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SPERM CO.

Sherrill M. Carr

to: PRO Members date: April 20, 1992
from: Dan Stanowick *DS* copies to: Bob Burnett
Roy Gottesman
Nora Jacobs
Dave Meeker
subject: Activities Report

Following is a brief, bimonthly marketing and communications activities report for PRO. Previous reports went only to the VI and to Mike Barish. You'll recall that at our meeting last month we agreed that I would begin sharing same with all of you.

1. Continued coordination of advertising program including scheduling, adding information about Uni-Bell Handbook of PVC Pipe to existing ads, coordination of Uni-Bell advertising in 1992 Public Works Manual and other miscellaneous activities.
2. Worked with the VI on special mailing of inquiry contacts and recently produced PRO information kit materials to list of key pipe producers and other industry influentials.
3. Secured placement of Dos Palos, California case history article and photos in American City & County magazine.
4. Same as above in Water & Waste Digest magazine.
5. Secured placement of Fargo, North Dakota case history article and photos in Plastics in Building Construction magazine.
6. Continued work with Underground Focus magazine on article about reclaimed water systems, including PVC examples.
7. Began work with National Utility Contractor magazine on article about pipeline rehabilitation. (PRO members are reminded that I am looking for examples of water systems where PVC is being used to replace competing materials.)
8. Continued work with Pipelines & Utilities Construction magazine relating to publication of Uni-Bell's bylined primer on PVC piping systems.

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9. Continued miscellaneous contacts and responded to information requests from such publications as City & Town, Public Works, Civil Engineering, Florida Specifier and others.
10. Developed feature article and photos about the background, interests and accomplishments of PRO for use in the Uni-Bell PVC Pipe News.
11. Developed and presented design comprehensive and began preliminary research for first issue of PROfile, a new PRO periodic newsletter to be mailed to the group's inquiry list.
12. Completed production of new series of VI videos, including one concentrating on construction and piping applications. Began work on merchandising of same.
13. Began preliminary planning for research project to gauge the effectiveness of the marketing programs of PRO, the EMC and the Packaging Council.

I will update these and other activities at our meeting next month. Until then, please let me know if you have any questions.

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