

## Dow “Arrogance Index”

David L. Linhardt, publisher MDN-Rejected.com June 5, 2005

Being a long time observer of The Dow Chemical Company, I’ve noticed that the company’s arrogance level rises and falls like the tides at the Bay of Fundy. With such drastic mood swings, there might be some value in developing a “Dow Arrogance Index” – with Mother Teresa at the low end and Saddam Hussein (he of the mother-of-all-battles fame) at the high end.

In my opinion, Dow is some distance from Mother Teresa.

I’m still working out the details of the index, but I have noticed a definite drop in the “Concerned About Pubic Image” component of the Index.

### *Continue Editorial*

In 1985, Phil Schneider, Public Relations Manager of the Midland plant, revealed illegally obtained confidential information that a female Greenpeace demonstrator had tested positive for venereal disease after being arrested and jailed. A retest was negative.

Retired Dow CEO Herbert Doan was outraged and went to the press with the story. Dow published a full-page apology for the invasion of privacy incident in the MDN.

Mr. Schneider left the company. Bob Bumb, Midland Division General Manager, had OK’d the release of information and was offered (and accepted) a different position in the company.

In April 2005, John Musser, a Dow public affairs spokesman, manhandled WNEW TV 5 Reporter David Bondy when he and his cameraman tried to cover and videotape a “public” meeting being held by the DEQ and Dow. Mr. Musser denied that he touched Mr. Bondy.

The story was reported by the MDN and the videotaped altercation between Mr. Bondy and Mr. Musser was played repeatedly on Channel 5. Dow’s other spokesperson – the DEQ – indicated that the “public” meeting was really a private meeting being paid for by a private company (Dow).

Two months later, Mr. Musser is still a company spokesman addressing dioxin related matters, with, no doubt, excellent media credibility and strong relationships. To the best of my knowledge, still no full page public apology from the company.

Ex-CEO Doan could had kept quiet, but he didn’t – he still cared about the company that carried his grandfather’s name. On a scale of 1 to 10 for caring about public opinion, Mr. Doan scored a perfect “10”. Mr. Stavropoulos – ??