

CHEMICAL MANUFACTURERS ASSOCIATION
PUBLIC OUTREACH PROGRAM - SEPARATELY FUNDED
Approved Fiscal Year 1995/96 Budget

CMA 054383

CHEMICAL MANUFACTURERS ASSOCIATION

COMMENTS ON PUBLIC OUTREACH PROGRAM

GENERAL COMMENTS AND BACKGROUND: During the FY 1995/96 year, the \$10.0 million Public Outreach program is continued. Funding at this level is provided by continuing the mandatory assessment from the members (at a reduced .0105% rate) details of which are covered in Tab #17 of this workbook.

The Public Outreach Program's goal is to improve public understanding of the Responsible Care® Initiative and knowledge of its performance improvement record, as well as to push for more opportunities for public dialogue. This goal is fulfilled through targeted audiences whose understanding is deemed crucial to improving public understanding of the initiative.

COMMENTS ON SPECIFIC AUDIENCES AS BUDGETED:

Employees and Plant Communities Activities include developing Community public outreach workshops; code outreach materials, including videotapes and guides. The preparation and distribution of explanatory kits for use by the companies and plants to prepare the industry for progression of the ad campaign is a responsibility of this group. Another responsibility is the Progress Report.

Direct CMA Costs: \$ 234,600 projected for FY 1994/95; \$ 232,400 in FY 1995/96.

Local and State Officials Communicating with members of this audience will require a significant amount of "sweat equity" from plant managers and other company representatives. To prevent overburdening of the CIC, each council is asked to submit its own plan. Each CIC will receive a grant to develop its own outreach program which will follow the CMA strategy and be subject to CMA approval.

Direct CMA Costs: \$ 180,000 projected for FY 1994/95; \$ 185,000 in FY 1995/96.

Federal Officials The objective is face-to-face communication. Major activity will be to brief Members of Congress through individual or group meetings. Ads were placed in the "National Journal."

Direct CMA Costs: \$ 10,000 projected for FY 1994/95; \$ 10,000 in FY 1995/96.

Media Activities include media tours to explain the initiative, mailings to core audience of past media seminars, and development of feature stories about the initiative. The media group was instrumental for planning for the release of TRI data. Includes funding for a pilot public relations project in cooperation with the New Jersey CIC.

Direct CMA Costs: \$ 132,000 projected for FY 1994/95; \$ 133,000 in FY 1995/96.

Local and National Public Interest Groups Contacts with these groups require face-to-face meetings and discussions with their directors or staffs. CMA staff are the lead contacts. Environmental leaders are encouraged to appear at selected CMA functions.

Direct CMA Costs: \$ 21,100 projected for FY 1994/95; \$ 9,100 for FY 1995/96.

Educators and Students Education is a key route toward improving public perception over the long term. A key activity is to expand the production, distribution and usefulness of ChemEcology. Outreach funds approximately 70% of ChemEcology's circulation, over 60,000 issues sent to high school science classes. Special efforts are made to identify, develop and evaluate programs for company and teacher use. A resource guide is circulated to nearly 40,000 science teachers. The Education Task Group now includes appropriate educational organizations. The CMA Catalyst Awards program, recognizes chemistry teachers in four and two-year colleges and high schools, and recognizes outstanding science teachers in middle and elementary schools. Additional funds are made available to state CICs to support science education programs.

Direct CMA Costs: \$ 736,600 projected for FY 1994/95; \$ 777,900 in FY 1995/96.

Shareholders and the Financial Community All activities are low cost, low sweat equity. Materials to assist company financial officers understand and explain Responsible Care®, inclusion of financial publications on media tours, encouraging companies to include environmental reporting in annual reports. This year a special section was developed with Forbes to tell the Responsible Care® Story to the financial community.

Direct CMA Cost: \$ 4,500 projected for FY 1994/95; \$ 4,500 in FY 1995/96.

General Public Outreach to the general public through advertising is a low-sweat equity, high-cost activity. A print ad campaign was the initial effort for outreach to the general public. The print ads focused on a broad audience of 70 million people in the 18-49 age group. Response to the ads was favorable. Television ads were the next general public outreach effort. The firm of Ogilvy and Mather developed a television ad featuring a cartoon character to illustrate the chemical industry's emission reduction successes and showing how the technological know how of the industry is being used to improve health, safety and the environment. Approximately 85% of the budget is for television and 15% is for print ads. The ads began running in 1993 on selected network and cable stations and targets a group that has been identified as "opinion leaders". Response to the ad has been favorable.

Direct CMA Costs: \$ 8,256,700 projected for FY 1994/95; \$ 8,546,100 in FY 1995/96.

CHEMICAL MANUFACTURERS ASSOCIATION
APPROVED BUDGET
FY 93/94 Actual, FY 94/95 Budget and Projected Results
Approved FY 95/96 Budget and Program Costs

PUBLIC OUTREACH PROGRAM

PROJECTED REVENUE AND SUMMARY OF EXPENSES BY AUDIENCE

	FY 93/94 Actual Results	Approved FY 94/95 Budget	Projected FY 94/95 Results	Approved FY 95/96 Budget
REVENUE:				
Use of Accumulated Assessment Reserve	\$ 7,459,300	\$ 0	\$ 0	\$ 700,000
Public Outreach Assessment	1,990,800	10,000,000	9,682,500	9,300,000
TOTAL REVENUE:	<u>\$ 9,450,100</u>	<u>\$ 10,000,000</u>	<u>\$ 9,682,500</u>	<u>\$ 10,000,000</u>
EXPENSES BY AUDIENCE:				
1-3. Employee and Community				
Staff & Related Expenses	\$ 21,600	\$ 5,100	\$ 7,300	\$ 5,100
Outreach Training	32,500	40,000	40,000	40,000
Develop Code Outreach Materials	50,900	52,300	52,300	52,300
Increase Annual Report Distribution	25,000	75,000	75,000	75,000
Develop Practice Code Videos & Presenters Guides	2,500	60,000	60,000	60,000
Employee & Community Attitude Survey	0	0	0	0
Kids CAER	28,700	0	0	0
	<u>\$ 161,200</u>	<u>\$ 232,400</u>	<u>\$ 234,600</u>	<u>\$ 232,400</u>
4. Local & State Officials				
State Legislative Leaders Foundation	\$ 17,500	\$ 27,500	\$ 27,500	\$ 27,500
CMA Special Projects	1,300	0	0	22,500
Responsible Care® Ads in State & Local Government Publications	900	0	0	0
Support Organization State Advisory Panels	17,700	0	0	0
CIC Block Grant Program	93,900	135,000	130,000	135,000
TRI Data Base Projects	0	22,500	22,500	0
	<u>\$ 131,300</u>	<u>\$ 185,000</u>	<u>\$ 180,000</u>	<u>\$ 185,000</u>
5. Federal Officials				
Responsible Care® Advertisements	\$ 9,900	\$ 10,000	\$ 10,000	\$ 10,000
6. Media				
Staff & Related Expenses	\$ 2,500	\$ 33,500	\$ 33,500	\$ 33,500
Pollution Prevention Anecdotes	12,000	15,000	9,500	9,000
Expand Media Tiers	42,800	15,000	0	0
Responsible Care® Editor Mailing	200	4,500	4,500	4,500
Funding of Environmental Reporting Forum	0	50,000	0	0
Pilot PR Program	0	15,000	50,000	50,000
Information Officers Directory	12,700	0	0	0
Pollution Prevention Communications	0	0	20,000	20,000
RTNDA Outreach	0	0	14,500	16,000
	<u>\$ 70,200</u>	<u>\$ 133,000</u>	<u>\$ 132,000</u>	<u>\$ 133,000</u>
7. Local and National Public Interest Groups				
Staff & Related Expenses	\$ 0	\$ 1,100	\$ 1,100	\$ 1,100
Global Tomorrow Coalition	5,000	5,000	20,000	0
Printed Materials/Exhibits/Brochure	0	3,000	0	3,000
Ads Placement	4,900	0	0	5,000
	<u>\$ 9,900</u>	<u>\$ 9,100</u>	<u>\$ 21,100</u>	<u>\$ 9,100</u>
8. Educators & Students				
Staff & Related Expenses - Support Staff	\$ 37,000	\$ 44,600	\$ 26,300	\$ 50,400
Staff & Related Expenses - Other	5,000	6,600	7,000	7,100
Expand Catalyst Awards	98,000	104,500	91,600	104,500
Enhancements to Chemecology	221,700	250,000	250,000	250,000
Enhance Quality of Science Education	241,700	245,000	245,000	246,700
Support Education Task Group	900	5,000	1,500	1,000
Medalist	9,700	15,000	12,000	15,000
Support for Science Education through CIC Federation System	46,000	100,000	100,000	100,000
Educators Travel	3,200	10,600	3,200	3,200
	<u>\$ 663,200</u>	<u>\$ 781,300</u>	<u>\$ 736,600</u>	<u>\$ 777,900</u>
9. Shareholders and Analysts				
Staff & Related Expenses	\$ 0	\$ 2,500	\$ 2,500	\$ 2,500
Meetings & Correspondence	0	2,000	2,000	2,000
	<u>\$ 0</u>	<u>\$ 4,500</u>	<u>\$ 4,500</u>	<u>\$ 4,500</u>
10. General Public				
Staff & Related Expenses	\$ 17,300	\$ 16,900	\$ 16,900	\$ 16,100
ACS Advertising	21,100	0	125,000	125,000
Responsible Care® Outreach Exhibit	0	0	0	0
Public Outreach Consulting	47,000	65,300	65,300	65,300
Agency Fees	1,190,800	1,020,000	1,020,000	1,020,000
Production	275,600	371,000	150,000	371,000
Media	6,208,100	6,407,500	6,407,500	6,411,700
General Print Art & Graphics	40,500	30,000	15,000	30,000
Presentation & Meetings	(1,300)	15,000	15,000	15,000
Advertising, Testing & Presentation	83,800	12,000	12,000	12,000
Promotion	0	5,000	30,000	30,000
Advertising & Tracking Research	446,400	600,000	400,000	450,000
	<u>\$ 8,329,300</u>	<u>\$ 8,542,700</u>	<u>\$ 8,256,700</u>	<u>\$ 8,546,100</u>
11. Public Opinion Research				
Staff & Related Expenses	\$ 0	\$ 1,800	\$ 1,800	\$ 1,800
General Public & Plant Community Survey	0	30,000	30,000	20,200
CMA Special Projects	75,100	70,200	75,200	80,000
	<u>\$ 75,100</u>	<u>\$ 102,000</u>	<u>\$ 107,000</u>	<u>\$ 102,000</u>
TOTAL EXPENSES:	<u>\$ 9,450,100</u>	<u>\$ 10,000,000</u>	<u>\$ 9,682,500</u>	<u>\$ 10,000,000</u>
AUTHORIZED PERSONNEL	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>