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Interoffice
Communication

FROM: T. G. Grumbles
DATE: Dec. 29, 1989

VISTA

SUBJ: ENVIRONMENTAL POLICY\RESPONSIBLE CARE COMMUNICATION

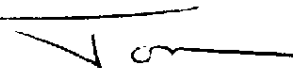
We need to move ahead with internal communications of our participation in the Responsible Care Program and the content of VISTA's environmental policy. This need is further emphasized by CMA's change in plans regarding "going public" with the program.

The attached Executive Alert newsletter describes the change in approach and the reasons for it.

Basically, the public advisory panel has recommended it be done and other events such as Earth Day and the Valdez Principles effort emphasize the need further.

To date, an article has appeared in Chemnews and the video was provided to you to facilitate or introduce local presentations. I have not received requests for additional materials or assistance in local efforts. However, Public Relations or I should be contacted if assistance is needed.

Our basic goal should be to assure our employees are aware of our participation and programs development before they see it elsewhere. After that, additional external audiences should be considered, similar to our SARA 313 communication efforts.


T. G. Grumbles

bko
attachment

Distribution: Plant Managers
Safety Directors
Environmental Coordinators

cc: T. Huffman, J. Debernardi, G. Draper, R. Gamblin
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VVV 000007389

Executive Alert

December 15, 1989

Responsible Care Going Public: Don't Blindsides Our Friends

This is to alert you that Responsible Care is beginning to gain public exposure. That exposure will gain speed in 1990 as we are called on to relate our initiative to other initiatives such as the CERES (Valdez) Principles and respond to the challenges of Earth Day 1990. Media and government interest are growing.

You should therefore, review and speed up plans to discuss your company's commitment to and participation in Responsible Care. Audiences of immediate concern will be employees, shareholders, plant neighbors and local officials.

When Responsible Care was introduced we decided on a very low profile for the initiative. That decision was based on our feeling that we would be better off improving performance before we did a lot of talking about our activity. The premise was that good performance was its own best harbinger and if we talked about Responsible Care before there were solid performance gains we could be accused of implementing one more "public relations" program with little substance.

We are now more than a year into the project. All member companies have signed the statement of principles binding them to support of Responsible Care and its elements. Such support has been made an obligation of membership in the association. All elements of the initiative have been established and the first Code of Management - Community Awareness and Emergency Response - has been approved by the Board and is being implemented.

Change of Plans

There is a rising tide of environmental interest and activity. Earth Day 1990 is one manifestation, but there are others - high interest in global warming, Clean Air Act reauthorization, Title III emission reports.

We asked the Public Advisory Panel for their recommendation: low profile until the results come in or go public now?

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Without exception they advised to go public sooner rather than later for several reasons.

- o They like what they see and feel if we go public there will be no reneging.
- o Goals announced in advance, then met, are much more credible than goals announced retroactively. The suspicion will be that the goals were also set retroactively.
- o Many of the panel members are activists in the sense that they are public speakers, leaders and consultants. They would like to talk about what we, and they, are doing and learning, so that other industries will follow our example.

A detailed external communications plan is being prepared for the review of the Board of Directors. But in the interim, and prior to Earth Day, additional communication activities are already taking place.

Communication Underway

In the past few months detailed information about Responsible Care has been provided to the Coalition for Environmentally Responsible Economics (CERES), the group responsible for the Valdez Principles. We are explaining the initiative to environmental interest groups.

In addition, CMA Officers have participated in editorial backgrounders with the New York Times, Chemweek, Newsweek, Time, USA Today and the Washington Post. Regional press backgrounders will begin early in the New Year.

Prior to Earth Day, April 22, CMA may announce member commitment to Responsible Care through ads in broad circulation publications which would feature the statement of principles and the names of all CMA member companies.

Although these activities are limited, they will undoubtedly gain additional public visibility for Responsible Care and for those companies which are implementing the initiative.

You should take action soon to communicate with internal audiences and plant neighbors so that they are not blindsided by this information.

CMA Contact: Jon Holtzman (202)887-1200