

S. Nuspliger

PVC SAFETY COMMUNICATIONS COMMITTEE

SPI OFFICE, NEW YORK, NEW YORK, JANUARY 9, 1978

Present: Bob Downey, BFGCD, Chairman
Roy Duffus, Tenneco
Ray Kozakewicz, Ethyl
Dave Kuhn, Conneco
John Lawrence, SPI
Matt Swetonic, Hill and Knowlton

The following topics were discussed:

- 1) 1977 Review--Major activities for the period April thru November 1977 were reviewed including NEPA PVC conduit activity, briefing preparations for the July EPA hearing, August-September congressional contacts through the Legislative Committee, and preparations for presentation of the Theriault VC birth defects paper in October.
- 2) Issues Update--The chairman reviewed the agreement with Ralph Harding and Nick Nuechterlein to hold up response to any EPA re-proposal of VC amendments pending a check with each member of the Steering Committee. It was noted that the FDA/PVC situation would probably be dependent on the AN case and, therefore, no action is expected within the next three to four months.

The committee felt that the California Air Resources Board VC ambient air proposals should be an SPI issue; (this, however, was not agreed to by the Steering Committee--see separate report). Washington offices of SPI and Hill and Knowlton will track the NIOSH criteria document calling for more restrictive PVC workplace standards.

- 3) Positive Publicity--It was agreed that the PVC Positive Publicity Program could be measurably improved within the same modest budget by working through American Precip. SPI and a number of member companies, including BFG, have had successful experience with this organization.
- 4) Government Regulations--It was agreed to disband the Government Relations Sub-committee of the Communications Committee. This will save the monthly retainer paid to Martin Ryan Haley and Associates. This has become unnecessary because the committee now works through the SPI Legislative Committee on government relations matters. Roy Duffus will serve as liaison with both SPI Government Relations Committees, state and federal.

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- 5) Backgrounder Update--It was agreed that the two existing background documents, PVC and Health and Birth Defects, should be updated. The committee recommends a series of five shorter background documents (6-8 pages long) covering the following subjects: Risk/Benefit, Birth Defects, PVC Packaging, VC/Ambient Air, and VC Occupational Exposure. In addition, the successful VC Q & A booklet will be updated during the first half of the year.
- 6) VCM--A Success Story--News coverage of environmental and health matters usually places VC in a negative context. In an attempt to counter this, a "major" piece positioning VC as a success story will be developed. The objective would be placement in a major national publication. The piece would cover the discovery of the problem by the industry, cooperation with government agencies, solution of the problem in a relatively short time. Plans call for having the piece authored by a well-known figure.
- 7) PVC Safety Committee Coordination--The importance of coordinating PR committee efforts with those of other committees was discussed. For example, the Health Committee has recommended Communications attendance at their meetings: Bettie McCarthy and Matt Swetonic normally take this assignment, Roy Duffus, as a member of the AIHC PR Committee, will serve as coordinator with that group. Downey has been working with the Fire Safety Committee and will continue for the short-term future.
- 8) Budget--Although authorized \$20,000 per month for the past eight months, the Committee has been spending at a rate of \$15,000 per month. With this as a base, a recommendation will be made to the Steering Committee for the budget of \$16,500 per month. This was developed as follows:
- | | |
|--|---------------------|
| 8 months average | 15,000 |
| Haley | - 1,000 |
| | 14,000 |
| | X 6 |
| | 84,000 |
| 2 additional editorial briefings
and training | 8,000 |
| | 92,000 |
| backgrounders update | 12,000 |
| | 104,000 |
| NFPA conduit | - 5,000 |
| | 99,000 ÷ = \$16,500 |
- 9) Next Meeting--Will be held week of February 20 if the Steering Committee holds to tentatively planned meeting on February 27.


R. B. Downey

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