

**PUBLIC OUTREACH PROPOSAL
DETAIL OF AUDIENCES, PROJECTS, SWEAT EQUITY
REQUIREMENTS AND DIRECT CMA COSTS**

BACKGROUND AND OVERVIEW

In September a program calling for 65 specific activities at a cost of \$7.4 million covering audiences 1 through 9 for 5 years was shared with the Executive Committee and Board of Directors. Outreach to the tenth audience, the general public, through print advertising, was projected to cost \$10 million a year.

In making its final recommendations to the Board and Executive Committee, the Public Perception Committee has cut twenty percent of the activities and \$2.6 million of the cost from proposals for the first nine audiences and has placed a ceiling of \$10 million a year on the entire public outreach program to all audiences.

AUDIENCES, PROJECTS AND COSTS

Employees, Plant Communities, Local Activities (Audiences 1-3)

These audiences are considered together because programs to communicate with them will include a lot of overlap.

Of the thirteen activities, ten involve production of materials to assist member companies in communication efforts. The support materials include videotapes, resource guides, manuals, code information packages, an annual report, generic surveys for employee and community concerns and workshops. "Sweat equity" devoted will depend on individual facility practices. In many cases the Responsible Care messages will become part of existing communication programs.

Three activities -- distribution of materials to local audiences, conduct of local press briefings and communications training for small facility plant managers -- will require an added amount of plant manager involvement -- minimum of 24 hours in the first year per plant manager.

Direct CMA Costs: \$245,000 through 5/31/91; \$100,000 annually in years 2-5.

State and Local Officials (Audience 4)

Communicating with members of this audience will require a significant amount of "sweat equity" time from plant managers and other company representatives. From a standpoint of credibility, there is no way to pass this responsibility on to contractors.

Priority activities, requiring about 55 annual hours of commitment per facility, include plant visitations, speakers bureau and visits with state and local leaders.

Other activities include senior executive presentations to state associations, mailings to officials, state capital media visits, advertising in state and local government publications, activation of company employees and shareholders and creation of state advisory panels.

Direct CMA Costs: \$70,000 through 5/31/91; \$165,000 annually in years 2-5.

Federal Officials (Audience 5)

The objective in outreach is to achieve face-to-face communication. "Sweat equity" will be spread through membership, falling on those willing to host specific events. These activities, to be directly managed by the Federal Government Relations Committee, are supplements to ongoing outreach facility managers are expected to maintain with their elected representatives.

Activities include a letter to each member of Congress, 12 plant visits per year, 10 state delegation breakfasts per year, visits to those not reached at breakfasts.

Direct CMA Costs: \$6,000 through 5/31/91; \$10,000 annually in years 2-5.

Media (Audience 6)

Activities include media tours to present the Responsible Care Annual report and explain the initiative, mailings to core audience of past media tour editors, involvement of industry spokesmen at media seminars, and development of feature stories about the initiative.

The proposal also includes funding a special training project developed by the Radio and Television News Directors Association and the Media Institute to improve the quality of environmental reporting.

"Sweat equity" requirements will fall mainly to corporate staff experts in the health, safety, environmental and communication areas.

Direct CMA Costs: \$97,000 through 5/31/91; \$118,000 annually in years 2-5.

National Public Interest Groups (Audience 7)

Contacts with these groups -- estimated at four per year -- require face-to-face meetings and discussions with their directors or staffs. CMA Officers would be the lead contacts.

Environmental leaders would be encouraged to appear at selected CMA functions.

Direct CMA Costs: 0

Educators and Students (Audience 8)

Education is a key route toward improving public perception over the long term.

Activities involve establishing a Board level ad hoc committee, soliciting a loaned executive to lead the effort, and adding a CMA support staff position.

Expanding the production, distribution, and usefulness of ChemEcology is also a key activity.

Special efforts will be made to identify, develop and evaluate programs for company and teacher use. A resource guide will be developed to circulate to nearly 40,000 science teachers. The existing Education Task Group will be expanded to include appropriate educational organizations.

The CMA Catalyst Awards program, which recognizes 4 and 2 years college and high school chemistry teachers, would be expanded to award outstanding middle and elementary school science teachers.

Additional funds would be made available to Federation members (state CICs) to support science education programs.

Direct CMA Costs: \$149,000 through 5/31/91; \$423,000 annually in years 2-5.

Shareholders and the Financial Community (Audience 9)

All of these activities are low cost, low sweat equity projects.

They include preparation of materials to assist company financial officers understand and explain Responsible Care, inclusion of financial publications on media tours, encouraging companies to include environmental reporting in annual reports.

The task group also urges inclusion of financial press in any advertising outreach.

Direct CMA Cost: \$700 through 5/31/91; \$700 annually in years 2-5.

General Public (Audience 10)

Outreach to the general public through advertising is a low sweat equity, high cost activity.

A public communication campaign is proposed that would focus on a broad audience of 70 million people in the 18-49 age group who are identified as "participants" (active but not activists, likely to be parents). A secondary audience would be 12-18 years old who are key influences in households.

Typical publications used to reach the "participants" include: consumer publications (Time, Newsweek, People, Sports Illustrated); Special Interest (Smithsonian, Natural History); thought leader (Atlantic Monthly, Harpers); parents (Parenting, Parents). Depending on research, select television may be added to the general public outreach, particularly in later years (CNN, TNN, MTV).

The outreach plan is based on reaching "participants" with a minimum of three exposures per year.

Specific goals calling for percentage changes in approval and disapproval ratings on eight criteria will provide clear measurement of success.

All proposed advertisements will be thoroughly tested with focus groups to assure clarity and effectiveness of the message. Overall guidance will be provided by a group of member company advertising managers, with day-to-day activities to be managed by CMA staff.

These costs could be lower due to current slowdown in advertising placement. Any savings so realized would be subtracted from the totals.

Direct CMA Costs: \$3.5 million through 5/31/91; \$9.175 million annually in years 2-5.

CMA
EC-11/4/90
BD-11/5/90

CMA 076809

**PUBLIC OUTREACH PROGRAM
PROJECTED ANNUAL COSTS FOR AUDIENCES 1-10**

The estimated costs for the remaining six months of this fiscal year and annually thereafter by audience and program year are listed below. Several audiences have been grouped together because the program costs to support outreach to them are interrelated.

<u>AUDIENCE</u>	<u>CURRENT FY 1990/91 FISCAL YEAR</u>	<u>ESTIMATED ANNUAL COSTS BEGINNING FY 1991/92</u>
Employees Communities Local Activists	\$245,000	\$100,000
Local Officials State Officials	70,000	165,000
Federal Officials	6,000	10,000
Media	97,000	118,000
National Public Interest Groups	0	0
Educators and Students	149,000	423,000
Shareholders and Analysts	700	700
General Public	<u>\$3,500,000</u>	<u>\$9,175,000</u>
Totals by Program Year for All Audiences	<u>\$4,067,700</u>	<u>\$9,991,700</u>

CMA
EC-11/4/90
BD-11/5/90

CMA 076810