

Consumer Information MANUFACTURING CHEMISTS ASSOCIATION
1872 A CENTURY OF SERVICE 1972



May 17, 1973

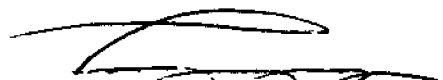
To: Food, Drug, and Cosmetic Chemicals Committee Members
Mr. Morgan M. Hoover
Mr. Victor H. Peterson

Dear Friends:

Unfortunately -- or perhaps you think it's fortunate -- I won't be in Washington during your May 17th meeting. So, I've jotted down a few Consumer Information items which tie-in with your committee's subject-matter interests.

Have a good meeting and do take me up on the invitations extended in the attached!

Best Wishes,



Mrs. Peggy Walton, Manager
Consumer Information

PW/mhg
Attachment

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To: Food, Drug, and Cosmetic Chemicals Committee Members
Mr. Morgan M. Hoover
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YOU'RE INVITED . . . to help staff our Consumer Information exhibit at the American Home Economics Association meeting, June 25-28, in the Convention Hall, Atlantic City, New Jersey. An estimated 6,500 will attend. Most are teachers looking for new information and/or materials. This would be a marvelous opportunity for you to share your expertise and learn about their concerns. Our exhibit theme is, "GOT A QUESTION? USE THE CHEM-PHONE!" Visitors will be invited to tape-record their inquiry about chemicals or the chemical industry by speaking into the exhibit phone; subsequent written replies will be provided. If you can participate, please advise by June 12 so I can arrange passes for you.

Can't help in June? How 'bout October 14-18 at Grossinger's New York. We'll be exhibiting at the annual conference of the National Association of Extension Home Economists then. About 1,200 will attend. They're an important group for practically every home agent has media outlets, such as her own newspaper column and/or radio, television shows in addition to contact with youth and women's groups in her community.

MATERIALS:

- 1) Food Additives—What They Are/How They Are Used -- this booklet's been too popular so we're now faced with a problem. We're practically out of stock. Do you feel it's still a worthwhile, needed publication? If so, we'll have to go to the Board for additional appropriations to fund the reprinting and need your

committee's recommendation to accompany a similar recommendation from MCA's Public Relations Committee. And, I'll need your advise regarding the current accuracy of the publication. That is, can it be reprinted as is . . . or are changes required? Do hope you can take action on this May 17.

*Sub-committee
of parent
request for
the same*

- 2) Revision of Everyday Facts About Food Additives -- George Ingle's Chairing the Task Force of this project and can advise status, including comments from his committee as well as my thoughts which have been distributed in writing.
- 3) Why Chemicals? -- new leaflet which covers a variety of chemical-industry related subjects. It will be distributed to media, General Federation of Women's Clubs convention attendees of our exhibit (June 3-7) as well as the previously mentioned exhibit audiences.

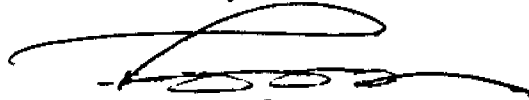
MEDIA:

- 1) For the first time, MCA's Consumer Information program will participate in the annual convention of the American Women in Radio and Television, May 16-20. Included in our programming will be interviews between chemical industry representatives and broadcasters. Your Chairman, George Ingle, is scheduled to be interviewed on the subjects of food additives and flammability.
- 2) On April 27, your Chairman, Mr. Ingle, accepted a request generated by Consumer Information to tape a guest spot on the Washington, D.C. television show entitled "Issues." Since he shared the spotlight the a "Nadarite," Dr. Jacobson, I'm sure Mr. Ingle will have some interesting comments. The show's scheduled to be telecast on July 1 -- NBC television outlet in Washington -- and I believe the audio portion will be heard in August on various NBC radio stations across the country.
- 3) And, Mr. Ingle accepted a Consumer Information arranged speaking engagement, discussing food additives, during a two-day home economists workshop at Iowa State University in Ames April 17-18. In addition, radio and television interviews with commercial and educational stations were taped.
- 4) Also, in the television world, I shared a television news segment with Mrs. Esther Peterson, former White House Advisor on Consumer Affairs on the subject of additives. Show was telecast on April 2 on the 6 and 11 p.m. news segments of Washington's ABC-TV station. (For a change, I'm told industry came across with a favorable image.)

MY THANKS for the excellent cooperation shown by members of your committee in the various consumer-related projects. And, my special thanks to Morgan Hoover who's always so helpful and to George Ingle who's not only accepted our invitations previously mentioned in this report but for attending a portion of the March meeting of MCA's Consumer Information Subcommittee and highlighting your committee's activities.

Internal communication between MCA's Committees and Subcommittees is very important and we look forward to continued cooperation.

Best Wishes,



Mrs. Peggy Walton, Manager
Consumer Information

PW/mhg

Enclosures - Why Chemicals?

Publication and Visual Aids