

Edward Howard & Co.

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to The Vinyl Institute

date July 29, 1986

from: Nora Jacobs

copies to: All attendees;
Other Committee members

subject: Communications Committee Meeting
Minutes for July 24, 1986;
SPI Offices, New York

RECEIVED

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Sherry M. Carr

Present: See list, page 3

Chairman George Snider called the meeting to order at 9:30 a.m.

MINUTES OF MAY 27 MEETING

Roy Gottesman asked that it be noted that the \$220,000 amount cited in the minutes includes agency fees of \$180,000 and \$40,000 for other communications projects.

AGENCY STATUS REPORT

- News Releases - Nora Jacobs reported that the following releases have been issued since May 27:
 - 6/11: "New Article Reviews HCl Research"
 - 6/17,23: Localized OSHA award announcements
 - 6/17: "Chemical Firms Receive Top Worker Safety Awards"
 - 6/26: "Dow Receives Vinyl Institute Safety Award"
 - 7/15: "New Research Allays Fears About Combustion Gas"

Thirty-two personalized letters explaining the significance of the Southwest work accompanied the 7/15 release to trade editors. With the exception of new work related to the attitude research program, only one press release remains to be completed. Since this is yet another discussion of HCl work, it was agreed to table this project for the time being.

Action item: At Roy Gottesman's request, advanced copies of all releases will be sent to Ron Bruner at SPI.

- Solid Waste Brochure - Copies of the agency's draft of this piece were distributed for committee review. Mike O'Mara volunteered to act as liaison in providing missing technical data. Legal review was postponed until final copy is available. Gary Pildner recommended that a press release on the brochure be developed for distribution to appropriate audiences.

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Action items:

- 1) Agency to develop media distribution list for release.
- 2) Nora Jacobs to provide annotations on references used to prepare brochure so that they can be added to the copy.
- 3) Agency to begin graphics development of brochure.

- Advisory - Story ideas for the October issue were discussed. The lead story will announce the attitude study results. George Snider has submitted material for a Viewpoint piece on litter. Sandie Kroeger suggested that member company employee publications might be a good source for story ideas.

Action item: All committee members are asked to add Nora Jacob's name to the distribution list for their company's key employee publication. Also, they should contact her directly with story ideas for the next issue.

- Clipping Service - The agency reported that this is in place, with Bacon's being the supplier. Since VI press activity has just recently accelerated, it is difficult to access Bacon's performance at this time. An evaluation will be made in the next few months.
- Spec Date - The agency's recommendation for this program remains with the Market Development Committee and awaits a decision.
- Capabilities Brochure - Copy for a new brochure, which combines the current annual report with the introductory brochure, was distributed.

Action items:

- 1) Committee members are to contact Nora Jacobs with their comments by 7/31.
- 2) Agency to begin graphics development and make recommendation as to use of 2-color or 4-color and pocket, and provide cost estimates.

- Other Agency Items:

- 1) The VI's technical information paper format is being redesigned to match the new logo "look". Nora Jacobs is working with Vista and BFG to modify existing copy format.
- 2) The agency reported on the results of its efforts to monitor media coverage of an industrial fire that took place in Syracuse, July 17. Coverage was obtained from both major newspapers, all three network affiliates and major radio stations. Little PVC-specific coverage appeared.

COMMITTEE MEMBER REPORTS

Sandie Kroeger made the only report, noting that the update of the Advisory mailing list has been completed.

ISSUES UPDATE

Roy Gottesman distributed a two-page outline reviewing current issues, noting among other items that results from the current NYSERDA work are expected November-January.

SPI STATUS REPORT

Roy Gottesman distributed copies of Ron Bruner's May/June activities report, to which was attached an additional memo highlighting items of special interest to the Institute.

SPECIAL PRESENTATION - USAGE & ATTITUDE STUDY

Drs. Marjorie Weiner and Jan Rogozinski, presenting work done by Public Attitudes, reviewed the results of their study of 550 builders, architects and code officials regarding attitudes towards vinyl building products. A detailed discussion followed, particularly as to the promotional aspects of the results.

As a follow-up, the agency presented its recommendation for a multi-faceted promotional program designed to reach key influences in residential construction product selection: vinyl products producers; construction industry specifiers; and consumers. Specific elements to be developed, timing and costs were included. Following committee discussion, it was agreed that the agency should proceed at this time only with those items that do not involve extraordinary out-of-pocket expenses.

Action item: Roy Gottesman and George Snider will review the agency's recommendation to decide which of the items requiring additional expenditures should be funded at this time.

No other business being brought forward, the meeting was adjourned at 2:30.

Attendees:

John Adam, Exxon Chemical Canada
Sherry Carr, CertainTeed Corp.
Gail Cudak, BFGoodrich
Roy Gottesman, The Vinyl Institute
Joy Hutchison, Dow Chemical U.S.A.
Nora Jacobs, Edward Howard & Co.
Sandie Kroeger, Occidental Chemical
Michael O'Mara, BFGoodrich
Gary Pildner, Edward Howard & Co.
Meredith Scheck, The Vinyl Institute
George Snider, BFGoodrich



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