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to: Mike Barish
from: Dan Stanowick 
subject: Activities Report

date: February 17, 1992
copies to: Bob Burnett
Nora Jacobs
Dave Meeker

Following is another of my brief periodic updates on recent activities for the Pipe Resource Organization. I will expand on these at our meeting next month.

1. Worked with Uni-Bell to incorporate new Handbook of PVC Pipe into current AWWA Journal advertising campaign. Also worked to coordinate Uni-Bell sponsored advertising in the 1992 Public Works Manual.
2. Checked with AWWA Journal regarding advertising readership surveys. The magazine says it does not conduct these.
3. Checked with our six advertising testimonial subjects to confirm the ongoing validity of their stories. Of special significance, Lowell Hendricks, Southern States Utility Services, asked that we no longer use his "Total Performance" ad. Have subsequently begun searching for a replacement.
4. Worked to secure slides and scripts from the VT's Southern Building Code Congress International (SBCCI) presentation for possible videotaping purposes.
5. Followed-up with Pipelines & Utilities Construction regarding publication of Bob Walker's bylined primer on PVC piping systems. Article scheduled for March.
6. Continued media monitoring and miscellaneous contacts, especially regarding commitments to publish case histories in Public Works, City & Town, Water Engineering & Management, American City & County and Water & Waste Digest.
7. Worked with Bob Walker and Bob Novick to provide examples of PVC reclaimed water systems for Underground Focus.
8. Completed letter to industry influentials regarding inquiry/sales lead lists and new PRO information kit materials.
9. Continued work on vinyl issues video, including contacts with Scepter, J&M Pipe, PW Pipe and several other companies regarding existing video of PVC pipe production and installation.

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10. Developed 1992-93 fiscal year program and budget recommendations. Relating to same, began work on design comprehensive for periodic newsletter.
11. Revised recommendations for a research project to gauge the effectiveness of the marketing programs undertaken by the Pipe Resource Organization, Electrical Materials Council and Packaging Council.

As always, please let me know if you have any questions.

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