporation
Ashland Chemical Company
Ethyl Corporation

Union Carbide Corporation
Airco, Inc.
Witco Chemical Corporation
B. F. Goodrich Chemical Company
Rohm and Haas Company
PPG Industries, Inc.

GRC Liaison to PRC

Lester G. Shapiro

Engelhard Minerals & Chemicals
Corporation

MCA Staff

Victor H. Peterson
William M. Stover
Thomas J. Gilroy
John E. Slavick
Pat Sokoloff

Members Absent

Anthony A. Biesada
Charles Y. Cain
J. R. Law
Dayton E. Pryor
Carl Schwenker III
Robert F. Toomey
Albert F. Watters

Pfizer Inc.
Hooker Chemicals & Plastics Corp.
Canadian Industries Limited
Air Products and Chemicals, Inc.
Shell Oil Company
ICI United States Inc.
Allied Chemical Corporation

Mr. McKee opened the meeting at 8:30 a.m. and introduced alternates and guests.

Mr. Peterson noted that participation in this year's AWRT convention was the most successful to date. Television and radio interviews totaled 138, up 31 percent over last year. Also, 93 percent of the attendees visited MCA's hospitality suite and received suitable chemically based giveaways and literature on the industry.

He also said that initial, and interesting, contact had been made with the Joint Council on Economic Education in respect to introducing the economics of the chemical industry into the elementary through high school curricula.

Mr. Ryan issued the latest Chemical Issues Index & Commentary noting a change in approach to determining priorities. It was generally acceptable but will be refined before the next survey in late August/early September.

Mr. Lane reported on the continuing meetings of the informal Inter-Association group composed of PR representatives from MCA, API, SOCMA, SPI and NACA. An alert system regarding media action has been instituted

with MCA as the nucleus. Also, better distribution of association materials has gone forward.

William M. Stover, MCA vice president and director of government relations, brought the committee up to date on Washington political and legislative activities.

Mr. Wendell noted the Executive Committee, meeting the day before, discussed, for example:

- a. MCA's proposed low profile regarding changes in the Delaney amendment. This does not mean disinterest, rather genuine interest without taking a visible leadership position.
- b. Consideration of ways to improve the industry image through new perspectives in public relations activities -- seminars for press, participation in meetings of press associations, etc.

In the full committee participatory session on new perspectives, exchange and use of materials, the following ideas were advanced:

- a. Companies with materials to share on an FYI basis or for further distribution by other companies should send them to Mr. Peterson for initial screening.
- b. Seminars should be held for media representatives in Washington and possibly other major news centers. Approach: impart a better understanding of industry and downstream products as to pervasiveness of chemicals in our lifestyle.
- c. Search for other organizations like AWRT where the Association could participate in similar manner. Should be level where those in attendance can influence editorial content or programming.
- d. When chief executives of member companies travel, they should be urged by their company PR personnel to meet with top news people.
- e. Investigate possibility of top executives appearing on National Press Club Newsmaker Breakfasts. Could lead to long-desired establishment of a speakers bureau.
- f. Press conferences should be held on subject bases rather than rambling and should be on timely topics. When an issue is especially hot, regional conferences might be held.

- g. We should consider taking positions as an industry on subjects broader than those of immediate concern -- for example on human rights. The idea is to advance the industry to a leadership role of statesmanship.
- h. An attempt should be made to galvanize the scientific community to speak out on subjects of importance to the chemical industry and to the public generally. An example would be the need to recognize in society the importance of the risk/benefit concept.

Mr. Wendell was elected chairman of the committee and Mr. Zeanah vice chairman for two-year terms subject to Board approval.

Mr. Moore and Mr. Lane officiated in gifting, roasting and toasting outgoing chairman McKee.

The meeting dates for the next fiscal year were set: September 14-15; January 18-19, 1978; May 17-18, 1978. All meetings will be in Washington, D. C.

The meeting adjourned at 12:15 p.m.

Respectfully submitted,

Victor H. Peterson

Victor H. Peterson
Secretary

Minutes subject to approval
June 1, 1977
PRC-10