

**PROPOSED COMMUNICATIONS STRATEGY
PRELIMINARY BUDGET ESTIMATE
FISCAL YEAR 1997/98**

| <u>Audience</u> | <u>Program</u> | |
|------------------------------|---|-----------|
| 1. <u>Employees:</u> | Develop Responsible Care® Code outreach materials, ranging from brochures and posters to "best practices" modules, designed to help facilities promote and promulgate the initiative. | |
| | Budget | \$ 92,300 |
| | Produce training videos to explain the concepts and Codes. | |
| | Budget | \$ 85,000 |
| | Conduct annual employee attitude survey. | |
| | Budget | \$100,000 |
| | Produce annual Responsible Care® progress report. | |
| | Budget | \$ 50,000 |
| 2. <u>Plant Communities:</u> | Demonstration project grants, managed by CICs, to combine all elements of communication strategy - media, advocacy, Responsible Care® outreach. | |
| | Budget | \$100,000 |
| | Best Practices training: successor to successful risk communication training. Provided for plant management teams. Includes developing training module, videos, publications and cost of consultants. | |
| | Budget | \$100,000 |
| | CIC-sponsored, community focused grant programs to encourage members to interface with community audiences. | |
| | Budget | \$150,000 |

Tracking research to measure success of communication efforts in plant communities.

Budget \$ 50,000

3. State & Federal Officials:

Develop SIC Code chemical industry data base to identify targets for industry performance, benefits and issue information and as potential community outreach and advocacy partners.

Budget \$250,000

Increase visibility with national public policy groups.

Budget \$ 60,000

CIC block grant program to fund increasing activities and responsibilities of councils vis a vis communities.

Budget \$300,000

Create and sponsor events for federal officials in their home districts to promote Responsible Care® and explain industry issues. (CICs and CMA Grassroots)

Budget \$ 78,000

4. Media:

Promote Responsible Care® media outreach in selected states, using the successful New Jersey model (five states in 1997/98).

Budget \$125,000

Outreach to professional media organizations to promote chemical industry contributions and performance improvement and increase CMA visibility.

Budget \$ 50,000

Develop industry benefit profiles and distribute in top 10 chemical industry states.

Budget \$ 50,000

Develop program to place benefits messages in "shelter magazines", and other publications with large female readership.

Budget \$ 75,000

TRI chemicals benefits: develop benefits profiles on the top ten reported TRI chemicals.

Budget \$50,000

Pilot broadcast expansion program: build targeted network of radio and television stations and develop latest technology to access the network.

Budget \$100,000

5. Educators & Students:

ChemEcology: a publication covering the health, safety and environmental quality activities of the industry, including how industry products contribute to the quality of life. Now distributed to 80,000 educators and students monthly during the school year. This year the subscribers will be surveyed and issues will be focus group tested.

Budget \$294,000

Increasing the quality of education activities include: cooperative activities with the National Science Teachers Association; participation in National Science and Technology Week; mini-grants to high school chemistry teachers; publications and special programs and grants.

Budget \$261,300

Catalyst Award expansion to include teachers at the junior high and elementary school level.

Budget \$105,000

Medalist: A publication on industry issues that is circulated to 350 former winners of the Catalyst Award.

Budget \$ 10,000

Travel and support for educators who serve on CMA's education work group.

Budget \$ 11,200

Education support grants to CICs.

Budget \$ 70,000

University speakers program: to fund outside help to promote and manage the effort.

Budget \$ 50,000

Attitude tracking

Budget \$ 75,000

6. Opinion Research:

Public Opinion tracking of the "influentials" audience to determine whether there is fall off of positive opinion following the cessation of advertising.

Budget \$100,000

Survey of member companies to review effectiveness of CMA member communications.

Budget \$ 30,000

7. Electronic Communications: Operation of the Internet/Intranet electronic communication system.

Budget \$300,000