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HILL AND KNOWLTON, INC.

MEMORANDUM TO: Edward G. Ackerman
Chairman, VCM-PVC Communications Committee
The Society of the Plastics Industry, Inc.

DATE: September 24, 1976

SUBJECT: VCM-PVC "Action Program" Bill and Activities -- August 1976

COPIES: (see below)

Following is a breakdown of H&K staff time charges and out-of-pocket expenses, billed at cost, and a summary of activities on behalf of the VCM-PVC "Action Program" for the month of August 1976:

1. Political Education \$ 2,227.00
 - o Secured approval for continued political action activities directed toward Congressional relationships.
 - o Made mailing to each Support System contact person containing suggestions and draft letters for contacts with Congressional representatives.
 - o Planned and scheduled Washington, D. C. , meeting of company government relations contact people to discuss the next six-month action program concerning Congress and the Washington agencies.
 - o Assisted with Support System activities in California in regard to the state carcinogen bill.
2. Radio/TV Training \$ 289.00
 - o Recontacted candidates for training to check on availability for participation in training session.
3. Washington Activities \$ 2,123.00
 - o Continued liaison with SPI legal counsel in Washington.
 - o Obtained information on The National Library of Medicine's "Toxicology Information Program" and HEW's Toxline and Chemline (see attached).
 - o Discussed claim that plastics were involved in legionnaire's disease with Ted Chandler, HEW. Monitored Washington press for possible mention of plastics involvement in disease.

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- o Prepared draft of response to Washington Star editorial on PVC. Discussed response with SPI and Keller and Heckman. Letter sent by Ralph Harding (see attached).
- o Obtained update on FDA progress re: medical devices law.
- o Monitored NIOSH and OSHA for information on benzene criteria document re: request from R. Downey.
- o Monitored Washington press and regulatory agencies for developments on VC/PVC-related issues.

1. Intra-Industry Communications

\$ 1,280.00

- o Prepared and distributed "Management Summary" Vol. 1. No. 4.
- o Monitored national, international, trade, medical and environmental press for mention of VC/PVC.
- o Notified you and SPI that H&K would be monitoring American Chemists Society Centennial Meeting, Origins of Cancer Meeting at Cold Springs Harbor and Aquatic Pollutants and Biological Effects meeting (see attached lists of abstracts obtained and sent to J. Lawrence of SPI staff).

5. Staff and Committee Liaison

\$ 3,100.00

- o Discussed upcoming VCM-PVC Communications Committee meeting with you, R. Downey and SPI staff.
- o Reviewed first twelve months of "Action Program" and prepared report on activities, including budget. Prepared suggested program and budget for last six months of program for review by Communications Committee.
- o Discussed format of H&K's invoice and activities reports on "Action Program" with you.
- o Discussed "Action Program" with Frank Ritter, Tenneco representative on Producers Committee and sent him copies of "Action Program," executive summary and activities reports.

6. Intelligence and Document Development and Updating \$ 474.00
- o Discussed birth defects/still births issue with J. Hadley. Reviewed position paper and other available material for response to request from the labor attorney for one of the Producers Group members.
7. Media Contact and Response, including Positive Publicity \$ 353.00
- o Continued seeking ideas for article placement with "friendly" columnists.
 - o Discussed upcoming special on NBC-TV on food additives re. mention of plastic packaging as a food additive with Dr. Whelan and NBC-TV producer.
8. Out-of-Pocket Expenses \$ 2,305.18
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| Hibbert Printing Co. -- | \$ 1,390.41 |
| printing of PVC questions and answers booklet | |
| Telephone and telegraph | 429.27 |
| Messenger service | 19.55 |
| Miscellaneous publications | 7.80 |
| Multilithing and photostats | 273.65 |
| Postage charges | 71.28 |
| Travel and expenses | 113.22 |
9. Editorial Briefings \$ 2,346.00
- o Reviewed B. F. Goodrich booklet, "Vinyl Chloride and Cancer - A Study in Prevention," for use in followup mailing to press and TV/radio people who were involved in editorial briefing sessions.
 - o Prepared report on editorial briefings for review by Communications Committee.
 - o Arranged for editorial briefings in Los Angeles and San Francisco; began preparations for pre-briefing meetings with press and TV/radio people

Edward G. Ackerman

September 21, 1976

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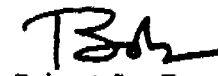
- o Briefed H&K's St Louis associate and Chicago office on VCM/PVC situation so they could arrange editorial briefings in those cities in early September

TOTAL \$14,497.18

Staff time charges for the "Editorial Briefing" category includes some charges from the H&K Associates involved in the June briefings.

If you have any questions on the breakdown or activities, please give me a call.

Best regards.


Robert L. Ferrante

RLF:jmv

cc: VCM-PVC Communications Committee
VCM-PVC Steering Committee

R. L. Harding
J. R. Lawrence ✓
T. J. McGrath
E. S. Nuspliger
C. R. Titus
M. R. Haley
J. H. Heckman
W. D. Burleson
J. Hadley
W. A. Durbin
J. M. Kiss
M. M. Swetonic
D. W. White
J. R. McLeod
J. Blizin

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