



CHEMICAL MANUFACTURERS ASSOCIATION

May 31, 1994

Ms Irene Prince  
Public Affairs Advisor  
Zeneca Inc.  
Specialty Chemicals  
1800 Concord Pike  
Wilmington, DE 19897

Dear Ms Prince:

We welcome you as Zeneca's new Communications Contact to help spread the good word about our industry.

Attached are copies of several publications and communications materials you will automatically receive as your company's designated contact for communications. They include:

- o CMA News - the association's monthly report to the membership on issues, actions and policies of the industry. Circulation = 8,000 industry managers.
- o ChemEcology - our external publication for members of government, elected officials, academics, science teachers, public interest groups, industry leaders, media, etc. Circulation = 50,000 and growing.
- o The Issue Briefing Book - a compendium of messages and supporting information which has been cleared by CMA's technical, legal and government relations experts. The messages are selected based on issues being currently debated in Congress and the media. We hope you will use them as background whenever you speak to employees, the media, neighbors or community groups. Circulation = 1,500 chief executives, communications and government relations professionals.
- o The CAER Newsletter - a review of CMA and member company activities to respond to community right-to-know and emergency response planning concerns. This aims to share the best ideas of all members. Circulation = 3,750 CAER and Title III coordinators and communication professionals.
- o The Responsible Care Newsletter - a review of CMA and member company activities to implement the initiative.

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- o Information Officers: 1992 - I've also attached a special publication we send to nearly 1000 reporters every other year. If you didn't join in time to be included in the current issue you'll be contacted about the next one.

CMA's Communications Department provides a full range of services to members and a full range of information to the media. It is advised by a committee composed of fifteen member company professionals.

We sponsor two open Communications Committee meetings a year and I urge you to attend or send a representative. Details will be mailed in advance. There will be many opportunities for you to participate in task groups formed to assist the association and the Board deal with communication problems and opportunities. If you are interested in such participation please let me know.

Again, welcome to CMA. There is no doubt in my mind that it is the most effective, most advocacy-oriented trade association in Washington. It has become so due to a membership which is extremely active.

Sincerely,



Jon Holtzman  
Vice President-Communications

Attachments: CMA News  
ChemEcology  
CAER Newsletter  
Information Officers: 1992  
Responsible Care Newsletter  
Responsible Care Progress Report  
The Education Resource Guide  
CMA Science Education Survey

cc: John P. Connelly

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