

MINUTES OF MEETING
Public Relations Committee
Manufacturing Chemists Association
The Embassy Row Hotel, Washington, D. C.
May 13, 1975

Members Present

R. W. Unwin Jr., Chairman
Edward G. Ackerman
Howard H. Babcock
A. A. Biesada
E. N. Brandt
Joseph C. Calitri
Ed Cunningham
Richard B. Douglas
Robert B. Downey (for Cleveland Lane)
Stephen M. Downey
Phillip P. Fried (for James E. McKee Jr.)
Ralph Gonzalez (for Donald L. Maher)
W. H. Guthrie
Norman Herington (for Albert F. Watters)
Elaine N. Hirsch
Fred F. A. Jacobson
George A. Lawrence
Weldon Miller
Richard J. Nelson
Paul Pavey
Edgar S. Prochnik
J. Pierre Robichaud (for James E. McGill)
Clyde Roche
A. Prescott Rowe (for Charles H. Zeanah)
Jack R. Ryan
Sydney R. Shell
Peter L. Svanda
Robert F. Toomey
Harlan L. P. Wendell
Robert A. Woodard

Guest

Byron J. Anderson

Company

N L Industries, Inc.
Diamond Shamrock Corporation
PPG Industries, Inc.
Pfizer Inc.
The Dow Chemical Company
American Cyanamid Company
Celanese Corporation
Hercules Incorporated
B. F. Goodrich Chemical Company
FMC Corporation
Monsanto Company
Airco Inc.
Phillips Petroleum Company
Allied Chemical Corporation
CIBA-GEIGY Corporation
BASF Wyandotte Corporation
Exxon Chemical Company
Gulf Oil Company - U. S.
Kay-Fries Chemicals, Inc.
Standard Oil Company (Indiana)
Union Carbide Corporation
Canadian Industries Limited
Merck & Co., Inc.
Ethyl Corporation
Olin Corporation
Witco Chemical Corporation
Rohm and Haas Company
ICI United States Inc.
E. I. du Pont de Nemours & Company
Ashland Chemical Company

Northern Petrochemical Company

MCA Staff

Victor H. Peterson
Richard F. Blewitt
John E. Slavick
Pat Sokoloff
James P. Turner
Robert E. Varnerin
Peggy Walton

Members Absent

James Boyajian
Donald M. Davis
Alfred Geduldig
Richard L. Moore
Robert J. Willmot

Shell Oil Company
Mallinckrodt, Incorporated
GAF Corporation
W. R. Grace & Co.
Carus Corporation

The meeting was called to order by Chairman Unwin who introduced new members, alternates and guests.

Previously circulated MCA staff reports covering activities since the fall meeting were opened to comments and questions.

Mrs. Walton said that more than 100 radio and TV tapes were made at the AWRT convention in April with 18 company executives and an MCA staff member. Four-fifths of those attending visited the MCA suite. Amoco was thanked publicly for donating the TV tapings.

Mr. Turner noted the steady increase in ChemEcology circulation and progressively greater use in schools. He plans to write a solid wastes brochure as a companion piece to the established air and water booklets.

Mr. Slavick said that the success of the CIC meeting earlier in the year indicates a yearly or a biennial meeting will be necessary. As a result of the meeting, several CICs have strengthened programs and a new CIC (or similar body) may be established in the Cleveland area.

Mr. Blewitt said that Precis, the syndicated service, had secured excellent results but that funds for continuing would not be available in 1975-76. He urged member companies to increase their grassroots efforts.

Mr. Peterson announced that Mr. Blewitt had resigned effective mid-June to go with FMC as PR manager of their Chemical Group. He was congratulated warmly on a job well done for MCA and wished the best in his new post. Mr. Peterson said that Thomas J. Gilroy, formerly of The Operations Council of American Trucking Associations, Inc., would assume the press relations duties June 1.

Mr. Peterson reported on the status of the 1975-76 budget which was to be acted upon by the full membership at the Annual Meeting, June 12 at The Greenbrier. Copy of the budget is attached.

Mr. Lawrence, as chairman of the Nominating Committee, placed the names of Mr. McKee, for chairman, Mr. Prochnik, for vice chairman and chairman of the Executive Committee, and Mr. Wendell, for vice chairman of the Executive Committee, before the house. Balloting was unanimous.

Mr. Lawrence then moved that the terms of office for the three positions be for two years rather than one, with the office of vice chairman of the Executive Committee to be dropped after two years, thus reverting to two presiding officers. Balloting was unanimous.

Mr. Ryan then presented outgoing Chairman Unwin with a gift (ship's clock and barometer) from the committee in thanks for his services.

The open forum on "How can the Public Relations Committee and the Public Relations department become a more positive force within the Association?" engendered keen interest.

Mr. Brandt, as co-forum leader, distributed the latest Chemical Issues Index & Commentary and noted the latest topics of greatest concern. He compared it with the latest Yankelovich survey at hand and the similarity was striking. Topics concerning safety and health from the workplace to consumer use appear to be ones that will be with the industry for a long time to come. The Issues Index served as the base for keying in on topics on which the committee might be able to act positively.

Mr. Prochnik, the other co-leader, used slides showing how Carbide identified topics of greatest concern to his company and then how the firm organized to decide priority issues and attack. The method will help serve the committee and staff in the same manner.

Mr. Wendell then moved that:

In view of the rapidly changing public environment for the chemical industry and in order to make a maximum contribution to the Association, it is proposed that the Executive Committee of the Public Relations Committee study the matter and recommend to the President and the MCA Board:

- a) what the responsibilities and activities of the Public Relations Committee and staff should be, and
- b) what the relationship of the Committee and staff should be to the Board, Executive Committee and other elements of the Association.

The Public Relations Executive Committee's work on this subject is to be completed in time for recommendations to be submitted to the MCA Board at its September 1975 meeting.

Mr. Lawrence then moved an addition to the motion (as c) on the floor, which read:

- c) in areas appropriate for Association public relations activity, propose action programs.

This was seconded by Mr. Prochnik. Mr. Lawrence then seconded the total motion which was passed unanimously.

Mr. McKee, who unavoidably could not attend the meeting, and Mr. Prochnik have moved forward vigorously to implement the motion.

The meeting was adjourned and followed by luncheon characterized for its lively discussion of the new thrust proposed for the committee and the department.

Respectfully submitted,



Victor H. Peterson
Secretary

7/8/75
PRC-4

Public Relations Budget for Fiscal 1975-76

	<u>1974-75</u>	<u>1975-76</u>
<u>Operating Expense:</u>		
Salaries & Related Expense	\$202,430	\$220,050
Retirement Plan & Group Insurance	22,862	27,750
Hospitalization Insurance & Health Plan	3,890	3,150
Legal Fees & Expense	----	----
Consultant & Investment Service	----	----
Audit	----	----
Rent & Premises Expense	16,570	18,800
Taxes & Insurance	10,514	11,650
Supplies & General Office Expense	9,450	9,500
Furniture & Equipment	250	250
Printing	3,750	4,200
Telephone & Telegraph	8,940	8,850
Postage	39,000	45,000
Travel & Entertainment	25,000	25,000
Meeting Expense	350	100
Periodicals, Books & Business Services	1,550	1,650
Organizational Memberships	1,000	1,000
Contingency	----	----
Operating Expense Totals	<u>\$345,556</u>	<u>\$376,950</u>
 <u>Projects:</u>		
Community Relations	\$ 19,250	\$ 21,300
Consumer Information	25,000	31,000
Environmental Quality	36,300	44,700
Internal Publications	41,000	26,000
Media Relations	17,700	9,800
Academic-Industry Study	750	----
College & High School Teacher Awards	14,300	14,300
Education Exhibits	4,000	4,000
Education Publications	15,000	20,000
Project Totals	<u>\$173,300</u>	<u>\$171,100</u>
 <u>Combined Budget Totals</u>	<u><u>\$518,856</u></u>	<u><u>\$548,050</u></u>

7/8/75

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