

HILL AND KNOWLTON, INC.

633 THIRD AVENUE

NEW YORK, N. Y. 10017

212-697-5600

Memo to: VCM-PVC Producers Group

Date: May 18, 1976

From: A. Ross Adams, Chairman
VCM-PVC Steering Committee

Copies: (see below)

Subject: Final Television-Radio Training Session

Agreement was reached at the last meeting of the VCM-PVC Steering Committee to hold a fourth -- and final -- television and radio training session as part of the "Action Program." Hill and Knowlton, which is conducting the training, will try to schedule the session at a time convenient to the majority of participants. Top professional broadcasters, such as Douglas Edwards (CBS-TV) and Lou Woods (NBC-TV's "Today Show"), play key roles in the training, along with H&K staff. I found the training challenging and extremely valuable.

Please communicate directly with Robert Ferrante, senior vice president, Hill and Knowlton, Inc., 633 Third Avenue, New York, N. Y. 10017 (212-697-5600), with names of candidates and preferred dates. We are shooting for a June session (after June 11), or, if not convenient for the majority, a July session. The session requires two consecutive days, so please give Mr. Ferrante all possible sets of free dates in both of those months.

Immediate use of the training will be to add successful trained persons to existing teams or appoint them to new industry teams to talk face-to-face with the leading media people in major cities throughout the country. These editorial briefings are not meant to generate publicity on the spot, but to thoroughly ground the media in the facts about the VCM-PVC health and safety issues and to establish a candid, open relationship with them. Representatives from Air Products, Goodrich, Diamond Shamrock and SPI have already met with media people in Atlanta and Tampa/St. Petersburg; they and several other trained people are being scheduled for visits to six other major news centers: Boston, Pittsburgh, Denver, Minneapolis, Salt Lake City and Detroit. Subsequently, we expect to visit San Francisco, Los Angeles, Houston, Dallas, Chicago, New York and Washington. (In these latter cities, national media outlets will be covered, including wire services, national newspapers, news and feature syndicates, and TV and radio networks.) Additional cities may be covered if enough teams can be mustered.

Long-term: experienced representatives will be asked to appear on appropriate major television and radio shows and to serve as spokespersons for press interviews.

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VCM-PVC Producers Group

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We hope all companies that have not participated to date -- a total of 13 have not -- will join in this important undertaking so that our story can be told effectively.

Sincerely,



A. Ross Adams

ARA:jmv

cc: VCM-PVC Steering Committee
VCM-PVC Communications Committee

R. L. Harding
T. J. McGrath
E. S. Nuspliger
J. R. Lawrence
C. R. Titus
M. R. Haley
J. H. Heckman
W. A. Durbin
J. M. Kiss
M. M. Swetonic
D. W. White
R. J. McLeod
J. Blizin

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