A Proposal

for

Solutia Inc.

Bradley-Townsend Public Affairs

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Scope of Project

Bradley-Townsend Public Affairs proposes to undertake, on behalf of Solutia Inc., comprehensive research in regard to community issues which could have an impact upon Solutia's ability to operate its facilities in Decatur, Anniston and Foley, Alabama. After the research phase of the project, Bradley-Townsend will analyze the data, draw conclusions based upon that data and suggest courses of action to respond to identified community issues and other significant factors.

Questions to be answered:

1. Are there any "gaps" in regard to groups or individuals or important political or community "players" who have been overlooked?
2. Have all interested environmental groups or individuals been identified and does Solutia understand the position of those groups in regard to its Alabama operations?
3. What opportunities exist which Solutia might take advantage of to improve its public image and standing in the political, minority, media and environmental communities?
4. What other factors might be identified which could have positive or negative impact upon Solutia?

The project would be comprised of three major parts. **Part I** would commence immediately, and would consist of compiling research, analyzing and assessing the research, and recommending courses of action. **Part II** would consist primarily of facilitating the execution of action plans and responding to anticipated and other issues, on a daily basis if necessary, which require immediate response. **Part III** would consist of the development of long-term strategies.

Part I: Research

- **Step One: Assessment of Solutia's image and reputation with selected community, civic, business and political leaders; selected environmental leaders and groups; and selected local and state minority leadership and groups.**

  The research would be carried out by some direct interviews with carefully selected community, environmental, and minority leaders; a content analysis of newspaper and other media stories; and direct interviews with key local Solutia personnel.

  Additionally, certain significant state environmental and other special interest groups would be identified. An effort would then be made to determine if the agendas of those groups contained issues which might generate an active interest in Solutia's state facilities.

- **Step Two: Assessment of Data**

  Data gathered from the research would be analyzed to identify strengths, weaknesses and any vulnerabilities or weak points in regard to Solutia's standing with the identified groups and individuals.

- **Step Three: Recommended Courses of Action**

  Bradley-Townsend will recommend strategies and courses of action to respond to deficiencies or to take advantage of opportunities for Solutia to improve standing with its various publics, including the political, minority and environmental communities.

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Part II: Media Relations

Step One: Assessment of Solutia's media relations process to include analysis of how effectively Solutia responds to media inquiries, anticipates such inquiries, and responds in a timely manner.

Questions to be addressed are:

1. Are the media biased or fair when dealing with Solutia?
2. Does Solutia have a plan to place positive media stories?
3. Does the media understand Solutia's position relative to current issues?
4. What media outlets and/or reporters might have a special interest in Solutia and its Alabama operations?

Bradley-Townsend will identify any roadblocks or organizational problems which might impede Solutia's media relations response process. Further, Bradley-Townsend will interview selected media representatives to determine the media's opinion of Solutia in regard to professional performance and corporate/community responsibility.

Bradley-Townsend will be available to assist Solutia in developing media relations strategies and responding to specific media inquiries.

Specifically, Bradley-Townsend will: assist Solutia in identifying key state media outlets with reporters who might have an interest in issues affecting Solutia; help develop strategies to deal with those media outlets; and assist in preparing actual responses to media inquiries.

As a part of its media relations assistance, Bradley-Townsend will also monitor any extensive media coverage which might focus on Solutia.

Part III: Strategy Development

- **Step One: Development of long-term strategies to position Solutia fairly in the media and to facilitate communication of Solutia's point of view to the general public.**

  Develop long-term strategies to deal with community leadership and the community at large; the media; political leadership; environmental groups; minority leadership in regard to local issues.

Timetable

Part I can be completed three or four weeks from starting date with a written or oral report delivered at the end of that time period.

Fees

- Three week timetable - $17,500
- Four week timetable - $15,000
- Monthly fee thereafter pertaining to Parts II and III - $4,000