

August 1980

Expanded Company Involvement in ChemCAP Program
And Formation of ChemCAP Community Committees

Here's what you can do to get this program off the ground within your own company and in your local community:

- (1) Name a "ChemCAP Coordinator" and give him the responsibility and authority to implement relevant ChemCAP program segments within your company. Please notify CMA of your selection.
- (2) Set up a special ChemCAP involvement meeting with your company's top executives and communications staff to discuss company-wide action. If you wish to have a ChemCAP expert join this session to explain the program, the materials available and how to use them most effectively, telephone Jim Sites at CMA at (202) 328-4292.
- (3) Advise your corporate and local executives that they have your approval and support to participate in setting up ChemCAP Community Committees.

Much has been written about company-wide communications concerning ChemCAP, as reflected in the ChemCAP "Guide to Program Materials" and CMA's "Checklist" of suggestions for individual company action. Emphasis here is placed on a new phase of local action -- the formation of a nationwide network of ChemCAP Community Committees.

A ChemCAP Community Committee would be made up of local company managers and communications professionals and would be designed to tie in directly with and supplement the national communications effort in such tasks as ...

- (1) Placing speakers on local platforms
- (2) Distributing our "key issues" booklets to community leaders
- (3) Raising local funds and placing ChemCAP's national ads with leading local publications
- (4) Helping localize nationwide news stories and placing these with local news contacts

- (5) Identifying prominent radio and TV interview possibilities for appearances by industry executives or members of our Science Advisory Group
- (6) Monitoring local news developments and informing CMA headquarters of developing problems and opportunities

The CMA Communications Committee has chosen a number of chemical plant concentration areas for ChemCAP Community Committee pilot programs. Committee members and CMA staff are ready to visit these areas personally with the aim of building viable operating units. Wherever possible, they will work in cooperation with existing Chemical Industry Councils.

Selected areas for possible pilots include...

Charleston, W. Va.	New Orleans/Baton Rouge
Chicago	Parkersburg/Marietta, W. Va.
Delaware (Wilmington)	Philadelphia
Houston	San Francisco
Michigan	St. Louis
New Jersey	Westchester/Fairfield Counties

An action point: If you have plants in any of these areas, it is essential that you advise your management team and local executives that, when contacted by assigned local people, they have your approval and encouragement to participate in a ChemCAP Community Committee. And if you feel that other localities should be included in this initial pilot program, please let CMA know the city -- as well as the names of any local people you know who are willing to put real effort into organizing and operating a Committee.

A list of CMA contacts for special ChemCAP program segments is also attached.

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CMA Film

"PROTECTING OUR ENVIRONMENT:
What Five People Are Doing About It"

- I The 18-minute motion picture will focus on five individual chemical industry employees whose attitudes and actions exemplify people throughout the industry and who suggest to audiences that their own attitudes might benefit from some re-thinking. The individuals are specialists in the five ChemCAP concern areas: environmental protection, hazardous waste, worker safety, product safety and transportation safety

The film...

- (a) Directly addresses public concerns
 - (b) Humanizes the industry
 - (c) Demonstrates the depth of industry action
 - (d) Suggests to the audience that what they believe to be true as a result of media and government attack may not be so.
- II The 13½-minute version of the above motion picture is designed for public television and the growing cable TV market
- III The five 60-second public service films (designed for widespread TV spot use) will capsulize the film's five basic sequences, extending recognition of the five people and their activities until the public gets to know them. The 60-second films have a recurrent phrase that will carry forward in all print support materials. It addresses a concern and states...
"...that's what I'm doing about it."
- IV Using the "What We're Doing About It" theme of the ChemCAP booklets, there will be a discussion/user guide. This will be an aid to the individual presenting the film helping assure that any discussion prompted by the film will generate positive answers to audience questions.
- V The films are designed to reach the broadest possible non-theatrical audience in the marketplace of ideas through clubs, groups, seminars, the educational community and other arenas where the public convenes. The 18-minute version is also designed for intensive use by CMA member companies, with employees. It is particularly suited to showings that are followed by question-and-answer sessions.
- IV Distribution targets by film distribution services (first year):
- 200 prints (18-minute version): 4000 bookings; 400,000 audience
 - 50 prints (13½-minute version): 225 telecasts, to millions
 - 300-500 prints of 18-minute version will be sold at nominal cost to CMA member companies, for both internal and external uses
 - Television and public service prints will be made available to member companies for personalized placement with local television stations.

CMA Slide Presentation
"The Chemical Industry: MEETING THE CHALLENGE OF CHANGE"

A 20-minute, 72-slide presentation, this new ChemCAP speaker's aid focuses on chemical industry action in managing risk in five concern areas: environment (air and water), hazardous waste, worker safety, product safety and transporting safety.

Incorporating both photographs and artwork in 35mm color slides, the show tracks the over-all pattern speech included in the ChemCAP Speakers Resource Manual. It can be presented in two ways:

1) By a speaker articulating the script and operating the projector himself or having an assistant do so.

2) By using an included cassette tape recorded by a professional announcer that incorporates a pulse which automatically advances the projector.

The presentation is designed for community groups, seminars, the educational community and other public meeting situations, as well as for employee audiences. The Public Relations contact person at each CMA member company will be provided at no charge with one set of slides, a pulsed tape, a script and an instructional guide. Additional sets of materials will be available at a cost of \$15. The presentation can be followed with a question-and-answer session.

With company involvement the key to success in the ChemCAP Program, intensive member use of this presentation is critical. It is designed expressly as a catalyst for triggering speaking engagements in every plant community in the country.

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CASH OUTLAY CHART
COMMUNICATIONS PROGRAM
JUNE 1, 1980 - MAY 31, 1981

Program Segment	Outlays to 6/1/80	6/1/80- 9/1/80	9/1/80- 12/1/80	12/1/80- 3/1/81	3/1/81- 5/31/81	TOTAL 6/80 - 5/81	TOTAL 1979 - 1981
ADVERTISING	674,357.00	845,578.00	845,578.00	845,578.00	845,579.00	3,382,313.00	4,056,670.00
Ad Exp. Level Test (400,000 budgeted - postponed)							
PR Agency	118,040.00	45,000.00	45,000.00	45,000.00	45,000.00	180,000.00	298,040.00
Public Opinion Research (tracking studies)	70,000.00			75,000.00		75,000.00	145,000.00
Publications (HSpeakers Program)	98,382.00	65,000.00	35,000.00	35,000.00	35,000.00	170,000.00	268,382.00
Films/AV Materials	966.00	30,000.00	115,000.00	30,000.00	30,000.00	205,000.00	205,996.00
Industry/News Workshops			5,000.00	10,000.00	10,000.00	25,000.00	25,000.00
Staff Salaries/ Fringes	100,201.00	53,500.00	53,500.00	66,000.00	66,000.00	239,000.00	339,201.00
Misc. (travel, dues, telephone, postage, supplies, rent, etc.)	61,741.00	50,000.00	50,000.00	50,000.00	50,000.00	200,000.00	261,741.00
TOTAL	\$ 1,123,687	1,089,078	1,149,078	1,156,578	1,081,579	4,476,313	5,600,000

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