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TO: Vinyl Institute Board of Directors DATE: November 9, 1993
FROM: Dave Meeker/Nora Jacobs COPIES:
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SUBJECT: Quarterly Report: November 9, 1993

Following is a summary of significant communication activities during the past quarter:

1. **VI MEMBERS MAJOR PARTICIPANTS IN IJC MEETING** — The membership of the Vinyl Institute responded strongly to the call for participation in the International Joint Commission meeting Oct. 21-24 in Windsor, Ontario. No less than 11 member companies had participants at the meeting, spearheaded by VI Chairman William Patient who made a major presentation. Another seven companies helped in the arrangements leading up to the meeting. Many other VI member representatives participated in leadership meetings throughout the region prior to the meeting in Windsor. Press coverage of the events remarked on the high degree of industry involvement. It was a good example of the leadership which the vinyl industry provides to the nation's business community.

Among the significant outcomes of the meeting:

- The U.S. Environmental Protection Agency and Environment Canada both went on the record as opposing a ban on chlorine chemistry in the Great Lakes.
- The meeting marked the beginning of a mobilization effort by the vinyl industry and the chlorine chemistry industry to build a broad base of support across the nation.
- A new spirit of teamwork by industry members who stood shoulder to shoulder on behalf of vinyl's contribution to our society.
- The "Chutzpah Award" to Lee Fishbein who faced down a heckler who was disrupting industry speakers. Lee celebrated his 70th birthday while in Windsor.

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- Extensive media coverage of the issue, including the most extensive coverage yet of the value of chlorine chemistry to our economy. Some 20 reporters covered the event, including intensive coverage by Plastics News, which was briefed beforehand by Executive Director Bob Burnett. A follow-up release to chemical and plastics publications and regional daily newspapers is expected to stimulate additional coverage.
- 2. **ON BUDGET** — The VI Issue Management program through the first four months of the year is fiscally on target, with expenditures within one percent of budget projections.
- 3. **PARTNERS BECOMING A TOOL FOR CUSTOMER RELATIONS** — More and more Partners are finding the Partners Program an excellent tool for building stronger customer relations. Meetings with customers, who are encouraged to take information downstream to their customers, seem to be well received. Meanwhile, meetings with mayors, fire chiefs, water department officials and others in home communities continue to stimulate positive reaction.
- 4. **COALITION BUILDING FOCUS INTENSIFIES** — More intensive efforts to build working relations with other organizations whose aims are compatible with the VI will be the focus for the second half of the current program year. A detailed coalition-building program is in the planning stage.
- 5. **VINYL BENEFITS TO RECEIVE MEDIA PUSH** — The value of vinyl to society will be given a boost in media relations activities currently being developed. The efforts will concentrate on vinyl's usefulness in a myriad of applications as well as its positive environmental qualities.
- 6. **GULF COAST EXPECTED TO BE FOCUS OF CHLORINE OPPONENTS** — Increased anti-chlorine activity aimed at Gulf Coast manufacturing facilities is expected, now that the Great Lakes campaign has paused to catch its breath. Members are encouraged to keep a watchful eye and to share information as it develops.
- 7. **LEGISLATIVE, REGULATORY FRONTS BEING COORDINATED** — Efforts are being intensified to coordinate the VI's communication program with legislative and regulatory monitoring and contacts at SPI, CCC, etc.
- 8. **VINYL INSTITUTE ACTIVE IN TRIPARTITE** — The second Tripartite meeting held in Brussels at the end of October provided yet another opportunity to reinforce the vinyl industry's commitment to recycling via a news release to the trade media. The meeting had active participation by Vinyl Institute representatives and resulted in agreements to work cooperatively with the Europeans, Japanese, South Americans and Australians to coordinate communications on several subjects, especially on mechanical, chemical and thermal recycling of used vinyl.

9. **ChemRisk Report New Industry Tool** — The report produced by ChemRisk, a highly-reputable scientific analytical organization, is a detailed review of the "Dioxin Factories" publication issued by Greenpeace earlier this year. The ChemRisk analysis shows that Greenpeace broke almost every rule of good science in its attack on vinyl production. Among other things, it:

- Misinterpreted the scientific literature
- Made fundamental assumptions without validation
- Made incorrect and misleading statements, treating them as facts
- Assumed lab results were the same as actual manufacturing
- Used a variety of uncited material
- Ignored dioxin generation from other manmade and natural sources
- Used outdated studies and failed to consider more current studies
- Claimed health effects of dioxin without substantiation
- Made "grossly misleading" risk statements
- Made such basic errors in fact as incorrectly locating a Rotterdam, Holland, plant in Cologne, Germany

Industry representatives will find the study an excellent tool in refuting the counterfeit science which Greenpeace puts forth. Based on the EDC/VCM Quality Task Force's decision not to promote the ChemRisk report at this time, we will be doing a narrower, more focused distribution via the Partners' network.

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