



CHEMICAL MANUFACTURERS ASSOCIATION

November 26, 1990

TO: COMMUNICATION CONTACTS
RESPONSIBLE CARE COMMUNICATIONS CONTACTS
COMMUNICATION COMMITTEE

FROM: Jon Holtzman

SUBJECT: Accelerated Public Outreach Approved
GET INVOLVED IN THE ACTION!

Special and accelerated outreach to the public about the commitment of Responsible Care was approved by CMA's Board of Directors at its meeting in early November. The outreach efforts to ten audiences - employees, plant communities, local activists, local and state officials, federal officials, media, national public interest groups, educators and students, shareholders and analysts and the general public - call for new resources and greater member company involvement.

This outreach program is not to convince the public that we are perfect. It is not to brag about Responsible Care. It is not even to claim that we are responsible. The public is not ready or willing to believe that, regardless of how we feel.

We are letting the public know we expect to be held responsible. We will explain our commitment to a continual improvement in the responsible management of chemicals. We will let the public know that we value their input and intend to be responsive to their concerns.

We don't expect the public to trust us, we ask them to track us. Over time we intend to earn their trust.

Planning is already getting underway for the implementation of outreach activities. Although some efforts will begin immediately, the Responsible Care annual report - to be issued late in the first quarter, 1991 - will be a rallying point. We also expect to begin communication to the general public through advertising at that time.

THERE ARE MANY OPPORTUNITIES FOR YOU AND YOUR COMPANY TO GET DIRECTLY INVOLVED IN THIS OUTREACH. IN FACT, IT WILL NOT BE SUCCESSFUL UNLESS YOU DO!

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You will need to understand the details of your company's activities under Responsible Care. You will need to work closely with your company's Responsible Care coordinator. You will need to understand the commitment and activities of other members of the industry.

We can help you. And we need your help!

Attached are the details of the outreach program. Included are some of the plans for reaching specific audiences. Sooner or later someone from your company will become involved in almost every aspect of the program - at the local or state or national level.

If you, or someone from your communications group, can or wants to become more directly involved in planning for implementation let me know immediately. WE'RE LOOKING FOR A FEW GOOD PEOPLE. More than a few.

A handwritten signature in black ink, appearing to read "Joe Holzman". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

CMA 083587