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Memo to: Ralph L. Harding

Date: April 3, 1975

From: Matthew M. Swetonic

Copies: VCM-PVC Producers
Committee
VCM-PVC Public Affairs
Committee
VCM-PVC Document
Review Committee
E. S. Nuspliger
J. H. Heckman
J. Blizin
J. R. Lawrence
J. M. Kiss
D. W. White

Subject: H&K Activities on Behalf of VCM-PVC
Producers Committee

Responsive to your inquiries with regard to recent activities by Hill & Knowlton on behalf of the VCM-PVC Producers Committee, I have prepared the following summary report. Before proceeding with the report, however, a few comments are in order with regard to certain factors that have had a limiting effect on both the volume and visibility of H&K activities in the VCM area over the past five months.

1. As you undoubtedly recall from the extensive discussions leading to the approval of the VCM-PVC Public-Government Affairs Program in early December, the Producers Committee felt that it would be inappropriate for H&K to undertake an "active" press relations program, i.e. one in which we would attempt to interest the media in "positive" stories on VCM, hold briefing sessions for editors, etc. Instead, the Committee approved a program limited to monitoring the press, making responses to negative articles, assisting writers working on VCM stories who contacted SPI for information, issuing appropriate press releases, etc.

In effect, our activities were to be geared to the volume of press interest in VCM. From the outset the attitudes of most reporters have been largely negative regarding the industry's position. As a result, our role as of necessity evolved into cutting the industry's public image losses rather than attempting to interest the press in positive stories on VCM.

As you know, while articles on VCM have continued to appear over the past few months, the volume has decreased considerably since the late fall. This has consequently resulted in a decrease in H&K activity in this area. In addition, because of our instructions to adopt a low profile approach in media relations, a number of articles have unfortunately appeared without SPI input of any kind simply because the writer did not contact either us or SPI for comment.

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2. The continuing drawn-out struggle in the courts over the OSHA standards has pushed back a number of projects approved by the Producers Committee in December, e.g. the training manual for the employees of PVC fabricators. In addition, because numerous differences of opinion arose within the Document Review Committee with regard to the copy for both the employee manual and the two background papers for the government information program, it was necessary to go through three or four drafts of each before acceptable compromises were reached. This naturally resulted in considerable expenditures in H&K staff time without visible compensating results. Both projects are now, of course, in full swing and the training manuals will be mailed to the members of the Producers Committee early next week.

The net result of the above factors has been a decrease in both the volume and visibility of H&K activities since December. In fact, primarily because of the decreased press interest in VCM and the protracted court proceedings, H&K expenditures for the four months ending in February have been approximately \$20,000 (30 percent) under budget. Nonetheless, considerable activities have been undertaken. These would include but not be limited to:

- a. Monitoring & Surveillance of Government/Press Activities: An integral part of the VCM-PVC public/government affairs effort has been the gathering of information concerning ongoing, upcoming and proposed government and press activities, including the monitoring of the national and international press for articles on VCM. Activities by H&K in this area of responsibility have been extensive. For example, in the past five months more than 80 memos and accompanying documents, articles etc., with recommendations for action, where appropriate, have been transmitted by the H&K Washington office alone to SPI -- an average of more than one every two days.
- b. Press Relations: Because of the Producers Committee's decision not to attempt a positive publicity program on VCM, activities in this area have been primarily limited to (1) keeping in personal contact with various editors and reporters on a selective basis, both in New York and Washington, who have been following the issue closely, (2) responding to press queries as required, and (3) issuing press releases to the general and trade press when appropriate. Since October, seven press releases and two short statements have been prepared and issued, all having to do with the various court proceedings.

* See attached media contact list

- c. Internal Communications: Lengthy reports on developments and activities in the public/government affairs area were distributed to the Producers Committee on October 7, December 18, January 29 and February 4. Each included a summary of recent activities, copies of press releases or statements issued on behalf of the Committee, resultant articles, and other items of interest, including major press articles, medical papers, etc.
- d. Medical Affairs: Besides continually monitoring the medical press for scientific papers on VCM toxicity, activities in this area have included (1) the preparation of an extensive and detailed evaluation of Dr. Greenberg's proposal for a feasibility study of cancer mortality and morbidity research in the VCM-PVC industry, (2) attendance at the recent New York Academy of Sciences Conference on Occupational Carcinogenesis (a summary report on the Conference is in preparation and will be distributed shortly), and (3) working in conjunction with SPI staff and legal counsel, the preparation of data extrapolating Dr. Maltoni's recent animal feeding experiments to human ingestion.
- e. Customer & Employee Communications: Developed training manual for employees of PVC fabricators and processors. Because of the protracted court proceedings, it was decided not to proceed with two additional booklets -- a primer for fabricators on how to comply with the OSHA standards, and a booklet on the value and safety of PVC products -- until the court decision was final. It is anticipated that development of these two booklets will be undertaken shortly.
- f. Political Information Program: Two background documents for use in the political information program have now been prepared and approved. The first mailing of background papers and contact instructions to member companies of the Producers Committee should be completed within the next week.

Supplementary activities have included consulting on numerous occasions with SPI staff and legal counsel on various subjects related to VCM, participating in meetings of the Producers Committee and various sub-committees, attending governmental and judicial hearings, press conferences, etc. related to VCM, and other related activities.

If you have any questions, or would like additional information on any of the above activities, please let me know.

M.M.S.

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VCM-PVC Media Contact List

In addition to the various media contacts established by SPI and legal counsel, the following newspapers and newspaper chains, magazines, wire services, etc. have been contacted by Hill & Knowlton (or have contacted H&K) vis-a-vis stories on vinyl chloride within the past five months. Because of our public affairs efforts over the past year, it has become common practice for many publications to contact SPI or H&K (especially in Washington) whenever a story on VCM is being prepared. When a "hot" news story on VCM is breaking (such as the announcement of the OSHA standards), dozens of contacts may be made within a short period of time and it is naturally difficult to keep track of them all. For this reason, the following list cannot be considered to be all inclusive.

<u>Publication</u>	<u>H&K Office Making Contact</u>	<u>Number of Contacts</u>
1. The New York Times	New York/Washington	Numerous
2. Washington Post	Washington	Numerous
3. Washington Star	Washington	2-3
4. Wall Street Journal	New York	4-5
5. Louisville Courier-Journal	Washington	Numerous
6. Ridder Newspapers	Washington	4-5
7. Barrons	New York	4-5
8. Industry Week	New York	4-5
9. Journal of Commerce	New York/Washington	Numerous
10. Chemical Marketing Reporter	New York	2-3
11. Knight Newspapers	Washington	4-5
12. Chemical and Engineering News	New York/Washington	2-3
13. Business Week	New York/Washington	Numerous
14. BNA Occupational Safety & Health Reporter	New York/Washington	Numerous

<u>Publication</u>	<u>H&K Office Making Contact</u>	<u>Number of Contacts</u>
15. Fairchild Publications	Washington	4-5
16. Toxic Materials News	New York/Washington	4-5
17. UPI	New York/Washington	Numerous
18. AP	New York/Washington	Numerous
19. Plastics World	Washington	4-5
20. Reuters	New York/Washington	Numerous
21. Copley News Service	Washington	2-3
22. Gannett Newspapers	Washington	4-5
23. Newhouse Publications	Washington	4-5
24. Scripps-Howard Publications	Washington	4-5
25. Hearst Newspapers	Washington	2-3
26. Los Angeles Times	Washington	4-5
27. Cox Newspapers (Georgia)	Washington	2-3
28. Chemical Engineering	New York	2-3
29. St. Petersburg Times	Washington	4-5
30. Chicago Sun-Times	Washington	2-3
31. Chicago Tribune	Washington	2-3
32. Nashville Banner	Washington	2-3
33. U.S. News & World Report	Washington	2-3
34. Newsweek	Washington	4-5
35. Time	Washington	2-3