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TO: Vinyl Institute Board of Directors **DATE:** August 17, 1993
FROM: Dave Meeker/Nora Jacobs **COPIES:** Robert H. Burnett
Edward Howard & Co.
SUBJECT: Quarterly Report: September 8, 1993

Following is a summary of significant communication activities during the past quarter.

1. **Partners Program Expanding** — The Partners Program continues to grow with new members recruited and current members initiating community contacts ranging from county recycling authorities to mayors and schools. Among the major initiatives have been —
 - Publication of the first Partners Newsletter.
 - Distribution of Partners postcards to encourage reporting of contacts.
 - A mailing urging contact with local fire services.
 - The first efforts to take the Partners Program beyond VI membership by recruiting members from Uni-Bell membership.
2. **The Dioxin Issue** — Development of a program to deal with charges leveled in Greenpeace's "Dioxin Factories" is underway, with communications counsel working as part of the special committee created to deal with this issue. As part of this effort, we have —
 - Created a dioxin contingency communications plan for member plants.
 - Prepared a standby statement for use by members.
 - Distributed a media advisory containing the ECVI "Dioxin Factories" analysis and response.
 - We are awaiting completion of the ChemRisk analysis to enter phase two of this effort.

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3. **Chlorine-related Activity** — This continues to require a major amount of attention as the International Joint Commission biennial meeting nears. Activities have included —
 - Seeking vinyl industry "Good News" stories for the Council of Great Lakes Industries to present at the International Joint Commission meeting in October.
 - Development and distribution of an IJC "Call to Action" to VI Board with Executive Director Burnett.
 - Consultation and development of draft language regarding the Virtual Elimination Task Force report attack on vinyl.
 - Development of an IJC Fact Sheet for use by vinyl industry lobbyists.
4. **Recycling Activity** — Interest in vinyl recycling continues to grow and the VERCE hotline has become a valuable tool to bring together manufacturers with material to recycle and vinyl recyclers. Among specific activities in the past quarter have been —
 - Completion of the second edition of the Recycled Products Directory and distribution of publicity on it. Since publication, nearly a thousand copies have been distributed.
 - Distribution of news release promoting the Tool Pool RFP and follow-up contacts.
5. **VERCE continues to have substantial activity, including** —
 - A record number of calls for one quarter — 678.
 - Updating the data base which now contains 4,133 entries as of mid-August (breakdown attached).
 - Mailing of *Environmental Briefs* for August.
6. **Media Activities** — Both proactive and reactive media activity received major amounts of attention during the quarter. This work included —
 - Initial work on a proactive media plan, still in the drafting stage, which will help increase consumer awareness of the environmental benefits of vinyl.

6. **Media Activities (cont.)**

- A substantial increase in the number of rebuttals to inaccuracies or errors concerning vinyl's environmental performance, especially in conjunction with the Plastibec fire and the Tellus Study.
- Development of a standby statement in response to press coverage on Formosa Plastics.
- Visits by Robert Burnett to leading plastics trade media including *Plastics News*, *Modern Plastics*, and *Plastics Technology* were conducted. A similar visit with *Chemical and Engineering News* is being scheduled.
- Distribution to American media of the pro-PVC ruling from the Netherlands.

7. **Environmental Positioning** — Work continued to communicate accurate information on vinyl in the environment. This included —

- Reprinting and distributing of the first 1,500 copies of the VI environmental fact kit developed to counter negative information and to give a clear, honest portrayal of vinyl. Production of a second 1,500 is underway.
- Continued communication with European, Japanese, Australian and South American vinyl industry to share information and coordinate activities through the International Global Chlorine Chemistry Associations (IGCCA) mechanism.
- Strategic public relations counsel on the Kansas water situation including the development of a standby statement and participation in policy discussions.

8. **Coalition Building** — Work began on building a strong national coalition of organizations with like interests. Work to date has included —

- Development of the range of categories of organizations to be approached as potential coalition partners.
- Initial identification of companies and organizations in the categories developed.
- Asking the VI Partners to help us identify individuals and organizations who should be contacted and asked to join our coalition. Coalition participants will be sought in a wide range of categories.

CTL008053

8. **Coalition Building (cont.)**

- Continued efforts to work with staff and members to identify opportunities for new relationships. Recent efforts include contacts with the Resilient Floor Covering Institute, the PVC Geomembrane Institute and the American Institute of Architects (AIA).

9. **Member Requests —** Efforts to assist VI members with a wide range of requests for information and assistance continued throughout the quarter.

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