

REPORT OF DIRECTOR OF COMMUNICATIONS

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Introduction - The CMA Communications Department has one primary objective: to increase recognition that the chemical industry is committed to act responsibly to protect the public from the health and safety risks of its products -- and thereby to develop public support for the industry's public policy positions. The department is an integral part of the CMA umbrella function of advocacy.

Recent developments:

Advertising - Because of budgetary constraints, the CMA Executive Committee at the August 30-31 meeting placed a freeze on all Association advertising activity pending recommendations from the Communications Committee. Brouillard Communications (J. Walter Thompson) has cancelled all media and production contracts until further notice from the Association.

The CMA Advertising Task Group met with the Communications Committee September 16. The Communications Committee recommendation to the Executive Committee:

"The CMA Communications Committee has received and reviewed the recommendations of the Executive Committee. We fully understand and appreciate the economic circumstances as outlined by Mr. Simeral in his letter and by Mr. Roland during his visit with our Committee. We concur with the Executive Committee's recommendation for a revised communications program, to include indefinite suspension of consideration of television advertising, elimination for economic reasons of the present print advertising program, and a focus on issue advertising in support of CMA's advocacy program.

We support the Executive Committee's recommendation to integrate the ChemCAP assessment into CMA dues. We have a balanced communications program that reflects the involvement and best thinking of the chemical industry's communications professionals. The Communications Committee continues to be committed to making a positive contribution to CMA's advocacy effort in a cost effective way."

Audio-Visuals - "The Need to Know," a 27½-minute film developed in 1982 about hazardous waste disposal, is just beginning to be distributed to organizations and schools. Member companies ordered 35 16 mm. versions and 65 videotapes of the film.

"Doing Something," a 21-minute, 16 mm. film about the on-job activities of specialists in health and safety areas, and "The Chemical Balance," a 12-minute, 35 mm. audio-visual presentation of the chemical industry contributions to people, the nation and its management of risk, continue to be distributed.

News Services - News materials distribution includes special news features and opinion pieces for print media; issue backgrounders;

special reports from ChemEcology; news releases; booklets and pamphlets; and distribution of "The Chemical Industry Facts File."

The section has begun production and distribution of special communications materials on such key issues as water and hazardous waste. The first of these was a package of materials on water issues, designed for use or adaptation by member companies at the local level.

By the first of October 1982, members of CMA's Science Advisory Group will have visited 73 cities and appeared on more than 140 television and 110 radio programs and participated in nearly 135 newspaper interviews.

Special Projects - A pilot regional communications program with the Louisiana Chemical Association is being launched. The program will be molded to that state's communications needs and will be carried out by the state chemical industry council, along with the companies that make up the council. The purposes of the program are to measure the effectiveness of the CMA communications program in a concentrated area and to develop a model which other states could use to attack their communications problems.

As of September, 1,080,000 key issue booklets have been printed, and 952,001 have been distributed. Total leaflets printed were 1,472,700, with 1,230,800 distributed. The 1981-82 Annual Report has been produced and published.

EPA's public relations consultant visited CMA in September to brief representatives of associations that have a great stake in EPA's regulatory actions.

Consumer Information - The section participated at conferences of the American Home Economics Association and the National Extension Homemakers Council in August and September distributing more than 7,800 pieces of material on chemicals and the issue areas.

Education - The Catalyst Awards, begun in 1957, have honored 134 college, junior college and high school teachers -- a reservoir of teachers supportive of the industry. CMA has now begun its 1983 promotion throughout the United States and Canada.

Publications - Readers are being asked to return a card specifically requesting that they continue receiving ChemEcology thus reducing the mailing list and effecting a cost savings.

Long Range Planning Committee - A meeting is scheduled for November 17-18 in Bethesda, Md. The committee will develop plans and goals that reflect CMA budget constraints and balanced advocacy programming.

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BD-10/5/82

CMA 073899