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TO: Kevin Cahill

FROM: Steve Bradley

DATE: January 25, 1999

SUBJECT: Solutia Educational/Computer Initiative

At this point, I believe Solutia needs to consider the following key points concerning further development of the educational/computer initiative in Calhoun, St. Clair and Talladega counties:

I. **Develop specific details of the program**

- The program needs a name. A program with an identifiable name such as "Solutia Computers for Schools," "Solutia Computers for Classrooms," or the like, would serve to provide more recognition.
- Guidelines should be developed as to what grant(s) for actual hardware/software is available per school or school district.
- What is the scope of the program? Do we involve all three counties (Calhoun, St. Clair and Talladega) or only Talladega and St. Clair counties? Do we want both county and city school systems or only county systems?
- What is to be the time frame of the program? Are grants to be made over a one, two or three year period, etc.?
- Is it advisable to develop some mechanism for schools to actually apply for the grant so as to create a justification process based on need?

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II. **Communications to school administrators**

- The initial communication should probably be a written piece to administrators in each district or system broadly outlining the program and setting out the details determined in (I.) above.

- Next, a face-to-face meeting with senior school administrators would be beneficial.

- After a school is selected to receive a computer, some formal presentation ceremony with appropriate internal system and external publicity might be in order.

III. **The initial public announcement of the program**

- A general news release issued to print and broadcast media with follow-up calls to key media, especially local newspapers might be step one.

- There are several weekly and small daily newspapers serving St. Clair and Talladega counties. While it would take time, a meeting at each paper with the editor/publisher/editorial writer/education writer to explain the program could ensure appropriate exposure. We might also consider the Birmingham and Montgomery media.

- While we may not want to take this step, there are a number of local radio talk shows in both counties we might consider. Those shows are not the typical, urban, "in your face" formats, but are more "user friendly" programs where a Solutia representative would have the opportunity to discuss the initiative in a positive way.

- Identification of one or more local Solutia spokespersons with Blake Hamilton taking on the major role, is important.

- A grassroots communication effort directed at local opinion leaders in the civic, business, education and political ranks is critically important for the effort to receive the recognition it deserves.

As you and I discussed Friday, these are just a few of the many details to tie down before we proceed any further. I also wanted to point out that in addition to the educational, environmental and healthcare "legs" of our grassroots program, there is a fourth component which Solutia should consider and should have some contingency plans to accommodate. That fourth "leg" will be the opportunities that come to Solutia as your public awareness level increases due to enhanced publicity and recognition. Solutia will be asked to consider numerous sponsorship opportunities. Many (probably most) will not fit into the overall

program. However, some local initiatives may well be worth considering. While it is, of course, impossible to know what those may be or what costs might be involved, I want to suggest that we leave some room for local, as yet to be identified initiatives, which might enhance our overall efforts here.

One final item. I have contacted the University of Alabama at Birmingham and will receive shortly the resumes and backgrounds of several individuals who are well qualified to provide the feasibility study for the geriatric and youth daycare facilities we discussed last week. I will forward the names and backgrounders of those individuals to you shortly. With the considerable expertise available at UAB, Solutia would be well advised to utilize local available talent. Keep in mind that UAB enjoys a high level of credibility in this area. Also, utilizing UAB personnel would facilitate establishing an additional ally relationship, which might prove helpful in other ways in the future.

Blake Hamilton and I are meeting Monday afternoon, January 25, to further discuss the development of the computer grant program.

/khs
cc: Blake Hamilton