

## **SARA Title III Communication Activities**

Presented to the  
Lake Charles Area Chemical Plant Managers  
Lake Charles, Louisiana  
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Presented by  
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## SARA-TITLE III: EMPLOYEE AND COMMUNITY RELATIONS PROGRAM ACTIVITIES

### BACKGROUND:

In October of 1986, Congress passed the "Superfund Amendments and Reauthorization Act of 1986", commonly referred to as SARA. One part of the SARA provisions is Title III: the Emergency Planning and Community Right-to-Know Act of 1986. Title III establishes requirements for federal, state, and local governments and private industry regarding emergency planning and "community right-to-know" reporting on hazardous and toxic chemicals. The programs are intended to: (1) help communities better meet their responsibilities in responding to potential chemical emergencies, and (2) increase the public's knowledge and access to information on the presence of hazardous chemicals in their communities and releases of these chemicals into the environment.

The passage of this legislation has resulted in much concern in various sectors of the chemical industry. Many companies are fearful of the probable public outcry resulting from the release of detailed materials storage and emissions data as required by the SARA legislation. This concern will be justified if the affected companies are not adequately prepared to respond to the rational and irrational concerns of local citizens. This document contains suggested actions which may be implemented in an effort to control the situation.

These suggested activities, however, do not in themselves constitute a SARA Title III communications plan. It is strongly suggested that a comprehensive approach be adopted by each plant in order to effectively communicate SARA Title III information.

## **Lake Charles Area SARA Communications Program Elements**

- Purpose
- Action Items
- Cost Summary

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## **Purpose**

This effort is designed to: (1) prepare timely and effective SARA Title III related information for use by plant management/representatives, (2) present factual information on the aggregate emissions data from the Lake Charles area chemical industries, (3) assure chemical company employees and their families of the industry's commitment to the environment and employee health and safety, and, (4) assure plant neighbors and community of the industry's commitment to environmental protection.

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## **Action Items**

- Employee/Community Videotapes
- SARA Title III Brochure
- Plant Manager Letter

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## Employee/Community Videotapes

### **Action:**

- Develop a 9-12 minute videotape (VHS format) explaining SARA Title III and the Lake Charles area chemical community response to the law. Video should be generic in nature for application at all area plants and should include plant and employee specific footage. Film should focus on: (1) positive impact of chemical industry on Lake Charles area, (2) purpose of SARA Title III, (3) specific emission reduction activities implemented by companies over the past few years (including DEQ data), (4) aggregate emissions information and explanation of associated risk, and (5) industry specific plans to further reduce emissions.
- Prepare appropriate scripts with probable questions and answers for use by all plant managers/presentors. Prepare separate, but similar, scripts for employee audience and extended family and community audience.

**Deliverables:** Employee videotape  
Extended family and community videotape  
Scripts to accompany video presentations

**Start date:** Immediately

**Completion date:** 6 weeks from start up

**Proposed distribution date:** June 1, 1988

**Audience(s):** Employees  
Employee extended families  
Community

**Estimated cost:** \$12,500 plus direct expenses. Includes all video production expenses.

## SARA Title III Brochure

**Action:** Develop and assist in the distribution of a SARA Title III informational brochure. Brochure should be generic in nature for application at all area plants. Brochure should focus on: (1) positive impact of chemical industry on Lake Charles area, (2) purpose of SARA Title III, (3) specific emission reduction activities implemented by companies over the past few years (including DEQ data), (4) aggregate emissions information and explanation of associated risk, (5) industry specific plans to further reduce emissions, and (6) most commonly asked SARA questions and appropriate answers.

**Deliverables:** Camera-ready copy and layout of brochure focusing on Lake Charles area plants' response to SARA Title III.

**Start date:** Immediately

**Completion date:** 4 weeks from start up

**Proposed distribution date:** Late May - early June, 1988

**Audience(s):** Employees and employee extended families  
Community  
Media

**Estimated cost:** \$3200 plus printing and direct expenses. Assumes distribution and postage provided by respective plants.

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## Plant Manager Letter

**Action:** Develop and assist in the distribution of a letter from plant manager to all employees and their families. Letter should affirm company's commitment to environmental protection and to the health and safety of all employees and the community. Letter should be accompanied by SARA Title III informational brochure.

**Deliverables:** Plant manager letter to employees and families

**Start date:** 2 weeks after project start up

**Completion date:** 2 weeks from initiation of task

**Proposed distribution date:** Late May - early June, 1988

**Audience(s):** Employees and employee extended families

**Estimated cost:** \$400 plus printing and direct expenses. Assumes distribution and postage provided by respective plants.

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## Cost Summary

| Activity:                     | Estimated Cost   |
|-------------------------------|------------------|
| Employee/Community Videotapes | \$12,500         |
| SARA Title III Brochure       | \$ 3,200         |
| Plant Manager Letter          | <u>\$ 400</u>    |
| <b>Total</b>                  | <b>\$16,100*</b> |

\* Plus printing charges and direct expenses.

Note: Industry specific "tags" (introduction and closings containing plant specific information) to both the videos and brochure are available at an additional charge.

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## **HARRIS & ASSOCIATES, INC. OVERVIEW**

Harris & Associates, Inc. (H&A), established in 1983, is a Baton Rouge, Louisiana based public/governmental relations and issue management firm. Unlike most polling, market research and public relations firms which simply identify issues, H&A truly manages issues. From idea and strategy development through implementation, the staff of H&A is there with you every step of the way. Our methods are decisive, effective, and complete.

H&A staff is a unique blend of professionals with a wide array of backgrounds, ranging from journalism to environmental science to accounting. These diverse backgrounds, coupled with extensive experience in the public, private, and academic work places, ensures H&A's ability to handle even the most controversial of issues.

H&A has successfully managed a wide variety of issues over the past five years in areas as diverse as environmental quality, health care, horse racing, business financing, privatization, permitting, new product introduction, taxes, and electric and public utilities.

H&A is committed to meeting our clients' governmental and public relations needs and has the personnel, expertise, and abilities to achieve these needs.

## **THE TRACK RECORD**

H&A has established a reputation over the last five years representing such prestigious clients as the Louisiana Chemical Association, the Louisiana Society of Certified Public Accountants, Gulf South Research Institute, Ciba-Geigy Corporation, American Cyanamid, Georgia Gulf Corporation, Stauffer Chemical Company, Occidental Chemical Company, Union Carbide Corporation, U. S. Pollution Control, Inc., BFI/CECOS, and some thirty other clients.

H&A has pride in the quiet, methodical successes obtained for clients in the legislature and in various areas of state and local government.

H&A is also proud of the public relations programs developed for many clients which have assisted lobbying efforts.

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## THE COMPONENTS

Some of the tools which can be utilized in fulfilling of your objectives are:

General Public and Governmental Counsel: A basic component of service is general counsel. By maintaining constant awareness of goals and monitoring economic and social trends, we will assist in governmental and public relations efforts.

Publicity: We can develop and place feature stories and news releases that present a positive image of your position. For a special event such as seminars or trade shows, we can prepare slide or video presentations to assist you in projecting precisely the information and image you desire.

Public and Governmental Relations Audit: A management review of all pertinent issues and how best to turn those issues to your advantage.

Crisis Management: Many organizations are ill-prepared to respond effectively in crisis situations. H&A provides an objective analysis of a crisis situation and serves as a buffer between management and hostile groups. We also counsel management on appropriate responses in the event of these situations.

Broadcast Media Placement: We can develop audio and video presentations and/or place spokespersons to reach targeted audiences.

Special Events Management: H&A staff includes professionals experienced in all phases of special events management. We can free you from details involved in coordinating major functions such as press conferences, trade shows and seminars. As project coordinators from the pre-planning stages through the post-event follow-up, we can ensure a smoothly run, cost-effective event.

Market Research: We will constantly monitor prevalent attitudes on your situation among various publics. In doing so, we will continually be able to pinpoint target markets and the most effective means of reaching them.

Lobbying: Hands-on, one-on-one lobbying of the agencies, media and the legislature.

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## ACCOMPLISHMENTS

H&A offers assistance in a diverse array of governmental challenges. H&A's particular expertise lies in creating strategies, devising legislative and regulatory proposals, and shepherding these proposals through the governmental process. In addition, amending or disarming proposed legislation which negatively impacts our clients is a major component of the firm's function.

These efforts often involve the interplay of the legislative and administrative processes and frequently include assisting the client in developing support from other companies, public groups, media, etc. With years of experience in working with the governmental system, H&A has compiled an extraordinary record of achievement on behalf of its clients.

Examples of the types of work performed by the firm include:

- Coordinated passage of a controversial "right-to-know" bill over opposition by environmentalists and some business lobbies.
- Assisted in obtaining award of "privatization" contracts to a private garbage company over opposition of local unions and some city officials.
- Coordinated the successful effort to reduce the hazardous waste tax imposed upon chemical companies by more than 75%.
- Despite opposition from the utility companies, grandfathered a chemical company into a legislative bill, allowing them to continue "wheeling" electric power bought from a municipality, thus saving the plant from closure.
- Developed and implemented a six month strategy which resulted in passing legislation for the chlorine industry, saving the industry \$1.5 million a year in state sales taxes.
- Developed and implemented a year-long strategy that resulted in the passage of an off-track wagering bill for the state's racing industry in an atmosphere where passage of gambling legislation was considered impossible.
- Passed legislation removing the requirement that a CPA which is structured as a professional corporation must have liability insurance.
- Passed legislation creating a new chapter in environmental law for the handling and disposal of infectious waste. The issue was tactfully handled, thus avoiding opposition of the Medical Society, Hospital Association and other affected parties.

Other examples will be provided upon request.

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Public and governmental representation is not an abstract intellectual exercise performed in a vacuum. We must serve our clients' concrete needs. We can do our best if we know what those needs are and if we direct our efforts at accomplishing each client's objectives.

H&A offers substantive knowledge and experience in a number of areas including environmental, tax, health, business, and research, and development.

The staff of H&A also offers experience and skills which go beyond the particular substantive areas listed above. The firm provides full service representation in a broad range of matters.

#### **ENVIRONMENTAL OVERVIEW**

For the past five years, H&A has been involved in many major environmental issues in Louisiana. H&A has served as a lobbyist or broader range consultant for the Louisiana Chemical Association, the Louisiana Chlorine Producers, the Ammonia Producers of Louisiana, the Louisiana Phosphate Producers and other individual companies.

On the national level, H&A has worked with the Louisiana Congressional delegation on Superfund site authorization and the Clean Water Act, along with other national environmental issues.

H&A has worked with several permitting projects, providing assistance in regulatory, legislative, community, and media relations activities. H&A has recently developed SARA Title III communications programs for several major companies.

H&A chemical client list has included companies such as American Cyanamid, BFI/CECOS, Ciba-Geigy Corporation, Georgia Pacific, Georgia Gulf, Occidental Chemical, Stauffer Chemical Company, Union Carbide, and U. S. Pollution Control, Inc.

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## THE PEOPLE

The success of H&A is summed up simply by the fact that we can help our clients "win."

This is possible because H&A has the people with the right combination of talent, experience, and contacts.

JIM HARRIS, PRESIDENT, has over twenty-five years of experience in working with the legislature, the governmental bureaucracy, advertising, and the media. He has served as a working member of the media, a gubernatorial aide and has held key management positions in several state government agencies. He has worked under both a democratic and a republican governor. In addition, he has served as a campaign coordinator in several statewide elections. He served as the Department of Health representative to the Environmental Control Commission and as was one of the first directors of the state's Coastal Zone Management program

RENWICK DEVILLE, ASSOCIATE, has over ten years experience in state government and the legislative process in the areas of issue management and research. He holds a masters degree in Natural Science and has expertise in natural resources policy, environmental systems analysis, economic and fiscal analysis, and environmental permitting and regulation. He also has extensive experience in communicating risks of highly controversial environmental projects, such as strip mining development and radioactive waste repository siting.

KATHY NAQUIN, ASSOCIATE, trained in accounting and auditing, has spent twelve years in state government dealing with officials at all levels of management. She specializes in tax research, federal reimbursements for health care, and organization management.

DEBI AKCHIN GRAHAM, ASSOCIATE, has six years of public and community relations experience, dealing with the corporate and governmental sector. This, coupled with her nine years of journalistic experience as a television news and magazine feature reporter, gives her both the writing know-how and the insider insight for success in media relations and public relations.

LINDA HARRIS, ASSOCIATE, coordinates many of H&A's special events projects and provides editorial and public relations assistance on several accounts. Prior to joining H&A, Mrs. Harris was a professional educator, merchandising coordinator, and recently the owner/operator of a successful catering business.

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LISA BLACK COSSE', ASSOCIATE, has over five years of public and governmental relations and research experience. She has completed graduate course work in rural sociology and specializes in community systems and community interaction analysis.

SHARON KLEINPETER, ASSOCIATE, has over ten years experience in video development and production. She has prepared employee training and community awareness films for several major chemical clients.

DEBORAH DEBRUYN, RESEARCH ASSISTANT, has over eight years of experience in state government in auditing and library science. Her speciality is research and management analysis.

TOMMIE JO HUNT, OFFICE MANAGER, has worked for more than twelve years in state government agencies with state legislators, the media, and the public.

KENT FINGER, RESEARCH ASSISTANT, is currently a senior at Louisiana State University majoring in industrial engineering. He has two years of experience working with the legislative and regulatory process.

BRUCE CARROLL, STUDENT INTERN, is currently a senior at Louisiana State University majoring in mathematics.

MELISSA DUPUY, STUDENT INTERN, is currently a junior at Louisiana State University majoring in marketing.

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