with the United States NGO community. Using such ties and publicly available information, MBD has earned a solid reputation for providing clients with objectively "fair" and timely assessments of public interest groups.

Increasingly, our clients have been seeking information and guidance concerning developments in Asia. To that end, MBD has set out to develop a series of "profiles" of some of the leading non-governmental entities in Asia. We received exceptional levels of cooperation from NGOs in Europe and Latin America for previous projects, and we hope that the Asian community will be equally helpful. Accuracy is crucial to our project, and accuracy is best obtained from the source.

Can you help us? We would be very appreciative if you or a colleague could send us via phone, fax or mail some information about your organization. We obviously would welcome any materials that you believe would give us an accurate picture of your—basic structure, issue concerns, activities (past, present and future), alliances and goals. Perhaps you would be able to include samples of any newsletters or other publications your group publishes. In addition, we would be grateful for any thoughts you may have regarding the overall situation in your country and in Asia with respect to the issues you care about.

We hope to complete our research in February, so your earliest reply would be highly valued. We have enclosed some additional information about MBD. We look forward to hearing from you. Thank you in advance for your help in this matter.

Sincerely,
Barnholomew Mongoven
P.S. Although MBD's office is English-speaking, we would be pleased to receive any of your communications and/or literature that are not in English. Thank you.

2. Enclosed Overview Describing MBD

MBD advises clients on how to work with individual's groups and issues on a cooperative, day-to-day basis. MBD also assists clients in developing long-term strategies to resolve contentious public policy issues in a balanced and socially responsible manner. MBD is comprised of individuals who have extensive experience interacting with environmental and consumer groups, churches and other organizations which seek changes in public policy.

3. Enclosed Organizational Survey

Answers to the following questions will provide MBD with the background information that is most important to us. Please respond to as many questions about your organization as you can. Detailed answers will help our research and will be greatly appreciated by you.

Where is your organization's headquarters? Other offices or field locations?
Who are your principal officers and staff?
Approximately how many members do you have?
What publications do you make available to members and the community?
What is your annual budget and what are your sources of funding (foundation grants, membership donations, etc.)?
How do you achieve your desired ends (public information, protests, letter-writing campaigns, boycotts, etc.)?
What are the most important and influential NGOs in your community?
What other NGOs do you work with?
When and why was your organization founded?
Who were its organizers?
What are your principle concerns/issues? Goals/objectives?
What do you consider the most significant achievement your group has made?
What are your most recent campaigns and achievements?
Is the predominant philosophy of your organization?
Thank you for taking the time to help us. Please send or fax completed surveys and/or materials to: MBD, Inc., 1100 Connecticut Ave., Washington, DC 20036, Fax 1 202 429 8655.

4. Response from Wilderness Society, May 26, 1995

Dear Barnholomew,

Thank you for your letter and survey of 25th January 1995 seeking details of environmental NGOs in the Asian region.

The Wilderness Society will not be assisting in your survey in view of your activities described in the October-December 1993 edition of PR Watch ("Spies for Hire") I assume that you are familiar with the article but if not suggest that you subscribe to PR Watch.

I have also circulated the PR Watch article and our recommendation that NGOs do not co-operate with your survey to environmental groups in Australia, New Zealand and a number of groups in Asia. I also specifically mentioned your survey to a major gathering of environmental activists from Australia and Papua New Guinea as an example of the activities of public relations firms.

Montgomery and the campaigns you run on behalf of your corporate clients fail.

Yours sincerely,
Bob Burton, Coordinator Wilderness International Hobart, Tasmania, Australia

Public Interest Reporting on the PR/Public Affairs Industry

Volume 3, Number 2

Second Quarter 1996

WOMEN AND CHILDREN FIRST

On the Front Line of the Chlorine War

"The battleground for chlorine will be women's issues," reveals a recently-leaked document from the notorious MBD "public affairs" firm that specializes in targeting and defeating citizen groups.

The document, an example of cynical disregard for human safety that defies parody, is one of several confidential memos delivered to Greenpeace by an anonymous corporate whistleblower. The documents provide a revealing peek behind the scenes at the secretive activities of Mongoven, Bischo & Duchin (MBD) and its advice to the chemical industry "as to how best to counter . . . activists' claims of the evils associated with dioxin as a weapon against chlorine chemistry."

There is nothing accidental about MBD's use of terms like "battleground" and "weapon." Although company president Jack Mongoven does not have a background of military service, he is an enthusiastic student of strategy who can cite from memory the ideas of military theorists such as Sun Tzu and Carl von Clausewitz.

As a PR counselor, Mongoven specializes in intelligence-gathering, sending his staff to monitor activist groups and providing classified reports on their activities to his clients, for whom MBD develops strategies for continued next page

Flack Attack

A PR executive for DuPont once asked us, "Are you the people picking on Jack Mongoven?"
Yes, we are, and happy to oblige.

The first issue of PR Watch, published in October 1993, featured a lengthy expose of the Mongoven, Bischo & Duchin PR firm, documenting instances in which MBD employees have lied and used other unsavory tactics to gather information used to defeat environmental and consumer groups.

Mongoven told a reporter he was "outraged" by what we had written. "We always identify exactly who we are," he claimed. "In every case, we had identified ourselves as a Washington consulting firm. I don't think that makes you a spy."

Ever since that time, however, people have been slipping information to us, adding little tidbits about MBD's activities, which literally span the globe.

"Look which slime balls are poking their nose in down here!" commented an Australian environmental activist, who provided some of the MBD documents we feature in this issue. An activist in Michigan described her recent interrogation by an MBD operative as an encounter with "the forces of darkness."

Corporations, however, love MBD. Its dozens of clients include the biggest Fortune 500 industries and their lobby groups.

MBD has helped its clients divide and conquer citizen groups concerned about problems including acid rain, clean air, clean water, toxic wastes, South Africa, nuclear energy, dioxin, biotechnology, endangered species, oil spills and consumer safety.

The documents we quote in this issue show how MBD's activities on all of these issues are based on a continued next page
sophisticated strategies to defeat environmentalists and other enemies of corporate privilege. Military terminology recurs throughout MBD's 1994 reports to the Chlorine Chemistry Council (CCC), which warn ominously that the Natural Resources Defense Council (NRDC) and Ralph Nader's Public Interest Research Group (PIRG) are preparing for "protracted battle. . . . PIRG's Green Corps is collaborating with NRDC's Clean Water Network (CWN) on a project to recruit and train activists in an anti-chlorine campaign... initially targeting the pulp and paper industry."

"Anti-chlorine activists are using children and their need for protection to compel stricter regulation of toxic substances... Health standards that address the special needs of children would reduce NESHAP exposure standards to the lowest possible levels."

According to MBD, "The move by CWN to bring Green Corps into a more active role in the anti-chlorine battle appears to be part of an overall strategy devised by the network's participants to broaden the anti-chlorine attack by recruiting and training enthusiastic young activists to carry the anti-chlorine banner on several fronts... [CWN will] expand its assault by using its constituent groups and other NRDC resources to press attacks on other areas of chlorine chemistry—product-by-product, step-by-step, application-by-application."

This domino theory serves MBD's interests as much as, if not more than, the interests of its corporate clients. MBD knows perfectly well that it is drumming up more business for itself when it uses alarmist rhetoric to paint a sinister picture of the environmental movement.

"All of MBD's suggestions are billable hours," observes Charlotte Brody of the Citizens Clearinghouse for Hazardous Waste. "The more ideas they come up with, the more money they make."

MBD's memos hint darkly at a nefarious conspiracy masterminded by Greenpeace, noting that although PIRG says it "has no formal affiliation with Greenpeace, . . . there is a long-standing close association and history of cooperation between NRDC, U.S. PIRG, the Sierra Club and Greenpeace on a variety of issues."

According to MBD, this cooperation adds up to a "grand strategy... to give Greenpeace a strong lead on the issues but to use various groups—which are more acceptable to the mainstream—to appear to lead specific issues, thus giving the overall campaign the appearance of a widespread, generally accepted grassroots uprising against chlorine chemistry."

SEXUAL PERVERSIONS

The world trade in chemicals includes 15,000 synthetic chlorinated compounds, including DDT, dioxin, PCBs, and other pesticides. Chlorinated compounds have raised particular concern because they persist in the environment rather than breaking down, and because they have a record of causing health and environmental problems.

One of the most recent and alarming discoveries has been the evidence that synthetic chemicals can actually mimic and disrupt natural body hormones. A growing body of scientific research implicates these "endocrine disruptors"—half of which are chlorinated compounds—in a range of alarming developmental abnormalities ranging from undeveloped and deformed penises in Florida alligators to same-sex matchings among seagulls, dying dolphins in the Mediterranean, and declining fertility in Arctic seals and polar bears. In humans, a series of worldwide studies have shown an alarming decrease in male sperm counts, which have plummeted since 1938 to half the level then considered normal.

MBD's memo to the Chlorine Chemistry Council shows that it is aware of these concerns. The memo cites, and do not attempt to refute, the U.S. Environmental Protection Agency's 1994 reassessment of dioxin.

According to MBD, the EPA report "indicated that there is no safe level of dioxin exposure and that any dose no matter how low can result in health damage. New findings on the mode of toxicity show that tiny doses of dioxin disrupt the action of the body's natural hormones and other biochemicals, leading to complex and severe effects including cancer, feminization of males, and reduced sperm counts, endometriosis and reproductive impairment in females, birth defects, impaired intellectual development in children, and impaired immune defense against infectious disease."

Rather than consider these "complex and severe effects," however, MBD is worried about defending the chlorine industry's image.

"One of the most significant recent developments in the anti-chlorine campaign is the National Wildlife Federation's (NWF) publication of Fertility on the Brink, which attributes fertility and reproductive problems to exposure to chlorine-based chemicals," warns Jack Mongoven in a September 7, 1994 memo. He goes on to complain that "NWF uses the issue of fertility as a vehicle to play on the emotions of the public and its concern for future generations."

Worse yet, he adds, "Anti-chlorine activists are also using children and their need for protection to compel stricter regulation of toxic substances. This tactic is very effective because children-based appeals touch the public's protective instincts for a vulnerable group. . . . The tactic also is effective in appealing to an additional segment of the public which has yet to be activated in the debate, particularly parents.

The tone of the debate will focus on the needs of children and insist that all safeguards be taken to ensure their safety in development. For most substances, the tolerances of babies and children, which includes fetal development, are obviously much lower than in the general adult population. Thus, 'environmental policies based on health standards that address the special needs of children' would reduce all exposure standards to the lowest possible levels."

BABY KILLERS

This attitude toward children's health has characterized Jack Mongoven's career in public relations since its beginning in 1961, when he was hired by the Nestle corporation to defend its infant formula marketing practices in the Third World. Activists organized a boycott of Nestle products, charging that the company's marketing tactics were aimed at disrupting women's natural breastfeeding, killing children by exposing them to infant formula mixed with contaminated water.

Mongoven and a former Pentagon staffer named Rafael Pagan organized the Nestle response, which developed databases, created a marketing plan, and lobbied the boycott coalition. Nestle used this information to play on divisions and rivalries within the coalition, using strategic, minimal "reforms" to talk waver "moderates" into abandoning the boycott.

This strategy has become MBD's standard method for neutralizing activist groups on behalf of a variety of corporate clients. In its analysis of the chlorine opposition,
the New York-based environmental group INFORM emerges as a "moderate" group worth targeting for possible cooperation.

According to a May 1994 MBD document, INFORM "has a solid history of working with corporations, citizen groups, major environmental organizations and governments at all levels." Like the May 1994 MBD document, "although it is a relatively small organization with a small budget, it is very well regarded by mainstream environmental organizations, government agencies and industry. Some of the more radical grassroots environmentalists think it is too friendly with industry. . . . It also receives support from corporations and government agencies." 

"It is especially important to begin a program directed to pediatric groups . . . to counter activist claims." 

MBD also recommends a standard, highly deceptive PR strategy known in the trade as the "third party technique": setting up front groups which appear to be independent "third parties" in the debate while in reality they mouth the client's desired messages. And one example of this strategy, the May 1994 MBD memo advises the chlorine industry to "highlight the need for some established criteria on risk assessment" and "establish third-party entities devoted to developing these standards in the near future." 

In response to evidence of chlorine-related health problems in children, MBDB states, "It is especially important to begin a program directed to pediatric groups throughout the country and to counter activist claims." 

Under a section titled "Prevent Medical Associations from Joining Anti-Chlorine Movement," the document advises industry to "Create a panel of eminent physicians and invite them to review data regarding chlorine as a health risk and as a key chemical in pharmaceuticals and medical devices. . . . Stimulate peer-reviewed articles for publication in the JAMA on the role of chlorine chemistry in treating disease. . . . Convince through carefully crafted meetings of industry representatives (in pharmaceuticals) with organizations devoted to specified illnesses, e.g., arthritis, cystic fibrosis, etc., that the cure for their specific disease may well come through chloro-amine chemistry and ask them to pass resolutions endorsing chloroamine chemistry and communicate their resolutions to medical societies."

**MBD UPDATE AND ANALYSIS**

**CONFIDENTIAL**

The cover of a 1994 report from MBD to the Chlorine Chemistry Council, which was recently leaked to Greenpeace by a whistle-blower.

**For:** Chlorine Chemistry Council

**Date:** May 18, 1994

**BEAST BEATING**

MBD expresses particular alarm at the appointment of Dr. Devra Lee Davis, an epidemiologist and expert on the relationship between environmental contamination and breast cancer, to direct the Clinton Administration's policy governing breast cancer.

"As a member of the Administration, Davis has unlimited access to the media while her position at the [Department of Health and Human Services] validates her 'junk science,'" the memo argues.

"Davis is scheduled to be the keynote speaker at each of the upcoming . . . breast cancer conferences . . . sponsored by Women's Economic and Development Organization (WEDO);" warns the MBD memo. "Each conference is expected to emphasize a regional interest. . . . Topics include 'Environment and Breast Cancer,' 'Organochlorines, Pesticides and Breast Cancer' and 'Environmental Justice.'"

In response, MBD advises the Chlorine Chemistry Council to shadow and undermine the WEDO conferences. Prior to the 1994 WEDO conference in Dayton, Ohio, for example, MBD recommended that the CCC use another of its PR firms, Ketchum Public Relations, to schedule "editorial board meetings in Dayton prior to . . . Davis' speech," and "enlist legitimate scientists in the Dayton area who would be willing to ask pointed questions at the conference."

"These tactics were apparently successful in containing the "Deva crisis." Davis' supposedly "unlimited access to the media" became even a ripple of media coverage, and pressure from industry contributed to her ouster from the Administration in October 1995."

**Behind Enemy Lines**

The excerpts below are taken from a series of confidential "Update and Analysis" reports written for the Chlorine Chemistry Council by PR research firm Mongoven, Bisce & Duchin.

"They are taking us more seriously than we sometimes take ourselves," commented Charlotte Brody, a registered nurse and director of Citizens Clearinghouse for Hazardous Waste. "I think of myself as jaded," Brody said after reviewing the leaked documents, "but it still takes my breath away to see a professional, totally amoral directive that editorial visits be done because the scientific information that Devra Lee Davis has is too dangerous to go unfettered."

Brody was also struck by MBD's "recommendations that the chlorine industry should go to health groups and sign them up to defend the benefits of chlorine, without telling them what they are really signing up for, and before we can get to them and talk about how dioxins and other endocrine disrupters are harming their health. MBD doesn't suggest going out and talking about why dioxin isn't as dangerous as we say. Instead, it's a much more clever and insidious strategy, where they sign up people with cystic fibrosis to defend the benefits of chlorine chemistry by suggesting that their health could never be a cure for their disease. They don't even bring up dioxin, but they falsely suggest that we would bring an end to pharmaceutical research."

**MBD UPDATE AND ANALYSIS CONFIDENTIAL**

**FOR CHLORINE CHEMISTRY COUNCIL**

**DATE:** May 18, 1994

**ACTIVIST UPDATE: CHLORINE**

NRDC and U.S. PIIG Join Forces to Recruit and Train Anti-Chlorine Activists for Protracted Battle

U.S. PIIG's Green Corps is collaborating with NRDC's Clean Water Network (CWN) on a project to recruit and train activists in an anti-chlorine campaign that is initially targeting the pulp and paper industry.

The move by CWN to bring Green Corps into a more active role in the anti-chlorine battle appears to be part of an overall strategy devised by the network's participants to broaden the anti-chlorine attack by recruiting and training enthusiastic young activists to carry the anti-chlorine banner on several fronts. . . .

Green Corps is a three-year-old environmental training project of Ralph Nader's U.S. Public Interest Research Group (U.S. PIIG) and is based in U.S. PIIG's offices in Wash-ington, D.C. . . .[PIIG] follows the Greenpeace line on chloro-amine chemistry, but, according to its staff people, it has no formal affiliation with Greenpeace except through the Clean Water Network. While that may be true in the strictest interpretation, there is a long-standing close association and history of cooperation between NRDC, U.S. PIIG, the Sierra Club and Greenpeace on a variety of issues. . . .

CWN, a project of the Natural Resources Defense Council (NRDC), claims chlorine defies, reproductive problems, cancer and other human- and animal-health problems. The network, based in NRDC's offices in Washington, DC, has a staff, publishes a monthly newsletter and claims to have several hundred groups associated with it. It is a highly active group that meets monthly to exchange information among members and to give direction to clean water issues.

Originally CWN was most active on issues arising out of the Great Lakes but it is now expanding into a much broader arena of activism with particular emphasis on chlorine chemistry. It is expected to expand its assault by using its constituent groups and other NRDC resources to press attacks.

All of this is consistent with what a key person on chlorine issues at Greenpeace said is Greenpeace’s plan to orchestrate a grand strategy that encourages various environmental groups to concentrate on specific aspects of chlorine chemistry where they can be most effective.

The idea behind the strategy is to give Greenpeace a strong lead on the issues but to use various groups—some of which are more acceptable to the mainstream—to appear to lead specific issues, thus giving the overall campaign the appearance of a widespread, generally accepted grassroots uprising against chlorine chemistry.

CWN is an important element in the Greenpeace strategy because it provides a forum for Greenpeace to communicate and coordinate the various parts of its anti-chlorine efforts and to recruit activist groups and their members to carry a big share of the battle.

Greenpeace Says Dioxin is a Public Health Emergency and Calls for Global Chlorine Ban

Greenpeace, as expected, has called the EPA draft Dioxin Reassessment Study Justification for a global chlorine ban. It says the study clearly indicates a national public health emergency.

The dioxin reassessment began in 1991. Greenpeace began its U.S. anti-chlorine campaign based on potential birth defects in late 1992. Greenpeace says action is needed to ban chlorine in incinerators, paper and plastic because levels of dioxin currently found in the bodies of the general human population, in the food chain, and in the environment are "already in the range at which severe effects on reproduction, development, and the immune system occur."

Greenpeace says the U.S. EPA study, a draft summary of a three-year scientific reassessment of the toxicity of dioxin, "confirms that fetal developmental and immune system damage are among the most serious health threats from dioxin exposure." Greenpeace, which obtained a draft of the report before its scheduled release in June, called for immediate action to restrict major industrial uses of chlorine and chlorinated chemicals, which create dioxin when produced, heated, processed, or burned.

"The U.S. EPA’s findings indicate a public health emergency from dioxin that is not going to go away until industry’s addiction to chlorine is broken," said Greenpeace’s Rich Hind. "We need emergency action to eliminate any further discharges of dioxin, and that means a comprehensive phase-out of chlorine and chlorine-based chemicals."

Greenpeace says the largest dioxin sources are incinerators burning chlorinated wastes, pulp mills that use chlorine and chlorine dioxide bleaches, and the manufacturer of PVC (or vinyl) plastic; but all other sectors that use or burn chlorine also result in dioxin formation. Greenpeace said that the EPA should take emergency action to address these three priority areas, while long-term plans are initiated to phase out all other chlorine-based processes.

The U.S. EPA’s study indicated that there is no safe level of dioxin exposure and that any dose no matter how low can result in health damage. New findings on the mechanism of action of dioxin show that tiny doses of dioxin disrupt the action of the body’s natural hormones and other biochemically, leading to complex and severe effects including cancer, feminization of males and reduced sperm counts, endometriosis and reproductive impairment in females, birth defects, impaired intellectual development in children, and impaired immune defense against infectious disease.

"Currently many industrialized nations allow industries to release dioxin within “acceptable discharge limits,” but since any dose of dioxin is hazardous, no discharge can now be considered “acceptable.” Further, dioxin is so persistent that even small amounts can build up over time in the environment and in the human body."

INFORM Unaffected by Reassessment

Rette Fishbein, solid waste research analyst at INFORM, says the EPA’s dioxin reassessment will not alter INFORM’s position on incineration.

INFORM is a widely respected environmental research group based in New York City. It mainly focuses on identifying, researching, and evaluating pollution caused by people, governments, and industry. It also tries to develop “solutions” to pollution problems, it studies.

The organization has a solid history of working with corporations, citizen groups, major environmental organizations and governments at all levels. Although it is a relatively small organization with a small budget, it is very well regarded by mainline environmental organizations, government agencies and industry. Some of the more radical grassroots environmentalists think it is too friendly with industry.

The organization’s leaders are most effective at reaching lawmakers at the municipal, state and federal levels. It is currently very influential on legislation dealing with solid-waste management. The industry’s ability to reduce its influence and its influence is growing. INFORM’s personnel, especially President Jonna Underwood, testify frequently on environmental issues before state and federal legislative and regulatory bodies.

INFORM has 1500 individual members. It also receives support from corporations and government agencies.

Cattlemen Form Industry Group on Dioxin

The National Cattlemen’s Association (NCA) is coordinating a group of affected industries to respond to the EPA’s report on the reassessment of dioxin.


Representatives from the working group met on May 13 with Lynn Goldman, EPA’s assistant administrator of prevention, pesticides and toxic substances, and EPA’s political point person on dioxin. . . . At the meeting Goldman said that “we’ve always known that dioxin is toxic” and she said she pleased that the report “gave us proof.”

The industry groups have met with United States Department of Agriculture (USDA)/Animal Research Service and Food Safety and Inspection Service to discuss USDA’s plans for looking at levels of dioxin in cattle . . .

The Dioxin Working Group also is talking to hill staffers about its view of the report and it has met with other groups that are affected by the report, such as [the Chemical Manufacturers Association] and the Incinerator Industry to ascertain what each is doing and what messages they are sending out. At this time, the dioxin source industry groups are concentrating on questioning the toxicology data the report relies on . . .

NCA and its allies in the working group have a history of strong relations with the Agriculture department, and it’s certain they will use these solid ties to put pressure on EPA through Agriculture to make sure the final report is reasonable, particularly the last chapter.

Second Citizens’ Conference

Greenpeace Alliance is sponsoring the “Second Citizens’ Conference on Dioxin: A Training Program and Times Beach Reunion” to be held July 29-31, 1994 in St. Louis. . . . Panel presentations will address dioxin’s "Mechanisms of Action" for affecting living organisms. A second panel will explore long term "Health and Environmental Effects." Greenpeace scientists will conclude the afternoon session with a discussion of how industry can function without chlorine chemistry.

Other sessions at the conference will share the theme of "citizens being told that dioxin was less harmful than it was later found to be". The Times Beach residents "will explain what happened to them. A researcher from the University of Milan will describe the 1976 explosion in Seveso, Italy and the results of recent studies. The session will close with an "Update on Vietnam Veterans and Agent Orange." . . .

U.S. PIRG to Check Out Dow and [Chemical Manufacturers Association]

Ralph Nader’s Washington, DC-based U.S. PIRG is looking into Dow and CMA’s PRC spending “to see what informal channels were used to ‘moderate’ positions in Congress” on the Clinton plan to study a phase-out of chlorine-based chemicals.

PIRG’s reference is to a letter from Dow’s Richard Sarvelle in which he pledged to work within “formal and informal channels” in Washington to “moderate this position.”

PIRG says its report “should shed some light on the industry’s influence—and in an election year, force some members of Congress to stop short before selling out to the special interests.”

Your Support Makes PR Watch Possible

Send donations to the Center for Media & Democracy
3138 Gregory Street • Madison, WI 53711
MEMORANDUM TO: CLYDE GREENERT / BRAD LIENHART
FROM: JACK MONGOVEN
DATE: SEPTEMBER 7, 1994
RE: MBD ACTIVIST REPORT FOR AUGUST

Attached is a brief report on anti-chlorine groups’ activities in August along with our characterization of those activities. Recommendations regarding the individual activists were developed with the original detailed reports.

Also attached is a list of all the recommendations we proposed [the Chlorine Chemistry Council] in August as to how best to counter the activists. The main recommendation—to mobilize science and create a proactive policy—still applies and dovetails with the long range objectives regarding sound risk assessment.

It is important in all cases to stay ahead of the activists, e.g., to get to the New Orleans media and opinion leaders before the Chemical Week Chlorine Conference and the same in each of the cities where [the Women’s Economic and Development Organization] will hold conferences this fall.

Let me know if you need more, e.g., we maintain calendars of anti-chlorine events and could include same if you need.

Summary of MBD Recommendations to CCC (Chlorine Chemistry Council)
August 1994
• Special efforts should be made for the [November 1994, New Orleans] Chemical Week conference on chlorine. KPR [Ketchum Public Relations] should work with journalists, especially those who will be covering the conference, and CCC should work with Chemical Week about the tactics Greenepeace and its allies employ to gather media attention. Mobilize the attendees and communicate (by written and verbal communication) the threat the radicals pose and how to deal with it.
• Take advantage of the schemes [within the Administration, i.e. within EPA and among USAID and FDA on the risk assessment section of the Dioxin Reassessment. CCC should quietly work with the industry coalitions to ensure that USAID and FDA are persuaded to have the support of strong constituencies.
• Engage [Ketchum Public Relations] to reach out to editorial boards to highlight flaws in the risk assessment portion of the dioxin reassessment.
• Engage a broad effort on risk assessment within the scientific community, even in groups which have taken positions against chlorine.
• Accelerate the program to bring about agreed upon risk assessment policy and the deployment of vehicles of sound science.

• Take advantage of the opportunity . . . to highlight the need for some established criteria on risk assessment which will be widely accepted by scientists, industry, the people and governments.
• Move quickly to take advantage of the visibility of the shortcomings of the current system by having scientists and Congressmen ready to call for the process on risk assessment CCC and [Chemical Manufacturers Association] would like to see put in place.
• Schedule, through [Ketchum Public Relations], editorial board meetings in Dayton prior to Department of Health and Human Services Donna Davis speech to a forum on breast cancer sponsored by Greenepeace and [the Women’s Economic and Development Organization] to be held in Dayton, Ohio, in October.
• Enlist the state scientists in the Dayton area who would be willing to ask pointed questions at the conference.
• Continue existing CCC public relations and communications programs to counter activists’ claims of the evils associated with dioxin as a weapon against chlorine chemistry.
• Also, use the grassroots extremists charges against the role of science in shaping public policy as a call to arms within the professions whose credibility and relevance are at stake.
• Urge the Vinly Institute to begin immediately to build alliances on the PVC issue, beginning with those with an obvious economic stake, e.g., home builders, retailers, product would like consumers, hospitals and others who are immediately targeted.
• Form an alliance on PVC issues with the Mid-States Oil and Gas Association which is concerned about expansion of the activist anti-PVC program in the Gulf of Mexico and is seeking allies in the chemical industry,
• Bring the state governors in on the issue of risk assessment by communicating the benefits to them from being able to rely on a national standard.
• Establish third-party entities devoted to developing these standards in the near future.
• Take steps to discredit the precautionary principle within the more moderate environmental groups as expected within the scientific and medical communities.
• It is especially important to begin a program directed to pediatric groups throughout the country and to counter activist claims of chlorine-related health problems in children.

Prevent Medical Associations from Joining Anti-Chlorine Movement
• Create panel of eminent physicians and invite them to review data regarding chlorine as a health risk and as a key chemical in pharmaceuticals and medical devices.
• Publish panel’s findings and distribute them widely to medical associations and publications.
• Stimulate peer-reviewed articles for publication in the Journal of the American Medical Association on the role of chlorine chemistry in treating disease.

• Convince through carefully crafted meetings of industry representatives (in pharmaceuticals) with organizations dedicated to specific illnesses, e.g., arthritis, cystic fibrosis, etc., that the cure for their specific disease may well come through chlorine chemistry and ask them to pass resolutions endorsing chlorine chemistry and communicate their resolutions to medical societies.

NWF Says Chlorine is a Threat to Human Reproduction
One of the most significant recent developments in the anti-chlorine campaign is the National Wildlife Federation’s (NWF) publication of Fertility on the Brink, which attributes fertility and reproductive problems to exposure to chlorine-based chemicals. The report details widespread and devastating effects on the reproductive endocrine and immune systems of humans and animals as a result of exposure to an environment permeated with chlorine-based chemicals. The NWF uses the issue of fertility as a vehicle to play on the emotions of the public and its concern for future generations.

The NWF is highly respected by mainstream environmentalists, conservationists, industry and government. That respect combined with the vast resources NWF controls, provide the NWF substantial influence on national policy decisions related to environmental and conservation matters.

The NWF printed 1,000 copies of Fertility on the Brink, which is already depleted and a second printing is expected. The publication and demand for Fertility on the Brink may signal that the claims of destructive health problems attributable to toxic exposure has become more widely accepted by the public and will probably become a larger issue.

Risk Assessment Based on the Needs of Children
Anti-chlorine activists are also using children and their need for protection to promote stricter regulation of toxic substances. This tactic is very effective because children’s-based appeals touch the public’s protective nature for a vulnerable group and that makes it difficult to refuse appeals based on its needs. The tactic also is effective in appealing to an additional segment of the public which has yet to be activated in the debate, particularly parents.

The tone of the debate will focus on the needs of children and insist that all safeguards be taken to ensure their safety in development. For most substances, the tolerances of babies and children, which includes fetal development, are obviously much lower than in the general adult population. Thus, "environmental policies based on health standards that address the special needs of children" would reduce all exposure standards to the lowest possible levels.

Dioxin and Risk Assessment
Anti-chlorine groups will probably devise tactics which promote the adoption of the "precautionary principle." The principle, which shifts the burden of establishing a chemical’s safety to industry, is unlikely to be adopted. The debate over the "precautionary principle" will elevate the dioxin issue to a more conspicuous level.

This is a critical time for the future of risk assessment as a tool of analysis. The industry must identify the implications posed by the "precautionary principle" and assist the public in understanding the damage it inflicts on the role of science in modern development and production.

Breast Cancer, Fertility and Reproductive Problems Caused by Pesticides
Devra Lee Davis is expected to direct the Clinton Administration’s policy governing breast cancer and we expect her to try to convert the breast cancer issue into a debate over the use of chlorine. As a member of the administration, Davis has already accepted the mandate that her position at the Health and Human Services (HHS) helps validate her "junk science." Davis is scheduled to be a keynote speaker at each of the upcoming breast cancer conferences sponsored by Women’s Economic and Development Organization (WEEDO). Each conference is expected to emphasize a regional interest. Topics include "Environment and Breast Cancer," "Organochlorines, Pesticides and Breast Cancer" and "Environmental Justice."
MBD: Mission Despicable

Have you ever wondered what it's like to talk to a spy? The experience is quite a bit less dramatic than the scenarios you see in Mission Impossible, according to activists who have recently been targeted by phone calls and other information-gathering efforts. The field operatives who gather information for Mongoven, Bisceo & Duchin are typically polite, low-key and do their best to sound sympathetic to the people they are interrogating. They have misrepresented themselves, claiming falsely to be journalists, friends of friends, or supporters of social change. Most of the time, however, they simply give very limited information, identifying their company only by its initials and describing MBD euphemistically as a "research group" which helps "corporate decision makers... develop a better appreciation of the public interest movement" in order to "resolve contentious public policy issues in a balanced and socially responsible manner."

MBD performs its services by pumping members of activist groups for information about their philosophical beliefs, organizational structure and affiliations, and names of key personnel. Information only gets shared in one direction, however. "Our relations with our clients are confidential," stated MBD President Jack Mongoven in a June 7, 1995 memo refusing PR Watch's request for a list of MBD's corporate clients. MBD says it is "grateful" when activists "cooperate" by answering its information requests, but don't expect the company to show its gratitude in any meaningful way, such as in the reports it writes about you. Those reports will be stamped confidential and delivered only to MBD's clients, who pay as much as $9,000 per month for the privilege of seeing them. Otherwise, MBD's "research" only sees the light of day on the rare occasions when a conscience-stricken corporate employee decides to turn whistleblower.

DIALOG FOR DOLLARS

Environmental activist Paul Orum reports receiving a call on June 3 from MBD employee Emily Friese, who "was interested in finding out about the environmental community's activity to keep ethylene glycol on the list of right-to-know chemicals (the Toxics Release Inventory, or TRI)."

Ethylene glycol is used in making common antifreeze. It is a highly toxic poison which is especially dangerous because it has a sweet taste and smell. As little as two teaspoons of antifreeze can cause death or blindness, and every year it claims the lives of children and pets who drink it by accident.

Currently, antifreeze manufacturers are petitioning the U.S. Environmental Protection Agency to take ethylene glycol off the TRI list, a petition which has drawn written opposition from dozens of environmental groups. Orum says that Friese did not go out of her way to identify herself as an MBD employee during her interview with him, but she did not overly misrepresent herself either. "She identified herself as with 'MBD' when asked... I asked her if MBD was working for the ethylene glycol manufacturers. She implied yes, and said MBD likes to keep with what's going on."

Another environmentalist, Ann Hunt, reports receiving a similar call on May 23 from "a woman who identified herself as 'Tanya Calamonomi.'" Hunt is executive director of Citizens for Alternatives to Chemical Contamination (CACO), a Michigan group located near the corporate headquarters of Dow Chemical, a leading producer of toxic chemical compounds.

Calamonomi asked Hunt to send her a list of the conference materials from "Backyard Eco Conference '96," an annual CACO-sponsored event. "She gave a DC address on Connecticut NW," Hunt says. "Knowing there are a lot of nonprofits in that area, I asked which group she represented. Her response was 'MBD,' which she characterized as a public policy and research consulting group. I later learned that it was Mongoven, Bisceo and Duchin, chief consultants and dirt-diggers for the Chlorine Chemistry Council... It amazes me that the forces of darkness are that interested in what a little grassroots group in central Michigan is doing. Certainly an indication of our collective power!"

In PR Watch's previous reports it writes about you. You are no longer a target... but the watch is out there.