

PVC SAFETY GROUP

COMMUNICATIONS COMMITTEE

Thursday, March 9, 1978
9:30 A.M.

The International Club
Washington, D.C.

ATTENDEES:

Robert C. Downey - CHAIRMAN - B. F. Goodrich Chemical Co., 6100 Oak Tree Blvd.
Cleveland, Ohio 44131
Ed Ackerman - Diamond Shamrock Corp., 1100 Superior Avenue, Cleveland, Ohio 44114
M. C. Carpenter - Dow Chemical, 2020 Dow Center, Midland, Michigan 48640
Joe Hadley - Keller & Heckman, 1150 17th Street, N.W. Washington, D.C. 20-36
Gary Baise - Beveridge, Fairbanks & Diamond, One Farragut Square South, Wash. D.C.
Jerry Blizin - Hill & Knowlton, Inc., One McPherson Square, Vermont at K. St. N.W.
Washington, D. C. 20005
Matt Swetonic - Hill & Knowlton, Inc., 633 Third Avenue, New York, N.Y. 10017
John R. Lawrence - SPI - 355 Lexington Avenue, New York, NY 10017
Ed Collins - SPI - 355 Lexington Avenue, New York, N.Y. 10017

#

- 1 - Chairman Downey opened the meeting by calling on Mr. Baise to review the background of the assignment AIHC has tentatively given to SPI/PVC Safety Group to represent them at the March 23 EPA meeting on its cancer policy and the EDF petition on a suggested new carcinogen policy.

Mr. Baise reported on the actions leading to the preparation of a draft statement to represent the PVC Safety Group, SPI and/or AIHC. This statement was presented to the AIHC Scientific Committee on March 7 and will be presented to the AIHC Steering Committee on March 15. The final version will be available for review at various stages before the March 23 meeting.

- 2 - Public Relations Consideration

After considering various alternatives, the committee agreed that the following elements should be developed for PR support to the industry's participation at the March 23 hearing.

- (a) Press Conference
- (b) Radio Actuality
- (c) Press Release
- (d) Coverage

Washington Media

- . TV
- . Papers

National Media

- . All normal channels

THE SOCIETY OF THE PLASTICS INDUSTRY, INC.

355 Lexington Avenue • New York, N.Y. 10017

(212) 573-9400

SPI-11826