

## KETCHUM PR

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David R. Drobis, Chairman and CEO  
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Ketchum PR has handled all aspects of environmental PR, from toxic waste crises to low-level nuclear wastes, from community relations at Superfund sites to scientific meetings where issues like toxicology of pesticides are reviewed.

The firm works with engineering firms, environmentalists, educators, lawyers, and scientists on its programs for clients.

Some examples of KPR's work include the following:

Crisis Communications: Toxic Contamination--When an environmental group launched an attack on an Australian pesticide manufacturer, the government shut the plant down amid fears of widespread pollution. KPR helped organize a response that led to the plant's reopening within a deadline set by the company. As a result, the environmental group received significant criticism for distorting the facts and alarming the public.

Crisis Communications: Consumer Products--When a government study suggested a link between a consumer product and a rare form of cancer, KPR relied on scientists from major universities who had also done research on that product to convince the media that the study's conclusions were not justified.

Superfund--Developed and implemented a plan to announce that an Ohio Valley manufacturing firm was listed as a Superfund site. The communications plan emphasized public education and the actions the company was taking to address the situation and helped allay public fears.

Recycling--KPR created national initiatives for several of the nation's largest recyclers of packaging materials.

Toxic Exposure and Health--KPR arranged briefings between independent scientists and those likely to be called for comment by the

*Boyer in Melbourne or*

*Alan T. ... in ...*