



APR 30 1974

APH - File *Vinyl chloride*

DATE April 25, 1974

TO Mr. Russ Pendergast

AT Stamford

FROM Gene Boyo

AT 460 Park Avenue

COPY TO Mr. Jack Ryan

SUBJECT Vinyl Chloride

Here's some additional information, speculation etc., about the planned CBS-TV program on vinyl chloride. Also, Jules Bergmann of ABC-TV is showing some interest in the subject.

The producer of the CBS show is named de Poris and, I think it's Gene de Poris. He's been working with a Mt. Sinai Hospital doctor named Selikoff.

This past weekend CBS was scheduled to do some filming in Niagara Falls at, and I'm not certain about this, a Goodrich plant. I couldn't ascertain whether the filming actually took place.

On May 10-11 a group calling itself the Society of Occupational and Environmental Health is running a by-invitation-only seminar in New York on vinyl chloride and it's believed that Dr. Selikoff is one of the guiding spirits of the group. The MCA vinyl chloride task force has been invited. So have a number of technical people. An invitation to Barbara Newman of National Public Radio makes it seem that the press too has been invited. Probably, CBS will do some taping at the seminar.

De Poris has been asked by Dr. Selikoff to include industry's side of the story and Dr. Selikoff has suggested that the network contact MCA to do this.

An educated guess would be that it'll be some time before the program is ready for showing. However, if there's going to be a race between ABC and CBS to reach the public first, then the pace of activity can be expected to speed up.

Both de Poris and Bergmann have been in contact with Goodrich.

Also, note attached reference to CBS plans. If the show runs in May, it should be late May.

GB/md

Attachment

April 29, 1974

F.Y.I.

Alan Baker
H. Bialecki
R. J. Delargey
Dr. M. R. Gasque
J. Hanrahan
✓ Dr. R. Henderson
D. Palm
J. R. Ryan
J. R. Wilkinson

OLI 1371

Russ Pendergast/bk

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APR 24 1974

CHEMICAL CHATTER

(Rambling Notes on the New York Press Scene)

April, 1974

Vinyl chloride seems to be the talk of the industry and is attracting more media attention these days than most companies would like. CBS is planning a one-hour special on VCM for sometime in May and VCM and PVC producers may start hearing from the network for company spokesman requests . . . JANE BRODY, science writer for the New York Times, is monitoring VCM activities closer than the trade publications or any others that we know of. Don't be surprised to see further Brody stories on the much-discussed subject.

PATRICIA WALKER, of American Metal Market, has been named the new editor, replacing BOB MASTRO who left the publication recently. Ms. Walker is the former managing editor -- this position is vacant for the moment. ANITA LA FOND is now handling sections and supplements, succeeding KEN CLARFIELD, who also departed from the staff recently.

Chemical Week's MONIQUE GORSSE is gathering information for a story on possible discrimination practices by chemical companies. She notes that her story is sparked by the recent discrimination settlement in the steel industry.

It is expected that JEFF TANNENBAUM, of the Wall Street Journal's Cleveland bureau, will be reporting to the New York office by mid-May to take JEFF PERLMAN's place. If -- and there is a chance, according to JERRY BISHOP -- that the Tannenbaum transfer does not go through, the New York office will recruit another WSJ bureau person for the slot.

Chemical & Engineering News continues to go without naming an editor to replace PAT McCURDY. It is still reported that someone is expected to be appointed soon.

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DAVE NEWMAN, former McGraw-Hill Washington bureau staffer, has resigned from his position to start a newsletter, Toxic Materials News. Dave, who covered the Washington scene for Chem Week and other publications, is publishing the newsletter twice monthly. It is reportedly the only newsletter covering solely the toxic substances area. Interested subscribers may contact Dave at P. O. Box 1067, Blair Station, Silver Spring, Maryland 20910.

JAMES E. McKEE, Jr., assistant corporate director of PR for Monsanto, has been named PR director, succeeding DAN J. FORRESTAL, who is taking an early retirement to head a St. Louis area PR operation.

MARY RICHARD VESTER, onetime staffer for the Topeka Capital-Journal, Raleigh Times and Rocky Mount Evening Telegram, has joined the PR staff of CIBA-GEIGY's agricultural division in Greensboro, N. C.

The MCA Publicity Subcommittee will hold a dinner meeting Wednesday, May 15, at 6:30 p.m. at the National Press Club in Washington. This will be the night before MCA's Public Relations Committee meeting in Washington.

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By Rich Blewitt
(and the MCA/PRC
Publicity Subcommittee)