

April 30, 1974

To: W. T. Duke
C. Lane

From: John J. Bell

Subject: NEWS MEDIA RELATIONS

Tony Vittone agrees with our viewpoint that we must continue to cooperate with the news media in its ongoing coverage of the vinyl chloride situation. The rationale behind our willingness to cooperate is twofold. First, we may be able to influence the tone of a given report, or certainly add balance to it. Secondly, we must recognize that our cooperation is necessary in order to preserve good relations with important national news organizations.

Vittone and I specifically discussed the ABC and CBS documentaries and the piece that Time Magazine is apparently planning. We also agreed that he and Dr. Johnson would serve as spokesmen for the company in cases where their specific knowledge of all facets of the problem was a prerequisite and when the time of their direct involvement could be justified by the importance of the program or article to our company. In other instances, alternate spokesmen for the company would be identified from among corporate or Chemical Division executives.

We will proceed as follows on the three major news media activities currently underway:

1. WTD will contact Jules Bergman at ABC-TV by telephone to finalize arrangements for their filming at Louisville and the interview they have requested with Mr. Vittone and Dr. Johnson at Independence.
2. JJB will contact Walter Carty by telephone on 4-30-74 to have him contact both CBS and Time Magazine to offer our cooperation in their respective projects.

In order to concentrate on these important news contacts, we must more judiciously screen other news media requests so that the trade associations and other companies are given an opportunity to fulfill their responsibilities in preserving the integrity of the industry as a whole.

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On this point, Messrs. Lane and Downey should consult this week to determine if it would be useful to suggest and perhaps help organize a meeting of the key public relations executives of the companies and trade groups most directly concerned with the outcome of this matter.

Wm Bee

Conversation w/ C. Lane 5/3

① Reco to news media cover other companies.

vlw

cc: R. B. Downey ✓
M. N. Johnson
J. McCready
A. Vittone, Jr.

② SPI Ad Hoc committee organized - then recommend use of a PR facility - either H & K or PRC group

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