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to: Roy Gottesman/PRO Members date: May 23, 1990
from: Dan Stanowick *DS* copies to: Mike Reynolds
Nora Jacobs
subject: PRO Publicity Stan Ulchaker

This will confirm the verbal report I gave at our Annual Meeting earlier this month. As you know, it our goal to update you every four-to-six weeks or so.

1. Secured and began review of information and material from AWWA and numerous other sources about watermain breaks. Our plan is to document the severity and causes of same while demonstrating how PVC effectively addresses the issue overall.
2. Continued contact with Silver-Line Plastics and PPFA regarding cellular core PVC pipe. Awaiting case history ideas and general market information.
3. Submitted to PRO members for approval final copy and design of IFT cost/benefit report executive summaries. Ditto news release about same. Awaiting additional information from J. Zickerman for broad publicity campaign.
4. Secured Zickerman's article on "Fire Safety and PVC Pipe" for Fire Journal and began review for additional publicity opportunities.
5. Developed and submitted to PRO members for approval draft case history article about the use of PVC pipe in various applications by Jack Dillard and his firm, Briley, Wild & Associates, the subject of our third PRO ad. Continued work with the subjects of our first and second PRO ads for the same purpose.
6. Using a referral supplied by Bob Novick, began work with the Cape Coral, Fla. Utilities Dept. to determine whether or not it would be willing to serve as a case history candidate for PRO advertising and/or publicity efforts.

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7. Turned up little additional information about PVC's current and projected market position in piping systems. Using SPI, Fredonia and Leading Edge Reports as sources, currently working on feature photo and caption. Will submit for approval shortly. Remember that our efforts will concentrate on growth in pounds (expected to increase), rather than growth in market share (expected to decrease).
8. Drafted, cleared with PRO Communications Committee and prepared for distribution to our list of approximately 150 industry trades a news release about our new technical bibliography.
9. Handled request for information about PVC pipe and PRO from Landscape Magazine. Also referred reporter to Uni-Bell, PPFA and PPI. Expect to see brief article in June issue.
10. Handled similar request from Water Technology Magazine. Nothing definite. Will maintain contact.

As always, please let me know if you have any questions or suggestions of additional news items and/or story ideas.

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