

DRAFT July 21, 2008

Strategic Communications Plan for the Release of *Poisoned Profits*

GOAL

Mitigate impact of the book in the media and amongst policymakers.

STRATEGIES

- Position the book as a rehash of inaccurate and already disproven claims, written by biased authors who have made a career of attacking chemicals.
- Emphasize the benefits of chemistry in making kids healthier and more secure.
- Emphasize how the industry has taken responsibility for its actions through a multitude of programs.

TACTICS

Getting ready – between now and publication (Aug 12th)

- Identify and recruit third parties to deliver key messages
 - Candidates to include scientists, academics, pediatricians, former regulators, think tanks (business, legal reform, economics, scientific).
 - Third parties will be utilized to develop and submit book reviews and opinion pieces, post items on Website and blogs (their own or others, like Amazon.com) and be available for media interviews.
 - Provide media training to third parties (if deemed necessary).
- Obtain advance copy of book and provide to third party and internal experts for review/critique.

Lead: ACC/PN pursuing on multiple fronts; working to obtain asap
Projected date for completion? ASAP

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- Develop key messages, fact sheets (including piece on setting record straight on assumptions in book), Q and A, suggested "tough questions," ACC press release; provide to ACC members.
- Gather as much information as possible about book tour and media plans.
- Consider setting up Website, blog or "microsite" within americanchemistry.com to post documents and comments; continually update.

Who, what & when

- Communicate/coordinate with affected ACC members.

Who, what & when

- Consider contacting groups representing other industries mentioned in book to discuss strategy and share intelligence.

Additional Considerations

Contingency Planning if Book Generates Major Media Interest

- Identify and train key third party spokesperson, preferably a female pediatrician.
- Ensure inclusion of spokesperson in any story or broadcast program that covers book and its authors

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Post (or just prior to) publication

- Work with third parties to send book reviews to major mainstream and scientific media outlets (*The Washington Post*, *The New York Times*, *Nature*, *Science*) and trade publications (i.e., *Chemical and Engineering News*, *Chemical Week*).
- Identify opportunities to place third parties in stories/broadcast coverage.
- Prime “friendly” groups and columnists with a digital presence by providing materials and encourage them to comment on their Websites and blogs.
- Prepare and send email to leading healthcare, environmental and scientific reporters (i.e., *New York Times* reporter Gina Kolata) to “inoculate” them against the book allegations; will include fact sheets, our own Q&A, suggested “tough questions” for the authors and other materials; may also suggest third parties as sources.
- Encourage sympathetic syndicated columnists, editorial writers and reporters to criticize book as “fear mongering” and inaccurate.
- Set up rapid response to positive and negative reviews – have third parties immediately send in letters/post responses.
- If book tour schedule becomes known, prepare media lists covering target locations and send materials to media one week prior to each scheduled stop.
- Monitor Web/blogs for mentions of the book, draft posts/comments and work with third parties to submit responses as appropriate.

NOTE: *We will have to continually monitor and calibrate our outreach based on whether the book is getting any traction in the media. We don't want to stimulate coverage.*

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