

ISSUES MANAGEMENT PROGRAM STATUS REPORT

Vinyl Institute Board of Directors Meeting

Wednesday, March 18, 1992

Houston, Texas

Objectives

- ▶ Position vinyl as an environmentally good product
- ▶ Demonstrate vinyl's role in making our lives better
- ▶ Show how to effectively handle vinyl in the waste stream

Strategies

1. Forcefully demonstrate recyclability of vinyl
2. Communicate advantages of vinyl
3. Focus resources on telling green vinyl story
4. Use credible third-party experts
5. Focus on packaging market to deter deselection
6. Intensify information gathering, exchange, monitoring
7. Develop positive media coverage of environmental benefits
8. Build coalitions

Time Frame

Program in operation about 10 months

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Accomplishments

- ▶ Building awareness
- ▶ Building relationships
- ▶ Getting results

Building Awareness

1. Creating and publicizing VERCE

- ▶ Hotline
- ▶ Rolodex mailing
- ▶ News release
- ▶ Use on all literature

2. *Environmental Briefs* newsletter

- ▶ Circulation grown from 10,000 to 15,000
- ▶ Positioned as authoritative on vinyl developments

3. Video: Four versions -- Issues, Construction, Electrical and Packaging

4. Speakers Program

- ▶ Major organizations
- ▶ Basic speech for community outreach

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5. Publicity

- ▶ Creation of VERCE
- ▶ Nashville Pilot Program
- ▶ Recycling Directory
- ▶ VI Personnel
- ▶ Increased municipal recycling of vinyl
- ▶ Proactive

6. Monitoring

- ▶ Content Analysis -- We began detailed monitoring of media in May and have results running into February. Our clipping service and Lexis service produced 899 articles. Overall, coverage was 78 percent positive, 14 negative and 8 percent neutral. However, positive coverage went from 47 percent last may to 86 percent in February. Negative coverage dropped from 39 percent to 6 percent in the same period.

May and June 91	47 /39 /14
June/July	60 /21 /19
July/August	84 /8 / 8
August/Sept	80 /12 / 8
Sept./Oct	90 /5 / 5
Oct/Nov	90 /7 / 3
Nov/Dec	86 /10 / 4
Dec/Jan	80 /16 / 4
Jan/Feb	86 /6 / 8

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<u>Topics</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>	<u>Jan.</u>
Uses	59	52	48	32	55	40	37	38	52
Tech. of Plastics	3	10	10	13	6	21	18	26	11
Ref. to VI	3	10	16	19	13	20	25	20	14
Recycling Vinyl	4	5	13	20	15	9	10	7	8
Economics, etc.	5	10	9	9	7	4	2	7	10
Vinyl and Environ.	26	13	4	7	4	6	8	2	5

CONCLUSIONS: Increasing coverage of Vinyl Institute, more fair coverage in plastics recycling coverage, increased coverage on vinyl recycling, somewhat less negative coverage.

- Getting it straight (e.g., recent negative article in carpet newsletter written by competing material; brought errors to magazine attention, they've offered us a chance to respond, our article on fire-related issues will be in April newsletter.)

7. Industry Training -- "On the Firing Line" trained over 400 in 5 sessions. Now ready to mobilize them.

Relationship Building

1. VERCE -- More than 1100 calls to hotline, each with a response, each entered in data base.
January: 52 scrap vinyl sources, 17 recyclers, 15 consultants, 8 VI members, 4 gov't. agencies, 1 media.
2. Initiated Contacts -- Examples: Assn. of Towns and Townships, Environmental Hazards Management Institute, National Conference of State Legislatures, Institute of Scrap Recycling Industries, National League of Cities, Coalition of Northeast Governors, The Environmental Plastics Institute of Canada, U.S. Conference of Mayors, Masspirg, National Recycling Coalition, Solid Waste Association, National Solid Waste Management Association, The President's Council on Environmental Quality, Attorney General of Minnesota, Colorado Recycles, Los Angeles Department of Environmental Quality.
3. Packaging Industry Seminar -- first in a series of industry specific seminars intended to deal with industry-specific concerns.
4. Data Base -- Approximately 2500 opinion leaders in U.S.

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Significant Results to Date

Results relate directly to substance of program. Examples:

1. Nashville Recycling Program -- Significant publicity nationwide suggesting potential value of major city programs and proposed third bale program.
2. Florida RFP Program -- Even though program not yet operative, industry's efforts to be proactive has positive impact in Florida.
3. Contacts with Europe -- Information clearinghouse function on European developments intended to replace rumors with facts.
4. K-Mart Visitation -- A model for visitation programs with other major players, both manufacturers and retailers.
5. Visibility for Vinyl Industry -- The industry is credited with having a structured program that is being taken seriously by both public and private sectors.
6. Important Contribution -- In a short time and with a much more limited budget than most of the other industry efforts, the Vinyl Institute has established itself as an important contributor to the national environmental dialogue.

Upcoming Programs

The program is poised to be even more effective in 1992-93. Here are new program elements being readied for initiation:

1. Partners Program
 - ▶ Place vinyl industry representatives in consultant capacity to local recycling programs -- Goal 200 communities.
 - ▶ More visibility of industry representatives in local forums.

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2. Intensified Industry Specific Program

- ▶ Targeted communications to specifiers
- ▶ Targeted trade magazine program
- ▶ Vinyl Speakers in specific industry forums
- ▶ Identification of pro-vinyl leaders in each market
- ▶ Vinyl Institute seminars for key markets

3. Intensified Municipal Program

- ▶ More contact with municipal officials

4. Recycled Vinyl Products Directory

5. Coordination with Sister Organizations

Budget Status

Issue Management Program 91-92 \$360,000.00

Expended to Date 359,965.48

▶ Professional Services \$255,305.50

▶ Out of Pocket 104,659.98

\$359,965.48

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