

memorandum



TO: Roy Gottesman	REFERENCE
FROM: Ron Bruner	PR Report
DATE: July 23, 1986	

I'm sorry I can't attend the VI Communications Committee meeting tomorrow, but I thought the attached "Activities Report" for May and June would provide a flavor of the PR Department's activities recently.

A few specific things that are underway and not covered in the report:

- o The issue of Marine Pollution from plastics is growing rather quickly, and we are paying close attention to it. We've had several discussions with the primary environmental group behind the issue, resulting in and mutual desire to work together on this rather than develop hardened battle lines.
- o Work is nearing completion on a narrated slide presentation (membership) for the Plastics Recycling Foundation; accompanying brochure also in final stages. Target date for both is first week of August.
- o Prototype of Fact Book for COPPE to be distributed for review by key staff and COPPE members within next 3-4 days; audio/visual presentation targeted for completion by September 1st.
- o Special Audience Opinion Research (Fire Chiefs, Solid Waste officials, Environmental Editors and Community Leaders) to be reviewed by IMC PR Committee on Tuesday, July 29; further sharing of results with SPI Divisions, etc., to follow that review.
- o Public Relations portions of the SPI Strategic/Operating plan under review for Chuck O'Connell in preparation for his report to Board of Directors in September.
- o Work just beginning on new publication for Membership Department aimed at making it easier for SPI members to participate in the Society's many divisions and activities... a "how to get involved" guide.

I'll make every effort to be present for your next meeting.

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memorandum

SPI

TO: Chuck O'Connell	REFERENCE
FROM: Ron Bruner	Public Relations Activities for May and June 1986
DATE: July 15, 1986	

COMPLETED

Division Services

Submitted proposal to Polyurethane Division to provide public relations counsel, annual meeting promotion and newsletter production.

Submitted newsletter production proposal to Jerry Carroll for Epoxy Resin Formulators Division; proposal was accepted.

Held initial discussions with Plastic Pipe Institute to provide assistance with production of newsletter; continued discussions with Molders Division regarding assistance with production of *Molders News*.

Coordinated final production of Foam Cup and Container Division ecology brochure and Plastic Bottle Institute recycling booklet.

Designed and prepared sample report covers on Macintosh for Al Evans; prepared graphics/tables for PPI news release and backgrounder on American Gas Association study results.

Revised PBI position papers on mandatory coding and recycling and bottle deposit laws; provided assistance in preparation of slide show promoting SPI for Plastic Bottle Institute.

Prepared copy and coordinated production and printing of Polyurethane Foam Contractors Division brochure; held initial discussions regarding production of PFCD newsletter.

Prepared summary report for Foam Cup and Container Division regarding usage of newspaper, radio and television releases on solid waste.

Prepared and mailed letters to dairies in and around Utah alerting them to Paperboard Packaging Council's advertising and public relations campaign; finalized and printed background materials including brochure, point-by-point response and study summaries.

Consolidated comments for revision of Injection Molding brochure; provided editing assistance; circulating second draft for final review.

Coordinated typesetting and printing of RP/CI Resin Test Procedures; handled printing of letterhead for Machine Component Manufacturers Division.

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Drafted remarks for C.E. O'Connell presentation before Plastic Bottle Institute Annual Meeting; assisted in drafting of remarks for Lew Freeman before *Beverage Digest* seminar ("PET: The Best is Yet to Come") and Plastics Institute of America ("The Politics of Recycling").

Designed correspondence and news release letterhead for Council on Plastics and Packaging in the Environment (COPPE); revised Solid Waste Overview reflecting SPI staff comments; circulated drafts of Incineration Overview and Legislative Overview for review; continued preparation of additional materials for Solid Waste Fact Book; began development of media training module on the solid waste issue.

Prepared "Letter From the President" for distribution to membership; began preparation for July issue of *President's Quarterly Report*.

Published May issue of *Industrial Relations Newsletter*; developed timetable for quarterly production of future issues.

Wrote and published four issues of *Plastics News Briefs*; inaugurated monthly publishing schedule with July issue; prepared two "Plastics Issues" columns for *Plastics Engineering* magazine; prepared and mailed *Plastics News Briefs* readership survey.

Continued fulfilling fire chief requests for "Fire Safety in America" from Oklahoma, Maryland, Maine and Indiana; prepared for July promotional mailing to fire chiefs in Massachusetts, California and parts of Texas.

Distributed copies of *Building Design & Construction* magazine article ("Buildings are a Booming Market for Plastics") to SPI Division Directors and IMC Public Relations Committee; obtained tapes of Cable News Network broadcasts from Plastics Recycling Institute regarding plastics recycling and from Dade County, Florida regarding waste-to-energy incineration.

Began revision/redesign of Member Services Guide; initiated contact with outside writer for revision of "The Story of the Plastics Industry."

Embarked on research project to gather information regarding plastics and marine pollution.

Provided information and assistance to Educational Film Center regarding production of educational television series, "Our Chemical World," particularly first segment on "The World of Polymers."

Revised and finalized script for Plastics Recycling Foundation slide presentation; slides are being generated; taped narration and slide production to be completed by the end of July; script is being edited to provide copy for brochure; began long-term project gathering products made from recycled plastics for permanent display at Rutgers Pilot Recycling Plant.

Prepared report for C.E. O'Connell on feasibility of an SPI magazine for profit.

Drafted SPI position regarding "undetectable" plastic handguns; prepared and distributed news release.

Special Audience Opinion Survey was completed; final report to be delivered in early July.

Advanced plans for consolidating public relations staff in Washington office with target for completion in mid-summer.

Participated in meetings of PR subcommittees on solid waste and combustibility; COPPE; SPI Board of Directors; Plastic Grocery Sack Council; State Government Affairs Committee; Vinyl Institute Communications Committee and Polyurethane Division Communications Committee.

International Outlook Proceedings Available
Polymer Concrete Committee Formed
RP/CI "Glossary" and Three Tests Procedures
Structural Foam Conference Wrap-Up
Polyurethane Division Calls for Conference Papers
Year-End Statistics (Actual)
SPI Condemns "Undetectable" Plastic Weapons
O'Connell and Evason to Present Keynote Address at Polyurethane Conference
Malcolm Riley to Address Polyurethane Conference
65 Papers to be Presented at Polyurethane Conference
SPI Forms Machinery Component Manufacturers Division
SPI Forms Polyurethane Foam Contractors Division

IN PROGRESS/COMING UP

Review of Strategic Plan.

Writing, production and mailing of *President's Quarterly Report*.

Development and production of COPPE materials including Fact Book and Audio/Visual presentation.

Preparation for July 29 meeting of IMC Public Relations Committee.

Development of Atlanta show booth.

MEDIA CONTACTS DURING MAY AND JUNE

Bergen (NJ) Record, Wendy Piller — statistics, new technology
Best of Business, Jeanette Gilbert — resin properties and uses
Beverage Industry Magazine, Mike Chioni — closures for plastic bottles
Chemical Business Magazine, Susan Randel — uses of SPI trademarks and logo
Chicago Sun-Times, Jim Ritter — plastics recycling
Detroit Free Press, David Crum — plastics packaging in the produce department
Los Angeles Times, Jube Shiver — paper vs. plastic grocery bags
McCalls Magazine, Cheryl McCourtie — consumer tips
Packaging Digest, Bob Heitzman — solid waste coalition
Picture Week Magazine, Cinda Siler — frozen foods, microwave packaging
PLASPEC, Joe Kline — impact of tax bill on plastics industry
Plastics World, Ann Bennett — liability insurance
Plastics World, Bob Stewart — statistics
Resource Recycling, Jerry Powell — text and slides from Pat Toner's NSWMA presentation
Time Magazine, John Hull — plastics marine pollution
World Magazine (National Geographic), Erin Monroney — uses of plastics by youngsters

cc: Tom McGrath	John Graham	Fran Lichtenberg
Jerry Carroll	Julie Cahn	Ellen Robinson
Frank Capolupo	Howard Kibbel	Kit Springer
Cathy Randazzo	John Malloy	Stan Mruk
Walt Bishop	Al Evans	Bob Mallia
Margaret Shallcross	Jack Murphy	Jerome Heckman
Roy Gottesman	Margaret Rogers	Marina Brockmann
Roger Bernstein	Susan Vadney	Peter Agnew
Lew Freeman	Bob Sherman	Pat Toner

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