

HILL AND KNOWLTON, INC.

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Memo to: Ralph L. Harding, Jr.

Date: June 18, 1974

From: Martin R. Haley

Copies: Messrs:
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John Lawrence
Jerome Heckman
Cleveland Lane
Fred Sutro
Donald H. Bryan
William A. Durbin
James M. Kiss
Jerald Blizin
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James H. Moore
Donald W. White

Subject: VCM Support Program

We enclose the final drafts of the Action Memorandum and Backgrounder which are being delivered to the lead persons in each of the VCM and PVC companies on Wednesday morning, the nineteenth.

Telephone follow-ups will begin that afternoon to each company. One of the most experienced and veteran support system managers in the country, Paul Andrews, our Northeast government relations specialist, is in charge of the follow-ups. He will build the bridge between the VC man and the political activator in each company, learn and assess what they have done so far, and discuss in detail each support possibility on the checklist, to obtain commitments of what they will be doing. Paul will then check back as necessary and advise whichever contact develops in each company of ways to intensify their support operation.

Throughout, the program is directed at Congress in order to get a double benefit: stimulating the Congressman, who will certainly send each communication immediately to OSHA as an inquiry from his office.

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About 4:00 p.m. each afternoon, that day's contacts and results will be summarized and a report sent to you and those receiving a copy of this memorandum.

A side benefit - but an important one - will be the inevitable further development of the Support System. This operation will probably continue until the twenty-sixth or twenty-seventh, or as long as need be to obtain maximum results. Congress and OSHA should begin feeling it on Thursday the twentieth and, with a little luck, it should peak by Monday the twenty-fourth.

Best regards.

MRH/pc

Attachments

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