



SHELL CHEMICAL COMPANY

A DIVISION OF SHELL OIL COMPANY

50 WEST 50TH STREET
NEW YORK 20, N.Y.

TELEPHONE JUSSON 4-3000

January 15, 1968

Mr. Parke C. Brinkley
President
National Agricultural Chemicals Association
The Madison Building
1155 Fifteenth Street, N.W.
Washington, D.C. 20005

Dear Parke:

Your Public Relations Committee spent a great deal of time last week on the questions related to the safe use of pesticides and we thought you would find an informal report more useful than a formal resolution. Therefore, I send this letter which, if Denis agrees, might be considered a part of the minutes.

In spite of recent events, N.A.C. has neither the personnel nor the money to sponsor safe use programs except in emergencies. You recall the local emergency in Florida in 1961 and the national emergency of 1963. You are also aware that we still support a modest safe-use program which certainly ought to be continued during the current fiscal year and possibly into the next one. But we know such programs as these are examples and test runs. N.A.C. can not enlarge them and carry them on nationally with any degree of effectiveness.

What N.A.C. can do is inspire its member companies to greater efforts in safe use of pesticides. At the same time it can help U.S.D.A. to make its own safe-use programs more effective. We urge that our directors try to take both these steps.

Member companies can continue to stress safe use in their own advertising. They should continue to follow their products as best they can down to the final user and help create conditions of safe use at every step of the way. N.A.C. directors should ask them to do both these things.

N.A.C. and its member companies can encourage farm and home publications to re-assert the conditions of safe use for the benefit of their readers.

I think this takes care of farm and home use. Recently there have emerged additional problems of transportation and storage of

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pesticides. We were told that you have technical committees working in both of these fields. Your Public Relations Committee will be glad to cooperate with them when the time comes to publicize the results of their work.

Your Public Relations Committee felt that it was essential from both the humane and public relations standpoints that the association should be doing everything it effectively can to extend conditions of safe usage. We believe the suggestions listed above go a long way to achieving that.

Sincerely,



Arthur Northwood, Jr., Manager
Chemical Public Relations Division

MCA Public Relations
Direct Activities Budget
Proposed Fiscal 1968-69 - \$193,500

Media Relations \$31,500
--News releases
--Press contact work and handling queries.
--Media support efforts for workshops, seminars and symposia.
--Special liaison with technical areas which have particular
Public Relations implications, such as trichloroethylene,
trade and tariff, transportation hazards information
(Chem-Cards) etc.
--Regular monitoring of public opinion trends and media emphasis.
--Includes New York office rental and other expense.

Community Relations and Environmental Health - Internal \$47,000
--Chemical Industry Council, support, liaison and counseling.
--Chemical Industry Council Advisory Committee activity
support.
--Monthly internal newsletter, Environmental Health PILOT.
--Continuance of Chem-munity (every 6 weeks) and community
relations packets for plant managers.
--Chemical Progress Week support activity.

Women's Activities \$15,500
--Regular releases for Newspaper Food Editors.
--Regular kits for television women's shows (on industry
products and problems).
--Regular radio shows for 440 stations.
--Liaison with key women's groups (including General Federation
of Women's Clubs, League of Women Voters, American Home
Economics Association, National Safety Council, etc.; and
with special women's activities in governmental agencies of
mutual interest, i.e. FDA, USDA).
--Experimental work in media support aimed at women's audiences
for selected environmental health workshops.

Environmental Health - Publications \$10,000
--Reprinting costs for environmental health literature
(including that on food additives) when original stocks
exhausted.
--Support of modest continuing effort on food additives aimed at
targets of opportunity.

Environmental Health - External (Edward Howard & Co.) \$89,500
--Writing, printing, distribution of bimonthly newsletter CURRENTS
--Further distribution of Action Manual (to be published during
1967-68).
--Completion of Careers Encouragement program.
--A benchmark survey of CURRENTS readership.
--A trial effort on an advertising program addressed to selected
key audiences (Phase I in proposal by E. Howard & Co.).
--News and feature stories developed and placed in periodicals
serving key target audiences.
--Continuing counseling effort (retainer fee).

EXCERPT, Recommendations for a Public Relations Program for the MCA
made by Edward Howard & Co., January 15, 1968.

Project for Reconsideration

During the current year one important recommendation was shelved because it did not seem capable of being executed at the present time. This does not diminish the need for it and we would like to propose it once again for consideration.

A. An MCA Spokesman on Environmental Health

We cannot indefinitely depend upon two or three men in the chemical industry to bear the whole burden of speaking for the industry in the area of environmental health. First of all, they do not have time for more than the highest priority appearances -- such as those before congressional committees. Second, their message is often technical and developed in response to a specific set of stimuli -- usually antagonistic. The result is that there is little opportunity for men speaking on behalf of the industry to spell out its whole case in easy, understandable, positive terms. We recommend that the MCA establish a staff position in the environmental health area. The man in the job should, among other duties, actively seek speaking engagements before key audiences to explain what the industry is doing about air and water pollution. He should be on a heavy travel schedule with adequate publicity coverage along the way. This man would not eliminate the need for other industry speakers at congressional and other hearings but he could bear the major burden of these demands.

NOTE: No minutes issued for
this meeting.

A G E N D A

Public Relations Committee
Manufacturing Chemists Association
Du Pont Country Club, Wilmington, Delaware
September 16, 1968

- 9:30 a. m. -- Opening of Meeting, Introduction of New Members and
Guests, Mr. Moore.
- 9:40 a. m. -- Report on Midyear Meeting Panels, Mr. Settle.
- 9:45 a. m. -- Report on 1968-69 Public Relations Program and
Budget, Mr. Moore.
- 9:50 a. m. -- CIC and CICAC Developments, Mr. Settle.
- 10:00 a. m. -- Report on Women's Program Activities, Mr. Settle.
- 10:05 a. m. -- Media Program Developments and Activities,
Mr. Lambert.
- 10:15 a. m. -- Environmental Health Program Status, Mr. Ball and
Mr. Settle.
- 10:25 a. m. -- Developments on MCA Board Policy Study Committee,
Mr. Moore.
- 10:35 a. m. -- Presentation and Discussion of Greenwood Committee
Report, Mr. Lane and Mr. Greenwood.
- 11:50 a. m. -- Subcommittee Assignments for 1968-69, Mr. Moore.
- 11:55 a. m. -- New Business.
- 12:00 Noon -- Adjournment.

MINUTES OF MEETING
Public Relations Committee
Manufacturing Chemists Association
The Princeton Club, New York City
November 25, 1968

Members Present

Richard L. Moore, Chairman
Cleveland Lane, Vice Chairman
E. W. Axthelm
William G. Ball, Jr.
Arthur J. Basso
E. N. Brandt
Thomas W. Campbell
Richard B. Douglas
Lincoln R. Dowell
Homer T. Fort
James S. Freeman
Jack F. Gow
C. Ramon Greenwood
K. T. Karabatsos
George A. Lawrence
W. P. Lawrence
Robert G. Leckey
Donald L. Maher
Lawrence F. Mihlon
E. S. Nuspliger, Jr.
Victor H. Peterson
Carl Reinke
D. Duncan Ross
Jack R. Ryan
George Schott (for Clyde Roche)
Sherman Stambaugh
Sydney Steele
Thomas W. Stephenson
Richmond W. Unwin, Jr.
Reginald B. Wells
William D. Wyatt

Company

W. R. Grace & Co.
Goodrich-Gulf Chemicals, Inc.
Union Carbide Corporation
Ethyl Corporation
Kay-Fries Chemicals, Inc.
The Dow Chemical Company
Geigy Chemical Corporation
Hercules Incorporated
Wyandotte Chemicals Corporation
Mobil Oil Corporation
Union Carbide Corporation
GAF Corporation
Morton International, Inc.
Velsicol Chemical Corporation
Esso Chemical Company, Inc.
PPG Industries, Inc.
Union Carbide Canada Limited
Air Reduction Company, Inc.
Enjay Chemical Company
Tenneco Chemicals, Inc.
Hooker Chemical Corporation
Du Pont of Canada Limited
Uniroyal, Inc.
Olin Mathieson Chemical Corporation
Merck & Co., Inc.
Celanese Corporation
Atlas Chemical Industries, Inc.
E. I. du Pont de Nemours & Company
National Lead Company
Allied Chemical Corporation
United States Steel Corporation

Lunch Only

George H. Weiler, Jr.

Chas. Pfizer & Co., Inc.

Board of Directors Liaison to PRC

Ralph K. Gottshall

Atlas Chemical Industries, Inc.

Members Absent

Company

Edward G. Ackerman	Diamond Shamrock Corporation
Aubrey O. Cookman	Universal Oil Products Company
Donald M. Davis	Mallinckrodt Chemical Works
John M. Fasoli	American Cyanamid Company
Dan J. Forrestal	Monsanto Company
Robert P. Goodale	Rohm and Haas Company
Harry L. Jackson	The Lubrizol Corporation
James E. McKee, Jr.	Monsanto Company
Arthur Northwood, Jr.	Shell Oil Company
Mason P. Pearsall	Pearsall Chemical Corporation
Charles H. Slater	J. T. Baker Chemical Co.
Howard C. Sweet, Jr.	Stauffer Chemical Company
Kenneth A. Trotter	Gulf Oil Corporation
Albert F. Watters	Allied Chemical Corporation

Liaison For Washington Advisory Committee Absent

Morse G. Dial, Jr.	Union Carbide Corporation
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Guests

Elkins Oliphant II	Enjay Chemical Company
Dean Wakefield	The Dow Chemical Company

MCA Staff

Edward L. Jaffee
Richard D. Lambert
Allin G. Robinson
Robert E. VanWagoner
Peggy Walton

OPENING OF THE MEETING

Chairman Moore commented on the absence of Allan Settle, and extended the best wishes of all present for a speedy recovery.* Introduced were: Ralph K. Gottshall, Atlas Chemical Industries, Board of Directors Liaison; Elkins Oliphant, Enjay; George Schott (for Clyde Roche), Merck; Tom Stephenson, Du Pont; and Dean Wakefield a guest from Dow Chemical.

REPORT ON MCA MIDYEAR MEETING

Mr. Lambert urged committee members to attend, especially the panel on "Investors and the Public: How Do They View Us Now?". There were 55 advance press registrations for the meeting. Mr. Lambert noted plans to introduce Senator Mansfield to the New York press.

CHEMICAL INDUSTRY COUNCIL AND CICAC DEVELOPMENTS

Allin Robinson noted that the Ad Hoc Public Relations Policy Review Committee (The Greenwood Committee) recommended the demise of the Chemical Industry Council Advisory Committee. Its sole function has been to meet semi-annually to share information on community-related projects. It has no policy-making power and cannot ask for funds.

At their last meeting on October 3, however, CICAC members -- while complimenting the Chem-munity newsletter for serving as an idea exchange and source of information -- expressed the unanimous opinion that occasional face-to-face meetings are important. They do not agree with the Greenwood recommendation unless some other means is established to maintain person-to-person contact. Mr. Robinson added that the decision as to whether such contact is to be maintained via the CICAC or through the PRC CIC Subcommittee is a matter on which the MCA Board of Directors must render a decision.

Mr. Robinson also reported on a recently completed survey of CIC financing. It reveals that 94 MCA member companies contributed over \$86,000 in support of CICs during the last fiscal year. One hundred and twenty-five non-MCA member companies contributed an additional \$14,000. These figures do not include the cost of man hours, in-house services, and travel-lodging expenses connected with CIC efforts. However, CICs paid over \$46,000 for outside public relations help. Those doing so are the most successful. Mr. Robinson stated that several members of the CICAC feel that MCA should be providing greater assistance to CICs. Therefore, he suggested that if a way could be found to use the present sum now being spent for outside PR help for MCA staff assistance, then CIC autonomy would be maintained while many benefits would accrue. These include:

1. Improved support of CICs, particularly those that cannot afford outside PR help.
2. Increased participation by management in CICs since they could depend on staff assistance.
3. Continuity in CIC operations regardless of industry personnel changes.
4. Better MCA/CIC communication, particularly on state and local legislative matters.
5. Continuation and improvement of meaningful community programs.
6. More accurate reporting on the results of CIC efforts.

PUBLICITY SUBCOMMITTEE

Mr. Axthelm reported there were 22 media attendees at the last MCA Chemical Forum Luncheon, which featured Senator Vance Hartke as speaker. There are tentative plans for a media briefing January 10 in Los Angeles by Dr. August T. Rossano.

Reporting on a special survey of New York media economic information needs, Dean Wakefield said a subcommittee had found the need for an upgraded statistical service within MCA. The type of statistics needed vary from editor to editor, but all need better production figures, manpower-need figures, and meaningful pollution control expenditure data. Priorities must be established, and the MCA annual survey is not the sole answer. Rather, there must be an up-to-date running source of statistics. The subcommittee feels such a service should include the services of an economist to interpret data and that an experienced economist and statistician should be employed. Contact with such outside economists as Doug Greenwald of McGraw-Hill was also suggested.

Mr. Lambert mentioned "Ramblin' Around New York", Bob VanWagoner's personnel update report covering New York area media.

ENVIRONMENTAL HEALTH SUBCOMMITTEE

E. N. Brandt, PRC member of the MCA Environmental Health Advisory Committee, reported that the environmental health budget for 1969-70 would be a "hold-the-line" budget which would incorporate the Greenwood Committee recommendations. Also to be recommended is a series of television public service "spots" at a cost of \$20,000.

Mr. Brandt discussed the article "Picloram in Vietnam", reprinted from SCIENTIST AND CITIZEN, September, 1968. The article was written by two Monsanto scientists, writing on their own rather than representing Monsanto. Picloram is a Dow product. The article appeared a month before the product was officially announced and is opposed to use of picloram as a defoliant in Vietnam. Dow reported the article was inaccurate. The point, Mr. Brandt said, is that chemical industry companies should not let their scientists argue a product's merits in public. Mr. Brandt noted that this article was published without Monsanto's knowledge and asked that all companies warn their research and advertising staff against denigrating other chemical companies' products. Mr. Karabatsos reported on a similar, earlier case involving Velsicol and Shell and use of pesticides. Mr. Moore raised the question of where lines of control in the writing of such articles should be drawn when the employee is writing for an outside organization or publication.

WOMEN'S ACTIVITIES

Mrs. Walton thanked the Greenwood Committee for its favorable comments regarding the importance of reaching consumers with the chemical industry story. Mrs. Walton stated the Subcommittee planned to continue its activities, all of which are oriented toward the consumer. Thus the Subcommittee would prefer that the Greenwood Committee in its report to the Board recommend that the Women's Activities Subcommittee program be "expanded" or "broadened" as budget and staff permit. She noted that members of the Women's Activities Subcommittee had recommended last April that the group's name be changed to Consumer Information Subcommittee and therefore, she knew the Subcommittee members would be pleased.

Mrs. Walton expressed her appreciation to Mr. Sherman Stambaugh, Celanese, for serving as liaison for the past four years and welcomed Mr. James Freeman of Union Carbide as the new liaison.

In her report Mrs. Walton referred to a change in the Women's Activities Resolution of Objectives; specifically, the implementation of programs where joint actions of the members further the purpose of the Subcommittee. She also covered MCA participation in the National Farm Home Editors annual meeting. The eight farm home editors attending represented over 8,000,000 readers. She complimented Monsanto on the outstanding tours conducted through their St. Louis facilities, emphasizing that the company "talked chemical industry" rather than just Monsanto.

Mrs. Walton also reported on: Participation in the annual meeting of the Extension Home Economists; participation in the Western Nutrition Conference, where Charlotte Montgomery of GOOD HOUSEKEEPING was sponsored by MCA and well received; a presentation given to the Food and Drug Administration consumer specialists during their national conference in Washington (this was reportedly the first time FDA had asked association consumer representatives to address their conference attendees); a presentation before the National Extension Homemakers Council which pledged that MCA materials would be included in packets of materials going to all its state chairmen. Mrs. Walton also displayed releases to food editors; the "good living" radio series, including sample scripts on water pollution and man-made fibers (it was pointed out that these two-minute recordings go to over 440 stations with an established homemaker audience of 7,000,000); a cooperative Chem-Telekit with the International Institute of Synthetic Rubber Producers, at the suggestion of Mr. Lane and Mr. Northwood.

Mr. Gottshall, Board Chairman, Atlas Chemicals, who attended the most recent Subcommittee meeting, complimented the WAC on its enthusiasm and on the care with which the program was planned.

Mr. Freeman commented he had attended the Extension Home Economists meeting at Phoenix and was impressed with Subcommittee members talking in generic, rather than company terminology. Mr. Freeman also pointed out the importance of reaching consumers for they are the ones who write members of Congress. "Members of Congress don't dream up legislation; it's based on ideas from their constituents."

AD HOC STUDY COMMITTEE REPORT -- STATUS AND DEVELOPMENT**

Mr. Greenwood updated progress since the last PRC meeting, when the report was endorsed. Shortly afterward a meeting was held with two Board members, who agreed with the basic recommendations but suggested one change: Since there can be no representative of PRC on the Board, the Director of Public Relations and the PRC Chairman should be invited to attend Board meetings whenever practical.

The revised report was discussed with the Hannan Committee on October 24. Mr. Lane reported that Messrs. Moore, Settle, and Greenwood presented the report and reviewed current activities with the Hannan Committee. The reaction was generally favorable.

The PRC agreed some of the recommendations do not need Board approval, and are for information purposes. Suggestion was made that these latter recommendations be differentiated from those requiring Board approval. Mr. Greenwood said this would be done through the slide presentation now planned.

1969 - 1970 PROGRAM AND BUDGET -- PRELIMINARY DISCUSSION

Mr. Lane reported the budget will reflect the Greenwood Committee study and many of the recommendations will be included in this budget. Copies of the new budget should be mailed to the full Public Relations Committee.

The Steering Committee is to meet in New York City on December 10 regarding budget preparation which must be finished before the next PRC meeting in February.*** PRC must then concur and present recommendations to the MCA Finance Committee, thence to the Executive Committee and the Board of Directors.

SPECIAL CHEMICAL INDUSTRY PUBLIC RELATIONS PROBLEM FORUM

Each participant was to discuss three public relations problems particularly pressing in his company. Virtually all included environmental health as one of the three key problems. Others mentioned were

Mr. Douglas, Hercules -- Government intervention in private and industrial life, necessitating the need for more industrial emphasis on public affairs. Also, the proliferation of meetings, seminars, etc.

Mr. Fort, Mobil -- An employee relations problem regarding the need to hire more Negroes within Mobil Chemical. Mr. Fort noted Mobil Oil does a better job in this regard. He added that there may be an ad hoc organization of Negro employees developing. Another area of interest is the "new breed" of public relations men coming into the industry. These men are interested in the "special attitudes of our business... We need to give them conscience-acceptance."

Mr. Wells, Allied -- Reported on a Negro summer student who took a major role in reworking their employment manual, then went with Joseph Baker, a leading Negro PR man in Philadelphia, and is now working on a campus recruitment task force for Negro activists.

Mr. Maher, Airco -- Mentioned two young Negroes his firm had employed; one excellent man now with ABC News, one with the Chase organization. Mr. Stambaugh said there is an acute shortage of Negro PR personnel in New York City and Mr. Greenwood echoed him regarding the Chicago PRSA chapter.

Mr. Peterson, Hooker -- Noted as a PR problem that the degree of responsibility should tend to shift to fire-fighting in areas of social responsibility and not only to the prevention factor. We must decide whom and where to support, with funding particularly.

Mr. Leckey, Carbide of Canada -- Reported on the problem of bilingualism in Quebec, noting that French-speaking employees must be bilingual to be eligible for promotion, while English-speaking employees do not have to be.

Mr. Reinke, Du Pont of Canada -- Reported on activist groups in Quebec universities. He said they comprise 5 to 10 per cent of the student population, compared with 1 to 3 per cent in the United States, and are determined to establish a "new kind of society" although they are not sure just what kind they want. He reported also on the problem of chemical and petrochemical industry pollution control in the Sarnia area, and discussed the growth of consumerism in Canada.

Mr. Lawrence, Esso Chemical -- Reported on a Europe-wide public relations meeting he had just attended, which keyed on environmental health, the relationship of the business community to universities (Europe's problem is that professors and students are socialistically inclined, even those who plan eventually to go into business) and the matter of co-determination. There is

compulsory participation of workers on boards of directors in some countries. New legislation in this area is expected in Germany within one to two years, and there is active discussion in Great Britain.

Mr. Ryan, Olin (Winchester) -- Reported on campus demonstrations.

Mr. Schott, Merck -- Is astride the problems of criticism over high prices of pharmaceuticals, the benefits of costly research and overall drug safety.

NEW BUSINESS

Mr. Moore announced that the next PRC meeting will be held Tuesday, February 18, 1969 at MCA offices in Washington, D. C.

The meeting adjourned at 12:15 p.m.

At the luncheon Mr. Moore reported on a newspaper attack on pollution control procedures of an upstate New York atomic waste reprocessing plant belonging to a W. R. Grace subsidiary and the resultant public reaction.

- * As you all know by now, Allan died November 27 in Chicago.
- ** Subsequent to the PRC meeting, it was determined that a January or February date for presenting the Greenwood Committee report to the Board would be more suitable.
- *** This session has been postponed until early January.

MINUTES OF MEETING
Public Relations Committee
Manufacturing Chemists Association
The Shoreham Hotel, Washington, D. C.
February 18, 1969

Members Present

Company

Richard L. Moore, Chairman	W. R. Grace & Co.
E. W. Axthelm	Union Carbide Corporation
Howard H. Babcock (for W. P. Lawrence)	PPG Industries, Inc.
William G. Ball, Jr.	Ethyl Corporation
Arthur J. Basso	Kay-Fries Chemicals, Inc.
E. N. Brandt	The Dow Chemical Company
Thomas W. Campbell	Geigy Chemical Corporation
Aubrey O. Cookman	Universal Oil Products Company
Richard B. Douglas	Hercules Incorporated
James S. Freeman	Union Carbide Corporation
Robert P. Goodale	Rohm and Haas Company
Robert G. Leckey	Union Carbide Canada Limited
James E. McKee, Jr.	Monsanto Company
Arthur Northwood, Jr.	Shell Oil Company
Mason P. Pearsall	Pearsall Chemical Corporation
Victor H. Peterson	Hooker Chemical Corporation
Carl Reinke	Du Pont of Canada Limited
D. Duncan Ross	Uniroyal, Inc.
Thomas W. Stephenson	E. I. du Pont de Nemours & Company
Dr. Robert Toomey (for Sydney Steele)	Atlas Chemical Industries, Inc.
Kenneth A. Trotter	Gulf Oil Corporation
Richmond W. Unwin, Jr.	National Lead Company
Richard Van Horne (for Donald L. Maher)	Air Reduction Company, Inc.
William D. Wyatt	United States Steel Corporation

Members Absent

Company

Cleveland Lane, Vice Chairman	Goodrich-Gulf Chemicals, Inc.
Edward G. Ackerman	Diamond Shamrock Corporation
Donald M. Davis	Mallinckrodt Chemical Works
Lincoln R. Dowell	Wyandotte Chemicals Corporation
John M. Fasoli	American Cyanamid Company
Dan J. Forrestal	Monsanto Company
Jack F. Gow	GAF Corporation
C. Ramon Greenwood	Morton International, Inc.
Harry L. Jackson	The Lubrizol Corporation
K. T. Karabatsos	Velsicol Chemical Corporation

George A. Lawrence
Lawrence F. Mihlon
E. S. Nuspliger, Jr.
Clyde Roche
Jack R. Ryan
Charles H. Slater
Sherman Stambaugh
Howard C. Sweet, Jr.
Albert F. Watters
George H. Weiler, Jr.
Reginald B. Wells

Esso Chemical Company, Inc.
Enjay Chemical Company
Tenneco Chemicals, Inc.
Merck & Co., Inc.
Olin Mathieson Chemical Corporation
J. T. Baker Chemical Co.
Celanese Corporation
Stauffer Chemical Company
Allied Chemical Corporation
Chas. Pfizer & Co., Inc.
Allied Chemical Corporation

Board of Directors Liaison to PRC Absent

Ralph K. Gottshall

Atlas Chemical Industries, Inc.

Liaison for Washington Advisory Committee to PRC Absent

Morse G. Dial, Jr.

Union Carbide Corporation

Guests

Dixon Donnelley
Denis Hayley

Department of State
National Agricultural Chemicals
Association

Charles H. Zeanah

Ethyl Corporation

MCA Staff

General G. H. Decker
Edward L. Jaffee
Richard D. Lambert
Allin G. Robinson
Robert E. VanWagoner

OPENING OF THE MEETING

Chairman Moore opened the meeting and introduced the first-time attendees and guests. They were: Howard Babcock, PPG Industries, attending for W. P. Lawrence; Dr. Robert Toomey, Atlas Chemical Industries, attending for Sydney Steele; Richard Van Horne, AIRCO, attending for Donald L. Maher; Charles H. Zeanah, Ethyl Corporation; and General Decker.

Mr. Moore reported to the committee the action of the MCA Board of Directors providing a total of \$7,500 as a gift to Mrs. Allan Settle as an expression of their respect for the late MCA Director of Public Relations.

Mr. Moore then called on Mr. Lambert to present the proposed 1969-70 Public Relations budget as drafted by the PR Executive Committee.

PRESENTATION OF PROPOSED BUDGET FOR 1969-70

Mr. Lambert provided an overview of the proposed budget and described the media relations budget in detail. In discussing overall budget, it was noted that the Facts Book expenses were projected over a three-year period, for a total of \$105,000. These costs were set up outside the fiscal year 1969-70 budget figures.

Mr. Robinson described projects included in the community relations budget; Mr. Jaffee explained costs involved in production of PILOT, plus the non-PILOT portion of the environmental health information program; and Mr. Lambert and Mr. Freeman described the specifics of the budget planning for the consumer information program, in the absence of Mrs. Walton. At this point Mr. Moore called on General Decker for comments on the proposed budget and the MCA staff attitude toward increases proposed. General Decker suggested that the staff and the committee give thought to the order of priorities within the Public Relations budget, in case budget cuts should be deemed necessary.

DISCUSSION OF NEW YORK NEWS SERVICE OPERATIONS

Mr. VanWagoner provided a description of the New York office operations, specifically requesting that PRC members make greater use of the facilities and opportunities for press contacts. He said the present staffing arrangement provides for no supporting staff to handle queries whenever he is not available. He urged that as soon as budgetarily possible this situation be corrected.

PUBLIC RELATIONS PROBLEMS OF A SMALL CHEMICAL ORGANIZATION

Mr. Pearsall, Chairman of the Board and President of Pearsall Chemical Corporation, noted his company (with between \$5 and \$10 million sales) has PR problems involving pollution control, recruiting, holding on to good people and, occasionally, working with local and state government. Additionally, since the

company is now "going public," there will be stockholder relations implications. "We have public relations problems even though we don't define them as such," Mr. Pearsall said. Pearsall Chemical has no PR department, but the company chairman indicated that if it did, the department would be at the policy-making level. In closing, he suggested an MCA seminar on public relations for small member companies.

NEW BUSINESS

Mr. Northwood reported on a breakfast meeting of the Economics Subcommittee of the PRC which discussed the planned revision and updating of the Backman studies on the economics of the chemical industry. Mr. Northwood said there were indications Dr. Backman does not have sufficient understanding of the chemical industry, and suggested that a committee of industry economists be appointed to provide guidance during the revision process.

Mr. Moore then called on the committee to express its appreciation to Mr. Lambert and the MCA Public Relations staff for their efforts in maintaining continuity of the department following the death of Allan Settle.

Prior to adjournment for lunch, Mr. Moore called on General Decker to introduce his guest, Mr. Dixon Donnelley, who was a candidate for the position of Director of Public Relations for MCA.

NEXT MEETING

The next meeting of the Public Relations Committee will be held in New York during the first week in May, 1969, with specific effort to meet the schedule of Mr. Gottshall, MCA Board liaison to PRC.

LUNCHEON

At luncheon, Mr. Denis Hayley, Secretary-Treasurer, National Agricultural Chemicals Association, described the efforts of the Environmental Defense Fund to ban use of DDT in Michigan and Wisconsin. He particularly discussed NACA's program on pesticide safety concerning transportation and labeling.

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