

CLIENT:  
**Shell Chemical Company**  
 Belpre Plant Public Relations



**PROJECT SUMMARY:**

After a tragic explosion and consequent fire at Shell's Belpre plant, Salter & Associates implemented a public relations effort that disseminated information to a questioning community and eased concerns about safety and health through a compassionate and optimistic message. An honest and free-flowing dialogue with the press and media was paramount throughout the unfolding emergency.

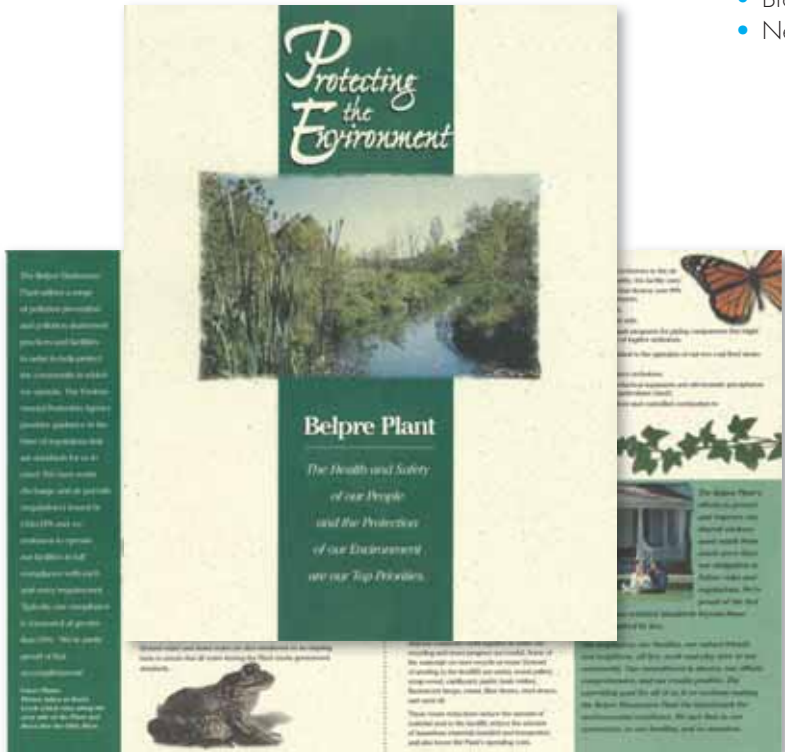
Once past the initial crisis, positive community relations were maintained and even advanced through image advertising, environmental support literature, and an overall demonstration to the public that Shell Chemical Company is a responsible corporate citizen, truly committed to protecting and improving the environment they share with their families and community.

**SERVICES:**

- Press relations
- Press release development
- Press events
- Newspaper advertising
- Brochures
- Newsletters

“Salter & Associates was instrumental in assisting our public relations needs in time of crisis. They were extremely helpful with marketing hour by hour press management, as well as organizing community support vehicles through the entire process.”

— Mike White,  
 Director of HR & Marketing  
 Shell Chemical - Belpre Plant



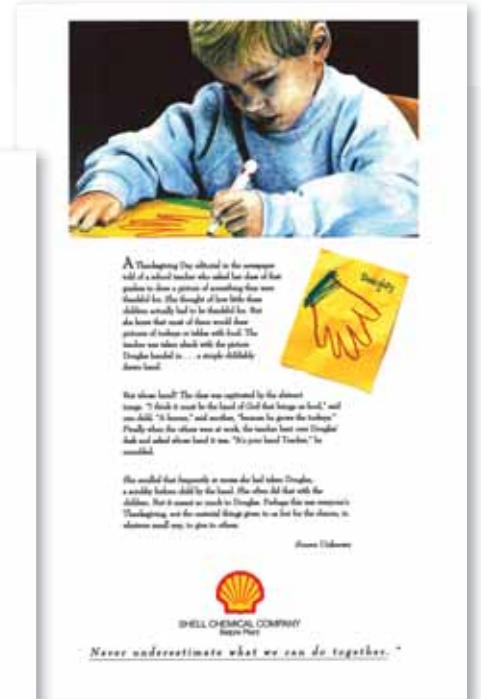
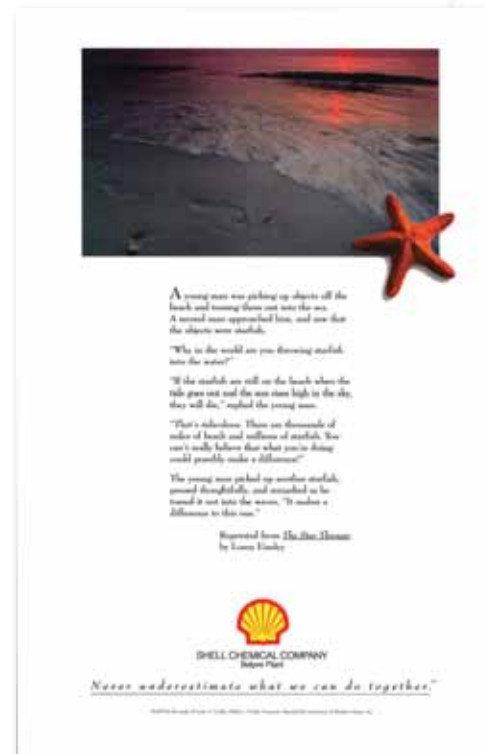
Protecting the Environment Brochure



Newspaper Ad



Monthly Newsletter



Newspaper Ad Series



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