

AR226-1666

From: Dawn D Jackson on 08/21/2000 11:01 AM  
To: Diane R Shomper/AE/DuPont@DuPont  
cc: R Clifton Webb/AE/DuPont@DuPont, H David Ramsey/AE/DuPont@DuPont, G Irvin Lipp/AE/DuPont@DuPont, L Craig Skaggs/AE/DuPont@DuPont  
Subject: Re: 3M Announcement -- Local Media Inquiries

Hi, Diane,

Thanks for your response to my questions, but I am in need of clarification on the Corporate/FP standby statement about the 3M announcement. When we prepare a standby statement, we do distribute it when the need arises for a news release. We do not release accompanying Qs/As, but we do distribute the standby once it has been converted to news release format. Providing a written document fosters a much higher level of accuracy with our local media than just speaking from talking points.

We have already forwarded the "3M PFOS/PFOA Announcement" standby to the Manager and Board of the Lubeck Public Service District, for background information. We intended to release it to the media this afternoon if needed. It was our understanding that the statement had been carefully reviewed and approved for use. Are standbys intended only for verbal response? Please clarify.

Dawn

Diane R Shomper

 Diane R Shomper  
08/21/2000 07:56 AM

To: Dawn D Jackson/CL/DuPont@DuPont  
cc: R Clifton Webb/AE/DuPont@DuPont, H David Ramsey/AE/DuPont@DuPont, G Irvin Lipp/AE/DuPont@DuPont, L Craig Skaggs/AE/DuPont@DuPont  
Subject: Re: 3M Announcement -- Local Media Inquiries

Dawn --- Kitty litter was the one product in question when we developed that sentence; however, I don't think we want to cite any specifics. I assume you are not planning to distribute the statement, so I would try to stick with the "in nearly all cases, the PFOA is completely removed....." portion verbally. Since we cannot possibly monitor every end use application of our products, it would be impossible to say for sure that no finished products contain PFOA. I would say something like that if pressed.

We should not answer any questions about 3M, nor should we be giving out the 3M PR phone number. Let the reporters follow up if they want.

Please keep me posted -- Diane

From: Dawn D Jackson on 08/18/2000 10:06 AM

From: Dawn D Jackson on 08/18/2000 10:06 AM  
To: Diane R Shomper/AE/DuPont@DuPont  
cc:  
Subject: 3M Announcement -- Local Media Inquiries

Hi, Diane,

If we receive questions from local reporters about the 3M PFOS/PFOA announcement, we plan to use the standby statement that we based on the FP model and that was approved by the Miller Committee. That statement includes this sentence: "A small number of finished products may contain trace amounts of PFOA." We're likely to get the question, "What are those finished products?" Can you help?

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Also, if reporters were to ask any detailed questions about 3M, should we refer them to you, or should we refer them to 3M? Someone (you, perhaps) forwarded a copy of the news release that 3M issued on May 16, and it includes this number for 3M Public Relations: 651-733-8805. Is it ethical to provide that number to reporters, or do we just tell them that they must contact 3M Public Relations?

Please advise.

Thanks.  
Dawn

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