

November 22, 1974

MEMORANDUM TO: Steering Committee
VCM-PVC Producers Committee

FROM: Public Affairs Committee
VCM-PVC Producers Committee

SUBJECT: Continuation of Public-Government Affairs Activities

Developments over the past two months have demonstrated quite clearly that media interest in vinyl chloride is still strong and is likely to remain so for some time to come. Governmental interest is likewise considerable, with regulatory agencies such as OSHA, NIOSH, EPA, FDA and CPSC still deeply involved in various aspects of the overall problem. Other groups whose attitudes and positions are also of concern to the industry include Congress, industry employees, fabricators and their customers, the financial community and the general public.

It is important, therefore, that a continuing program of public-government relations be adopted. The general objectives of such a program would be to:

1. Obtain, to the extent feasible, balanced coverage by the media of the vinyl chloride problem so as to mitigate the negative effect that one-sided, erroneous or exaggerated articles could have on the various audiences.
2. Create an atmosphere within Congress favorable to the VCM-PVC industry and responsive to its problems.
3. Educate fabricators, their customers and the employees of both with regard to the presently known health facts about vinyl chloride, how the OSHA standards affect them, and to reassure them of the value and safety of finished PVC products.

These three general objectives would be advanced through the following recommended program.

1. Press Relations: When appropriate, responses should be made to governmental, medical, organized labor, environmentalist, etc. activities and announcements having a potential negative effect on the PVC industry. Extensive monitoring of media activities should be continued. When required, assistance should be given to reporters, feature writers, etc. preparing stories on vinyl chloride. In certain circumstances, press releases should be issued dealing with industry positions and activities. For example, it is recommended that a summary of the industry oral argument in the Court of Appeals case be issued as a press release. For use in the press relations as well as in other areas of the program, a basic facts sheet on the health aspects of vinyl chloride should be prepared. As in the past, all releases, statements, etc. would be reviewed by legal counsel before being issued.

SL 092677

2. Political Conditioning: A steady but low-key informational program should be conducted to gradually develop within Congress a relatively small body of informed, interested and effective Senators and Congressmen who can and will be ready to become an active support group for the VCM-PVC industry when developments require. The program would entail identifying target Senators and Congressmen; establishing contact; providing information and responding to questions; evaluating contacts and questions to determine attitude and degree of interest and willingness to support the industry. Contacts would be made primarily by Producer Committee member company Washington representatives and company executives in home districts. *contact - by companies*
 3. Education Program: A series of booklets should be prepared in consultation with SPI staff and VCM-PVC industry experts for member company use in helping fabricators, their customers, and the employees of both better understand the various aspects of the overall vinyl chloride problem. An initial three booklets are recommended as follows:
 - a. A relatively short, easy to read illustrated booklet for the employees of fabricators and their customers satisfying the training program required by the OSHA standard. *To be available in early January*
 - b. A primer for fabricators and their customers on the effect on them of the OSHA standards -- what the requirements are, how best to comply, potential compliance problems, etc.
 - c. A booklet on the value of PVC products to our society. It would also contain a section emphasizing the safety of finished PVC products.
- 4) Pick up confusion between VCM, the chemical, & PVC, the product.*

Budget

Since the above recommendations envision a long-term effort, we suggest an authorization for a six-months level of expenditures, with bi-monthly review by representatives of the Steering Committee, Public Affairs Committee and SPI management, as follows:

Six months Authorization: November 1, 1974 - April 30, 1975

Staff services for public affairs activities	\$ 72,000
Governmental affairs program	18,000
Out-of-pocket expenditures in connection with the above (excluding production cost of proposed booklets).	12,000
TOTAL	\$102,000 *

* Includes any supplemental authorizations for months of November and December