

CHEMICAL MANUFACTURERS ASSOCIATION
COMMUNICATIONS COMMITTEE MEETING

CMA Headquarters
November 20, 1996

Minutes of Meeting

Members Present

Barbara S. Carmichael, Chair
Anthony A. Kozlowski
Kathleen H. Forte
Nick Kalm
Louis Kistner
Vicky M. Suazo
John McKeogh
Nick Nagurny
Michael O'Neill
Bill Scarborough
Carl Sodierlind
Marcia Zelinsky

Company

Dow Corning Corporation
BP Chemicals, Inc.
DuPont
FMC Corporation
SCM Chemicals, Inc.
Dow Chemical Company
Rohm and Haas Company
Montell North America, Inc.
Eastman Chemical Company
Shell Chemical Company
Witco Corporation
Exxon Chemical Company

CMA Staff Present

Hillarie Fogel
Tom Gilroy
Kathleen Hodges
Jon Holtzman
Portia Krebs
Brian Leugs
Edward Murphy
Mike Shea
John Slavick
Pat Sokoloff
Jim Solyst
Rebecca Swinehart
Jeff Van

Guests

Michelle Cash	PCIC
Betty DeVinney	Eastman Chemical
Faye Gorman	Dow Corning
Lynn Johnson	Eastman Chemical
Sharon Kneiss	Hercules Corporation
David Patti	PCIC (part time)
Bob Roemer	Amoco Corporation

CMA 084090

Chairman B. Carmichael opened the meeting at 9:00 a.m.

Philadelphia Planning Meeting

Barie Carmichael reviewed the results of the Philadelphia Planning Meeting.

Benefits Research

John McKeogh reviewed the progress of the benefits research project. He said the project is on schedule and summarized next steps.

Public Perception Committee Meeting

Jon Holtzman reported on the November 14 Public Perception Committee Meeting. The PPC members received a report on the direction of a new Strategic Communications Plan and will be kept up to date as the plan proceeds.

Workgroups Breakouts

Barie Carmichael provided a template of desired outcomes from workgroups that would be breaking out to discuss audiences and activities. Workgroups were formed on Employees, National and Local Media, Federal, State and Local Officials, Educators, and Communities. The groups were asked to:

- Define success on tracking
- List "influencers"
- Examine how Performance/Benefits/Advocacy themes could be integrated
- List the highest impact delivery systems and activities and
- Segment audiences

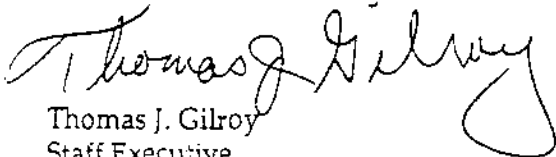
Workgroups Reports

After reviewing these objectives the workgroups reported their results (attached).

Adjournment

The meeting was adjourned at 3:00 p.m.

Respectfully Submitted,



Thomas J. Gilroy
Staff Executive
Communications Committee

COMMUNITIES

1) Define Success - What should we be tracking?

Success = public trust + favorable public policy

Public trust ← "trickle up" → local → national → favorable public policy

* approval rating of community - "good citizen" - personal relevance

- quality of life - benefits to solve problems
- performance
- listen to & care about public

- baseline, plus % increase targets in 2-3 year increments

2) Influencers? Who are they? (+/-)

- ◇ LEPCS/emergency responders
- ◇ CAPS
- ◇ employees (exempt & non-exempt)*
- ◇ health professionals
- ◇ educators & students*
- ◇ environmental groups +/-
- ◇ local media (reporters v. editors)*
- ◇ clergy
- ◇ local gov't - elected
- ◇ local coalitions

* plant managers needs to determine who are key influencers in individual communities outside of the obvious - "audience of one"

3) Performance/Benefits/Advocacy themes integrated - How?

yes-depends!

- performance & benefits are the base, the platform - advocacy plays off that
- dialogue/openness as base, platform for advocacy

4) Highest impact delivery systems and activities

- best practices/training - tools
 - must be additive to existing site efforts
 - why outreach/advocacy contributes to bottom line support bus
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CMA 084092

Proposal:

- co. physicians interact w/ medical groups - specialty groups
national level → state

"Best practices"

- training - "ambassadors" v. total dependence on materials
- one day off/month to do outreach
- accountability by site management to do outreach - CAER code?
- employee shadow program
- speakers bureaus

Education

- TIE
- scholarships
- school to work program

News Media (e.g. N.J.)

- media training
- CIC pilots
- media days (N.J., Ohio)
- rapid response on issues
- community newsletter

Dialogue w/ Environmental groups & local coalitions

- open house

Plant manager membership in civic groups

- Kiwanis
- Lions
- Rotary

Internet (selectively) / Intranet (members only) - resource

- CAPS - build a community conference (e.g. Phila.)
- workshop, how to establish, how a CAP can work
 - publicize & support event

Grants

- from CMA to CICs w/ menu to choose from
- community service projects
- education/community service

- clergy - materials
- fund-raisers, dinners (both candidates)
- demonstration grants (startup v. sustained)

CICs

- grant funnel

Emergency planning exercises

- PR on LEPC meetings - talk to community

5) Audience Segmentation

- A. (1) near neighbors - 8 - 12 block radius?
(2) neighbors - 20 blocks +
(3) affected by worst case scenario
(4) community
- B. (1) site communities - cluster of chem. plants
(2) site communities - single chem. plant
(3) community of influential members of Congress - no plants
- C. Demographics
 - WASPs
 - ethnic groups
 - Male/female
 - educated/non-educated
 - income level
- D. 20 CIC States
 - tighter cut?
 - e.g. states (4-5) with heaviest concentration of chemical industry presence

CMA 084094

MEDIA

1) Define Success - What should we be tracking?

- ⇒ Establish up and running a media home page - track visitors
 - ⇒ Poll media to establish baseline for long-term tracking attitudes toward the chemical industry and knowledge/understanding of chemical industry
 - National/Regional/local data segmentation
 - across media spectrum - print/broadcast/electronic
- Set target for improvement over 5+ years
- ⇒ Content analysis of coverage by targeted media (vs. specific messages/themes?)
 - ⇒ % training of CIC spokespersons & plant managers w/turnover. Media training & refresher- establish recommended intervals, measure best practices.

2) Influencers? Who are they? (+/-)

Academia
CEOs
Environmentalists
Labor leaders
Polling data (media of each other)
Health professionals
Clergy
National media ↔ local
Site managers
CICs
Employees/local community/near neighbors - informing national issues/public policy

3) Performance/Benefits/Advocacy themes integrated - How?

Agreement of member companies to incorporate themes in their company communication

Spokesperson training - develop understanding & awareness of themes - work into local messages

Delivery of key themes by site/local management

Home page/media

*Utilize/identify outside resource to identify best practices, effective media efforts employed by others in their communications

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4) Highest impact delivery systems and activities

- National/local media tour programs
- Examine what we're doing now - mgmt. system verification
- Understand success of NJ project/model & expand
- Quick Response program - develop for members (James Carvell developed for Clinton)
- Develop/expand Email/electronic media hotlists (state & local media)
- Internet
- Intranet
- Expand broadcast operations (radio stations/networks)
- Information package or tool kit media - sources of info, contacts, web sites, where to get info.
- Extend NJ model to specific # of states within 18-24 months (? 5 states)

5) Audience Segmentation

National/Regional/Local - targeted

Print/broadcast/electronic

Geographic breakdown - key areas/states

Specific contact segmentation - business, financial, science editors/journalists
- environmental journalists

• Radio talk shows - targeted by area/region

* Magazines - esp. women's

Editor & Publisher magazine

Weekly & special business journals (e.g. Phila. Business Journal)

National - NY Times

WSJ

USA Today

Wash Post

NPR

Regional - Boston Globe

L.A.

Atlanta Journal

Chicago Tribune

Local - Baton Rouge

Houston Ship Channel

New Jersey local papers

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EDUCATION

1) Define Success - What should we be tracking?

- 8th, 12th & college enrollments & teacher attitudes & students in advanced math and science
- ChemEcology-survey attitude-focus groups
- NSTA survey attitude -national & regional
- Survey of young children (6th-8th grade)
- Desk National org re survey

2) Influencers? Who are they? (+/-)

Students & teachers
Administration
Principles/schools not teams for resources

Fellow teachers/networking/competition/sharing resources
NEA (teachers union)
ACS
AAAS
PTAs
Employee/parent
Teacher colleges

- Internet/games
- cartoons/TV shows
- local media
- text books
- sports/music figures
- science museums
- peers
- parents/employees

3) Performance/Benefits/Advocacy themes integrated - How?

Focus - continue benefits/performance message
Gee whiz inventions that improve the environment
Advocacy message can't be seen
As negative by teachers/students
Needs to be positive or balanced
Articulate what the industry is for

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4) Highest impact delivery systems and activities

- Key region resource guide that leverage existing
- Site school partnerships/adopt a school
- Curriculum - standardize
 - Texas scholars, leverage into key regions
 - AIMS
 - Especially principals & superintendents
- Employee/catalyst award
 - involved employee/parent key region
 - school/PTA nominate
- Research what kids watch (pop media) that impacts students re science shows - not via CMA but via influencers
- Teacher to teacher - best practice
 - NSTA- national/local
 - ChemEcology
 - TIE program (key message delivery)
- Audit existence programs re: key messages desk research
- Leverage existing resources to influencers we've identified
- Help schools get access/learn to use the Internet
- Influence/participate in White House emphasis on education

CMA 084098

State and Local Public Official Outreach

Target Audience

- elected officials (governors, legislators, county/city commissioners)
- appointed regulatory officials (state and local regulators)
- others (e.g., LEPC members, "state FEMAs," public health, public works)

Leverage Point #1 - CIC FACE TO FACE outreach to State and Local Public Officials

Continue CIC block grant program with grants covering materials and full cost of events and programs such as:

- informational breakfasts/luncheons
- regional briefings
- CIC-sponsored plant tours
- state/regional outreach panels
- legislative receptions with industry message theme
- other creative programs as agreed to by CMA and individual CICs
- TRANSCAER-related outreach

Also support CIC programs to train members in outreach (e.g., how to do plant tours, how to participate in grassroots communication)

Cost - 20 CICs @ average of \$15,000 = \$300,000

Leverage Point #2 - indirect outreach to state and local officials through CIC outreach to Capitol-area local media

Support CIC media outreach in state capital (outside of scope of CIC role in statewide local media outreach) primarily through provision of message material.

Cost - no direct cost. CMA must provide appropriate materials for CIC use.

Leverage Point #3 - CMA staff outreach to state and local officials through NATIONAL PUBLIC POLICY GROUPS

Continue to support CMA outreach in conjunction with events sponsored by national groups representing state officials, regulatory officials, local officials, legislative leaders.

Cost - \$60,000

Leverage Point #4 - CAP outreach to state and local officials

Cost - no direct cost. Industry message must be communicated to CAP and opportunity provided for CAP members to communicate to officials.

CMA 084099

State and Local Official Outreach Tracking and Measuring

1. Perception tracking would be accomplished as advised by Communications research experts. Tracking would be limited to the 20 state chemical association states.
2. Additionally, CMA would attempt to measure the ultimate impact of these efforts by evaluating the number of negative chemical industry targeted bills approved in the 20 states.

Estimates of CIC Costs as Leverage Point for Outreach to Other Target Audiences

Local Media (CICs coordinate staff and member participation in local media tours around the state)

- grant program - 5 states @ average of \$10,000 = \$50,000

Plant Community (CICs sponsor community events that bring plant employees face to face with the public)

- grant program - 15 states @ average of \$10,000 = \$150,000

Federal Officials (CICs conduct outreach events outside of Washington for federal legislators and regulators)

- grant program - 13 states @ average of \$6,000 = \$78,000

Educators (continue CIC grant program)

- grant program - 7 states @ average of \$10,000 = \$70,000

Administration of CIC funds for Outreach

All CIC opportunities for outreach would be consolidated under a single opportunity

