

COMMUNICATIONS PRESENTATION
BY
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TO
CMA BOARD OF DIRECTORS
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There is a growing recognition among our association peers, media, government and industry that CMA's communications program is a first-class operation. We have the right mix of industry leadership, talented people, intelligent programming and grade A supporting materials. No question about it. So you say, Right, Bob. You've got really fine people, programs and publications. Good work. But what about the return on our investment? How many people do we reach? Who are they? Is media getting our message? What impact are we having on public opinion? Good questions. So let's go to the bottom line and talk results. Specifically, what have we done for you lately?

NEWS SERVICE. Operating in a climate of controversy and hostility, we're developing a network of personal media contacts and servicing that network with no-nonsense news materials. In 1979, the Department received 1,900 phone calls. In 1981, two years later, 4,000 calls were received, most of them from media.

Clearly, we've established a presence in the media community as an authoritative source of information. Press releases, 211 of them in the past three years, are part of the package. More than 1,700 press clippings, a fraction of the reality, have been generated. And I'll tell you, it's nice to see some favorable headlines for a change.

In 1981, we participated in editorial briefings with the staffs of 30 publications with a circulation of 42 million--like U.S. News, Wall Street Journal, Time, and The Washington Post. Fact File is a comprehensive reference piece on the industry. More than 1,720 copies have been personally placed with newspaper editors and reporters representing a circulation of more than 15 million. We just wrapped up our year-end economic briefing for the press--total circulation represented: 5 million.

Our participation in the American Women in Radio and Television convention generated 87 broadcast interviews with industry experts. I can tell you that an estimated audience of 15.6 million people received our message.

Our participation in the National Association of Farm Broadcasters convention resulted in 296 interviews with industry experts. Potential audience: More than 10 million people.

The television news feature is an important part of our arsenal. A news feature on CHEMTREC is being distributed to more than 200 stations with a potential audience of more than 10 million viewers.

Our Radio-TV Manager runs the chemical industry Radio and Television News Service--reaching more than 10,000 stations.

Media tours are the bread and butter of our news operation. CMA members and staff are specially trained to handle broadcast and print interviews. Our media tour program has generated 161 television interviews, 190 radio interviews and 91 print interviews. We've already covered 61 market areas representing a total population of over 83 million people. That's 83 million people. In our current media tour season we are targeting 69 market areas with a total population of more than 85 million.

Print advertising provides a synergistic base for everything else we do in communications. The ads give us a national presence that opens windows of opportunity--particularly with media and government. What's the impact, you say? 87.9 million people have seen our ads an average of 12.7 times. That's a bottom line of 1.1 billion advertising "impressions." And the ads have produced nearly 20,000 individual requests for our key issue booklets, an exceptionally high number for this type of ad.

CMA Direct Issue Support embraces those communications activities that seek to directly improve the climate of public opinion that influences legislative and regulatory decisions. Our News Service and print advertising are certainly a force in the public policy arena. Our monthly ChemEcology newsletter reaches 100,000 opinion leaders in academia, government and business. And our frequent ChemEcology Special Reports on key issues give us extended impact through distribution to 1,175 editors and reporters.

CMA News reaches 5,500 members--all of them real or potential activists on behalf of the industry. And CMA News Special Reports expand our reach to 1,175 editors and reporters. More than 2,000 copies of our clean air back-grounder, the definitive package on this key issue, were distributed to the U.S. Congress, key legislative contacts in member companies and the press.

Our public information efforts employ a comprehensive array of print and audio-visual materials to reach a network of business and special interest groups and the general public. By now you've all seen our "Doing Something" film. But is the film "doing something" for you? Try 8,000 showings to civic groups, women's clubs and schools for a total audience of a quarter of a million people. CMA members multiply this impact by using 250 prints to reach community audiences. Eight million viewers saw our film on cable and public television stations. Six public service announcements were extracted from "Doing Something." We've had an estimated 80 million viewers for our PSAs. That's right. 80 million viewers. In fact, WDVM-TV, the Washington, D.C. CBS affiliate, ran one of our PSAs over 40 times in a tough and important market of more than 3 million people. And most of that, incidentally, in prime time.

"The Need to Know," our new 27½-minute hazardous waste film, is in production for delivery this March. Like "Doing Something," it will get full group and television distribution and will give us more PSAs and news features to put into the media stream.

Our "Meeting the Challenge of Change" slide presentation is used extensively by member companies, with more than 400 sets being used to reach employees and the public.

Our group liaison efforts give us a multiplier effect through other organizations that have considerable public credibility--like the American Home Economics Association and the Future Homemakers of America. CMA members and staff host exhibits and distribute materials at the conventions of five major groups representing a constituency of 683,000 influentials.

The General Federation of Women's Clubs and the National Grange are but two of ten other organizations that we work with to help tell our story--through film and material distribution and speaker placements. There are some prestigious platforms available and we want to be on them. The bottom line is reaching 6 1/2 million influentials--the constituents of these organizations. And we're doing it. As in a recent issue of the National Businesswoman Magazine, the journal of the National Federation of Business and Professional Women's Clubs, featuring the availability of CMA speakers and printed materials.

At the core of our print effort are six key issue booklets. The sixth booklet in this series, "The Chemical Balance: Benefiting People, Minimizing Risks," a summary of our commitment to environmental health and safety is before you today. More than one million copies of these booklets have been put before the nation's opinion leaders. Our leaflets, presenting shorter statements on the key issues, have reached a distribution figure of more than 275,000.

The just-issued "Public Support Programming Action Guidebook" offers specific success stories of member company communications programming. 692 copies are in use and spurring industry action.

There is clear evidence that our speakers program is coming to life. 3,000 copies of the CMA Speakers Resource Manual are in use by member companies. The result: Thousands of real and potential speaker appearances before employees, civic groups, women's clubs, schools and other appropriate forums. 39 member companies currently have or are planning such programs. I'd like to report that 200 companies are involved. We have a marvelous opportunity for some powerful eyeball-to-eyeball dialogue.

Our education programming is modest but productive. The Catalyst Awards Program recognizes teaching excellence in high school and college chemistry. 18 educators are honored annually, generating substantial prestige for our industry in the academic community. Taking it one step further, our 315 winners to date give us a pool of blue-ribbon educators who are generally favorable to the industry--and don't mind talking about it. ChemEcology gives us another entree to the educational community--15,000 readers are teachers and students.

So there you have it--hard, bottom line results. A return on your considerable investment in a comprehensive communications effort. But the real payoff comes well down the road, when we begin to see the needle of public opinion move back in our direction. It took us a long time to be considered the bad guys. And we won't reverse that overnight. But there are some encouraging signs. A Lou Harris poll asked respondents to rate the chemical industry's air and water pollution control efforts. In 1979, only 33% put us in the "good to excellent" category. In 1980, we hit an abysmal

25% as EPA and activists generated a media blitz on toxic wastes. In 1981, we rebounded remarkably to a 42% "good to excellent" rating. Harris attributes the major part of this comeback to our advertising and communications efforts.

So the needle is moving. And we'll continue to take the temperature. Our third-stage Cambridge survey will be completed by April. And the proposed television ad test would give us an immediate fix on the impact of this medium on the public's perception of our industry.

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