December 9, 1974

To: Anton Vittone

From: Cleveland Lane

Subject: SPI-VCM-PVC PUBLIC RELATIONS PROGRAM

At a meeting of the Steering Committee and then of the full committee on Friday, December 6, the group approved a revised public relations-public affairs program to be carried out by SPI with the help of Hill and Knowlton. The program runs from November 1 through April 30. I am attaching a copy of the program as approved.

The Steering Committee named a subcommittee to review all publications prepared by SPI under this program (see items 3 a, b and c; Page 2). The subcommittee consists of Ross Adams of Air Products (Management Review), John Nelson of B.F.Goodrich (Technical Review) and George Flint of Tenneco (Legal Review). We established procedures for working with this group. All news releases are being checked with Keller and Heckman, SPI's attorneys and Ralph Harding, President of SPI. They will also be checked with me as Chairman of the PR committee if there is time and I am available.

Under item 3a, the SPI staff and Hill and Knowlton have already started drafting a pamphlet for employees of fabricators which can be used in the training programs required by the OSHA standard. This is now undergoing review. Efforts will be made to have this available early in January. Copies will be sent by SPI to fabricator members. Copies will be made available to PVC producers for their distribution to their customers.

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Attachment

cc: J. J. Bell
R. B. Downey
H. J. Fast
J. R. Nelson

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