8306C

PRESENTATION TO AIC/NA MEMBER COMPANIES



Good morning, gentlemen.

The fact that representatives from eight of the largest asbestos manufcturing companies in North America are gathered in this room today to discuss one common industry problem shows, beyond a doubt, the severity of that problem and also the importance of the organization we are forming to deal with it.

As an introduction to our discussions, we have prepared a brief presentation on the asbestos/health problem as it exists today, what steps some companies in the industry have been taking to deal with it, why we feel an industry-wide organization can do the job better and how we believe such an organization should operate and what we hope it can accomplish.

Many of you, I'm sure, will be familiar with much of the introductory material in this presentation -- having dealt with this or with similar problems in recent years.

The purpose of our meeting this morning is to organize an industry communications group .....

More ...

SLIDE #1 -- ASBESTOS INFORMATION COMMITTEE / NORTH AMERICA

. . . to be called the "Asbestos Information Committee/ North America." The purpose of this Committee will be to communicate, through public relations programs, publicity and advertising, the truthful facts about the asbestos/health problem.

SLIDE #2 -- WHY?

Someone might ask . . .

Why? -- why is it essential to the industry that such a Committee be formed at this time. The answer comes easily by taking a look at the situation we face today.

SLIDE #3 -- (text listing) GROUPS SPOTLIGHTING ASBESTOS HAZARD

In the past few years, many groups, both public and private, have been spotlighting asbestos as a health hazard, not only to those occupationally exposed to the dust but also to the general public. These groups have included the Federal Government, local and state governments, politicians, environmentalists and consumer protection advocates, some doctors, and, naturally, newspapers, magazines and radio and television. Let's take a look at what each of these groups is saying and doing about asbestos.

More . . .

SLIDE #4 -- (text listing) FEDERAL AGENCIES

At the Federal level, many departments and agencies are at work on the problem of asbestos-related disease. The Bureau of Occupational Safety and Health of the Department of Health Education and Welfare is preparing a report recommending strict Federal dust standards for asbestos processing plants and mines. (and our friend, Dr. Wright, is a member of that Committee)

A special committee of medical experts has been set up by the National Academy of Sciences under a grant from the National Air Pollution Control Administration to draft recommendations for the control of asbestos emissions into the ambient air. An interim report from this committee is due before year end. In addition, a number of non-governmental research institutes and organizations are studying various aspects of the asbestos/health problem on grants from the Federal Government.

It is quite clear from these activities that not only is Washington concerned about possible hazards to industrial workers and to the general public from a wide variety of substances, but it is especially concerned about asbestos.

SLIDE #5 -- (text listing) CITIES & STATES

A rapidly growing number of city and state governments are looking to ban or impose strict regulations on the use of

More . . .

certain asbestos-containing products. This list is by no means complete. These we know about, and more are being added each month.

SLIDE #6 -- ASBESTOS SPRAYING

You're probably well aware from the enormous amount of publicity that this subject has generated, that the prime target of these city and state governments has been the use of asbestos-containing spray insulations in high-rise building construction. New York City began in April by issuing strict regulations designed to prevent the release of free asbestos fiber into the ambient air from spray sites. This action was publicized nationally and resulted in a nation-wide concern about the supposed hazards of sprayed asbestos to the health of the general public. There are now definite indications that at least two cities, New York and Philadelphia, will ban completely the use of asbestos-containing spray materials in the near future. And Chicago and San Francisco are thinking along the same lines.

SLIDE #7 -- POLITICIANS (clippings)

Certain politicians, especially those in cities and states where sprayed asbestos is under investigation, have sought t: cash in on the current interest in the environment by attacking asbestos. New York Congressman Richard Ottinger is a prime example. He has made a number of "scare"

More . . .

attacks on asbestos during his campaign for a Senate seat, and most recently, managed to so frighten a group of construction workers in Westchester County with his comment on sprayed asbestos that they walked off the job and refused to work near the material again.

SLIDE #8 -- ENVIRONMENTALISTS (clippings)

In the private sector, additional adverse publicity has been generated by such environmentalists and consumer protection advocates as Barry Commoner, Rene Dubos and Ralph Nader, who frequently include asbestos in their list of public health hazards. Nader's recent utterances about the use of asbestos as a filler in cigars and cigarettes is a prime example.

SLIDE #9 -- DOCTORS (clippings)

Considerable publicity has been generated by doctors investigating various types of asbestos-related disease. Their comments and speeches have very often been exaggerated or quoted out of context, and their opinions or theories reported as absolute fact by the nation's press. This has led to the type of damaging headlines and stories you see here. In other instances, and in all candor, the doctors themselves are to blame -- either because they have spoken out without knowing the full facts of a particular situation, or because they have exaggerated the size of the problem in order to attract more attention.

More . . .

SLIDE #10 -- NEWSPAPERS (clippings)

All of this has attracted the nation's press. Newspapers, magazines, and radio and TV stations, both in the United States and in Canada, have picked up the story and moved it across the continent.

SLIDE #11 -- ERRONEOUS IMPRESSIONS

The net result of all this publicity has been to foster very erroneous, but nonetheless very damaging and dangerous impressions in the public mind -- that for example . . .

- asbestos is a major air pollutant
- asbestos causes lung cancer and other diseases among the general public
- once asbestos gets into the lungs it remains forever
- a little bit of asbestos can kill you

SLIDE #12 -- ERRONEOUS IMPRESSIONS (continued)

- asbestos is more hazardous than cigarette smoking
- because asbestos cannot be controlled, it should be banned until it is proven safe
- substitutes for asbestos should be used whenever possible
- the industry is doing nothing about the problem

A prime goal of the Asbestos Information Committee/North America will be to correct these erroneous impressions.

More . . .

We must present the true and honest facts as best we know them. Facts like these . . .

SLIDE #13 -- MEDICAL FACTS

Asbestos is basically an occupational health hazard.

The effects of asbestos are both time and dose related. That is -- asbestos-related disease can develop only after the inhalation of large amounts of asbestos dust over a long period of time.

And finally, there is presently no evidence of hazard to the general public from slight exposure to asbestos dust that might be found in the ambient air around us.

These are the medical facts as we know them. Most specialists in the field agree with them, some do not. Some doctors believe that certain diseases -- such as lung cancer and mesothelioma -- can result from slight, intermittent exposure to asbestos. This, they say, puts the general public in great danger if any asbestos is allowed to escape into the ambient air. They do not have any scientific evidence to support their beliefs, but then again, we cannot, at this point, prove that asbestos is not a hazard to the general public. What evidence exists supports the industry position, but it is not conclusive. For this reason, and also to learn more

More . . .

about hazards to those who work with asbestos and how to control them, the industry, including Johns-Manville and many of your own companies, is sponsoring a number of scientific research projects in the asbestos/health area.

SLIDE # 14 -- Q.A.M.A. PROJECTS

The Quebec Asbestos Mining Association, through its support of the Institute of Occupational and Environmental Health in Montreal, is sponsoring six research projects. They are: epidemiological studies of the Canadian General Population, of asbestos manufacturing workers in two plants in New Orleans, and of asbestos miners and insulation workers in Italy. Also being sponsored by the QAMA are studies of anthophyllite asbestosis in Finland, of experimentally induced granulomas, and of the cellular basis of the biological effects of asbestos. The most important of these are the Epidemiological Study of the

ability to produce pulmonary tissue response in experimental animals, the biological effects of modified inorganic fibrous microparticles, and a Fibrous Dust Study being undertaken at the Industrial Hygiene Foundation of America in Pittsburgh to investigate the ways in which the major varieties of asbestos produce disease.

It is essential that the facts being determined by this medical research, as well as by research going on throughout the world, be placed in the hands of those who have been making uninformed and irresponsible attacks on the industry. We should not be afraid of what medical science is finding out about asbestos-related disease, for it is not all bad. Much of what is being discovered gives us hope and great faith in our ability to solve the problem.

More ....

Canadian General Population and the New Orleans Epidemiological Study. Both of these studies promise to provide us with material on the incidence of asbestos-related disease among long-term employees and among people living in the vicinity of asbestos processing plants and mines.

SLIDE # 15 --- OTHER RESEARCH PROJECTS

These six studies are representative of research work being sponsored or cooperated in by independent companies in the asbestos industry in this country. These projects include the Insulation Industry Hygiene Research Program, the Asbestos Industry Study being conducted by the U. S. Public Health Service --- most of our companies, I believe, are involved in this study in one way or another --- an Epidemiological study of Retired Johns-Manville Employees, a study of the relationship between fiber dimension and the

SLIDE #16 -- WHAT RESEARCH IS FINDING

Here is what-they're finding.

Present day technology is sufficient to deal with problems encountered in the handling of asbesto

When precautions are taken, asbestos-related disease declines and ceases to be a problem.

Any asbestos-containing product can be handled safely, if proper precautions are taken.

These facts, both medical and technical, contradict the impressions of the problem being given to the general public. Our job as members of the AIC/NA should therefore be to:

SLIDE #17 -- AIMS OF PUBLIC RELATIONS EFFORT

(1) Place the problem in proper perspective for various publics, including the media, government officials and the general public.

(2) Publicize industry's efforts and accomplishments in identifying and controlling asbestos/health hazards.

More . . .

And . . .

(3) Publicize and advertise the indispensability of asbestos in our modern technological society.

Fortunately, we are not starting from ground zero in our efforts to accomplish these aims. A number of companies in the asbestos industry, including those represented here today, have made considerable independent efforts in this area. For example, some of the things that Johns-Manville has done or is doing include:

SLIDE #18 -- BACKGROUND & POSITION PAPERS (fan arrangement)

Preparing background and position papers on a number of asbestos/health related topics . . .

SLIDE #19 -- BACKGROUND & POSITION PAPERS (titles)

such as . . . "Asbestos and Human Health," which is a general paper on the entire problem.

"Asbestos and the General Public" -- a study of the possible health effects of asbestos pollution in the ambient air.

"Asbestos-Cement Water Pipe and Human Health" a refutation of certain uninformed attacks on the use of asbestos-cement pipe in municipal water systems . . . and also . . .

"Asbestos: A Family of Minerals" and "History of Johns-Manville Health Research" both of which are self-explanatory.

SLIDE # 20. -- FAVORABLE MEDICAL PAPERS

We also distribute to government officials, science writers and others, copies of medical papers and speeches which discuss the problem in its proper perspective or which describe industry efforts to control asbestos/health hazards.

Dr. Wright Am Thoracic Society

SLIDE # 21 -- MAGAZINE ARTICLES (clippings)

We also had good results working with writers investigating the asbestos/health problem. In recent years, we've assisted writers from NEWSWEEK, TIME, TODAY'S HEALTH, ENVIRONMENTAL SCIENCE AND TECHNOLOGY, ENGINEERING NEWS-RECORD and others. In most instances, these efforts resulted in stories which at least gave the industry side of the case.

more ...

SLIDE # 21A -- TIME MAGAZINE (clipping)

For example, this excerpt from an article on industrial disease, which appeared in the February 7, 1969 issue of TIME, gave credit to Johns-Manville for its efforts to reduce asbestos-related disease among insulation workers. The article read: "Johns-Manville Corporation, the nation's largest manufacturer of building products, has teamed with the Asbestos Workers union to finance efforts to reduce worker exposure to asbestos fibers." The program referred to, by the way, is the Insulation Industry Hygiene Research Program, that I mentioned earlier.

SLIDE # 22 -- TODAY'S HEALTH

Another example is this article from TODAY'S HEALTH, an AMA publication aimed at the general public. Despite its rather ominous title, it treated the subject with a fair degree of balance. The author, at our request, contacted Dr. George Wright in Cleveland, for his comments on the problem. Dr. Wright is a highly-regarded expert in the asbestos/health field and.

More ...

serves as a consultant to Johns-Manville and other companies and associations in the asbestos industry.

SLIDE # 22A-- TODAY'S HEALTH (close-up)

Dr. Wright was quoted extensively in the article. He said that -- quote -- the risk to the general public posed by the mostly intermittent exposure to the low concentrations of asbestos likely to be present in the ambient air has been exaggerated beyond the limits imposed by known facts." And also, a little later on, that "I'm all for control of dusty emanations. What I am opposed to are scare tatics." Dr. Wright was, of course, referring to those doctors who blow up the problem in speeches and interviews far beyond what the situation calls for.

SLIDE # 23 -- ENVIRONMENTAL SCIENCE & TECHNOLOGY

This article by a young writer from ENVIRONMENTAL SCIENCE AND TECHNOLOGY magazine, a publication of the American Chemical Society, was based primarily on

More ...

interviews set up for her here in New York by Johns-Manville. It is a fair, well-balanced article and gives considerable credit to the industry for its efforts to solve the problem.

SLIDE # 23A. -- ENVIRONMENTAL SCIENCE & TECHNOLOGY (Close-up)

This attitude is expressed well in the concluding paragraph of the article, where the author states that --- quote -- cooperation among industry, government, labor groups and scientists is yielding a wealth of data pinpointing the actual problem in the use of asbestos fibers and initiating studies resulting in control of hazardous situations -- end quote.

Not in any one of these cases could it be said that asbestos was given a clean bill of health. But we have found that by working with writers and by providing them with up-to-date factual material and information on asbestos/health, we have been able to temper to a great extent what might otherwise have been damaging, error-filled articles.

More

SLIDE # 24 -- IIHRP RELEASE

A good source of positive publicity for Johns-Manville and for the industry has been the company's financial support of and cooperation in the Insulation Industry Hygiene Research Program. As this press release states, the IIHRP is "The Nation's first cooperative effort by an internationational labor union, industry, science and government to conduct a health research program for industrial workers....."

This program was set up in October, 1968, for the purpose of developing improved methods and products to protect insulation workers from dust and fumes encountered in their work.

The program is under the direction of Dr. Irving J. Selikoff, a noted asbestos/health specialist, shown here at the right in the photo, with J-M senior Vice President Bert Jobe, in the center, and Asbestos Workers Union President, Al Hutchinson, on the left.

More ....

We have been publicizing the activities and accomplishments the IIHRP ever since it was founded, to serve as an example of the industry's interest and involvement in all aspects of the asbestos/health problem.

SLIDE # 25 -- ARTICLES

Here are a few articles mentioning the program.

SLIDE # 26 -- GREEN SHEETS

We also distribute copies of the quarterly progress report to a wide group of interested parties, including members of the various asbestos industry trade associations, insulation contractors, as well as the media.

SLIDE # 27. -- BOSH PHOTO

On the governmental front, we have established working relationships with health officials in a number of city, state and federal bureaus. This photo, taken in Washington last year, shows J-M PR Director Bill Raines on the left and Matt Swetonic, also of the J-M PR staff, talking with Dr. Marcus Key, head of the Bureau of Occupational Safety and Health, and a very good friend of Dr. Wright. Contacts such as these enable us to keep in touch with important developments on the governmental level.

More

Another function that we consider of prime importance is the answering of uninformed or irresponsible crticism in the press and on radio and TV.

SLIDE #28 -- ARTICLE & REBUTTAL -- DR. FISHBEIN

Recently, letters signed by J-M Medical Director Dr. Thomas Davison were sent to the well-known Dr. Morris Fishbein concerning errors in an editorial in MEDICAL WORLD NEWS .

SLIDE #29 -- ARTICLE & REBUTTAL -- DR. CARNOW

and to Dr. Bertram Carnow concerning an article in the SATURDAY REVIEW.

SLIDE #30 -- ARTICLE & REBUTTAL -- REUTERS

We also were able to convince Dr. Irving Selikoff to write to Reuters concerning erroneous statements attributed to him in a recent wire story, one that caused quite a stir overseas.

SLIDE #31 -- OTTINGER CLIPPINGS

Another example -- one in which we did not fare so well -- involved Congressman Ottinger. As we mentioned earlier, Ottinger has been most vehement in his attacks on asbestos during the campaign. In response to this criticism, a meeting was arranged with members of Ottinger's staff to discuss the problem. We were frankly told that the Congressman would continue to attack asbestos if he felt that it

More . . .

could be of benefit to his campaign. And, I might add, they kept their word. Ottinger recently has renewed his assaults on asbestos. The moral to this little episode is that politicians are very. tough to deal with, especially if they sniff a couple of additional votes.

SLIDE #32 -- ASBESTOS INDUSTRY ASSOCIATION (text listing)

As you know, Johns-Manville people have also worked closely with the various asbestos industry associations, such as the Asbestos Textile Institute, the Asbestos Cement Products Association, the National Insulation Manufacturers Association and the National insulation Contractors Association.

SLIDE #33 -- NIMA BOOKLET

Besides giving presentations on asbestos/health and its problems to the Textile Institute and the Asbestos-Cements Products group, we have also assisted NIMA in the preparation of this safety practices booklet on the handling and applying of thermal insulation products containing asbestos.

SLIDE #34 -- ACPA BOOKLET

and also helped the ACPA in the production of this booklet on the safe handling of asbestos-cement products.

SLIDE #35 -- CUSTOMERS WITH PROBLEMS (text listing)

Advice and information on various aspects of the asbestos/health situation are given to a number of customers, like

More . . .

these, who inquire on this subject each year. This activity includes not only answering questions, but also providing technical advice and assistance on the safe handling of asbestos fiber. Milton Bradley, for example, manufactured and sold a children's modeling compound which contained asbestos. We urged them to take the asbestos out of the compound because there could obviously be no controls on the manner in which children handled the material. The company did so.

An example with a happier ending from the industry's point of view, concerns the Inland Division of General Motors, which manufactures brake systems for GM cars. They were concerned about the asbestos used in the manufacture of brake linings. At their request, a meeting was arranged with their medical and environmental control people and it was held in Dr. Wright's laboratory at St. Luke's Hospital in Cleveland. Through this meeting, we were able to develop satisfactory work practices and control procedures to protect the Inland employees from the potential hazards of working with asbestos.

More

SLIDE # 36 -- OVERSEAS CAUTION BOOKLET

Earlier this year, as part of our overall customer relations program in the health area, we sent copies of this safety practices booklet to all J-M overseas fiber customers.

We have also recently launched a new corporate advertising campaign in NEWSWEEK, BUSINESS WEEK, THE WALL STREET JOURNAL and U.S. NEWS & WORLD REPORT pointing out the important part that asbestos plays in....

Read headlines

SLIDE # 37 -- BRAKE AD

automobile brake linings.....

SLIDE # 38 -- MORRO CASTLE AD

aboard ship in the form of fireproof bulkheads ...

SLIDE # 39 -- AIRPORT AD

in the construction of strong, long-lasting airport runways.

SLIDE # 40 -- NIGHT DRIVING AD

again, in brake linings for cars.

More ...

SLIDE # 41 -- DRY TRANSFORMERS

And the latest in the series -- on the indispensability of asbestos in the dry type transformers used in stand-by equipment in the modern hospital.

Obviously, there is governing policy behind all that we have been doing on asbestos/health at Johns-Manville.

Our President, Clint Burnett five years ago, set up an Environmental Health Task Force in J-M which is governed by a Policy Committee.

SLIDE # 42 -- ENVIRONMENTAL HEALTH TASK FORCE

of which Clint is Chairman and on which you will see quite a cadre of senior officers of our company. This policy group has met every two months, since it was set up. We get together after business hours and discuss the current situation on environmental health and receive and act on the recommendations of four sub-committees:

1. Environmental Control
2. Scientific Relations
3. Legal Problems and

4. Public Relations

As you can see from the material I've presented, we've had a lot of experiences and frankly, we've accumulated a lot of facts and background knowledge which we're very glad to share with all of you.

SLIDE # 42A -- AIC/NA

It is our belief that our activities, coupled with those undertaken by your companies, will serve as a strong foundation for the work of the AIC/NA.

While we have achieved some successes in these areas, especially in working with the press, it has nevertheless been difficult to rebut uninformed criticism as individual companies. However, because of the very real and, we believe, very dangerous situation that the industry is facing in the asbestos/health area, it is essential that we make every effort to place the problem before the public in its proper perspective.

SLIDE # 43 -- AIC/UK (Member Companies)

When faced with this same situation a few years ago, the asbestos industry in Great Britain set up an Asbestos Information Committee. The four companies involved were Turner & Newall, Cape Asbestos, British Belting and Asbestos, and Central Asbestos.

Many of the activities of the British Asbestos Information Committee parallel those of the asbestos industry here in North America. However, their success has been greater than ours because they have been speaking with one voice.

SLIDE # 44 -- BRITISH PRESS CLIPPINGS (Unfavorable)

For example, the press in Great Britain had attacked asbestos and the asbestos industry severely, much the same as the press is doing in this country.

More ...

SLIDE # 45--- BRITISH PRESS CLIPPINGS (Favorable)

But strenuous efforts by the AIC to inform the British public and others of the true nature of the problem resulted in these much more favorable stories in the press ....

SLIDE # 46. -- BRITISH PRESS CLIPPINGS (Favorable)

and these.

Some of the activities of the British AIC that resulted in this favorable publicity included the publishing of informational pamphlets and booklets, such as .....

More ...

SLIDE # 47 -- ASBESTOS -- SAFETY & CONTROL

this one on occupational problems of asbestos.

SLIDE # 48 -- ASBESTOS AND YOUR HEALTH

One on the health effects of asbestos for those employed on the British docks in British shipyards, where the men were refusing to unload or handle asbestos without more protection from the dust.

SLIDE # 49 -- ASBESTOS -- PUBLIC NOT AT RISK

and this one on the general public. You will notice that this was issued under the byline of Wilfred Howard, who is Secretary of the British AIC.

SLIDE # 50 -- MAN READING ASBESTOS SUPPLEMENT

The AIC has also produced supplements for newspapers ....

More ....

SLIDE #51 -- WALL CHART

a school wall chart on the industry and the many uses of asbestos . . . and also a series of ads similar to those produced in this country, dealing with such uses of asbestos as . . .

SLIDE #52 -- BRAKE AD

brake linings . . .

SLIDE #53 -- BTU AD

and insulations.

SLIDE #54 -- SAFETY PRACTICES BOOKLETS

In conjunction with the Asbestosis Research Council, an industry-sponsored medical research group, the British AIC has also published a series of Safety Practices Booklets dealing with such topics as: Asbestos Spraying, Respiratory Equipment and Protective Clothing, Thermal Insulations, Friction Materials, Textile Products, Shipbuilding and others.

More . . .

SLIDE #55 -- REBUTTALS

The British AIC has also been very active in rebutting uninformed or erroneous criticism in the press. These are samples of letters to the editor signed by Wilfred Howard, secretary of the British AIC, that were printed in major British publications.

SLIDE #56 -- BRITISH TELEVISION

In addition, AIC members have appeared on British television and radio giving industry's position . . .

SLIDE #57 -- PARLIAMENT

and have been very successful in dealing with government officials on the drafting of regulations affecting the asbestos industry.

SLIDE #58 -- EUROPEAN CONFERENCE BOOKLET

Last year, the AIC conducted a one-day conference on the asbestos/health problem for customers and asbestos industry officials who came from all over Europe. The slides I have just shown you on the British AIC were, in fact, taken from one of the presentations at that conference.

SLIDE #59 -- ASBESTOS INFORMATION COMMITTEE / NORTH AMERICA

Based on the accumulated experience of the British, with who we maintain a strong and productive relationship, and our

More . . .

own efforts we believe we have the background needed to make the Asbestos Information Committee/North America fully as effective as its counterpart across the Atlantic.//

And now, let me give you a little detail on the objectives, planned activities and organization of the AIC/NA.

SLIDE #60 -- AIC/NA OBJECTIVES

Basically, the objectives of the AIC/NA will be to:

a) Provide an authoritative channel of communication to all publics.

b) Publicly rebut irresponsible and uninformed criticism.

c) Propagate the indispensability of asbestos through advertising, publicity, speeches, and other appropriate means of communication.

We plan to carry out these objectives through the following activities:

SLIDE #61 -- AIC/NA ACTIVITIES

1. Promptly answer unjustified or uninformed criticism of the effects of asbestos as it relates to human health.

2. Prepare and place advertisements and press material pointing out the indispensability and benefits of asbestos in consumer and industrial use.

More . . .

3. Communicate with interested governmental bodies, at the local, state and Federal levels.

4. Prepare and distribute Codes of Practice for the safe handling of asbestos in various industries.

5. Prepare and distribute background and position papers on such subjects as: Asbestos and Health, Asbestos and the General Public, the uses of asbestos in our modern society, and scientific research in asbestos/health.

SLIDE # 62 -- AIC/NA -- ACTIVITIES (Continued)

6. Prepare and distribute education films as they may be required.

7. Communicate with others in the industry, such as the Asbestos Textile Institute, the Asbestos-Cement Products Association, The National Insulation Manufacturers Association, the National Insulation Contractors Association, the American Institute of Architects and others.

8. Answer inquiries on asbestos and asbestos/health from various publics.

9. Maintain and asbestos/health library and distribute items of interest to member companies and other

SLIDE #63 -- HILL & KNOWLTON CORPORATE SLIDE

To assist us in carrying out these activities, we would propose that the Committee retain the services of the Environmental Health Unit of Hill & Knowlton, the largest public relations agency in the world. Hill & Knowlton has been public relations counsel to Johns-Manville in the asbestos/health area for a number of years, and has done an outstanding job. The London bureau of Hill & Knowlton was instrumental in the formation of the British AIC and has handled many of the activities of that committee ever since. In fact, the address of the British AIC is the London office of H&K.

H&K is also playing a major role in the formation of an AIC in the Benelux countries to handle the asbestos/health problem in that section of Europe. The Benelux unit, as a matter of fact, is being formed as a result of stimulation at the one-day conference I mentioned earlier.

SLIDE #64 -- AIC/NA ORGANIZATION CHART

Now, as to organization, this is the proposal:
The AIC/NA will be headed by the Chairman and each founding company will have one voting member.

Day-to-day work will be carried on by the Administrative Sub-Committee, under the direction of the Secretary, with a Publi Relations member, an Environmental Control member, a Projec Coordinator and the Public Relations Counsel.

More

Of prime importance in the handling of day-to-day activities will be the ability of the Administrative Sub-Committee to act quickly in answering criticism and dealing with other matters requiring immediate attention.

SLIDE #65 -- BUDGET

A tentative budget of $150,000 has been drawn up for the first year of AIC operations, with this breakdown:

1. Advertising ---------- $100,000
2. Public Relations Counsel -------- 45,000
3. Publications ---------- 3,000
4. Meetings ---------- 2,000

Johns-Manville will underwrite this budget for the first year of operations.

We recommend that the Committee be formally organized today, a Chairman and Secretary be elected and activities begin immediately.

Toward that end, we have drawn up a tentative list of five projects which we feel should be given priority consideration.

SLIDE #66 -- MAJOR PROJECTS

1. Hold a press conference to announce formation of the AIC/NA and establish industry's position in the asbestos/health area.

More . . .

2. Prepare a general AIC/NA booklet on the health hazards of asbestos.

3. Develop an industry posture on asbestos spraying.

4. Establish contacts in Washington with officials in bureaus and departments dealing withasbestos/ health matters.

5. Conduct a one-day industry conference on asbestos/ health, similiar to last year's British AIC European Conference, to acquaint customers and other manufacturers in North America with the true nature of the problem.

SLIDE # 67 -- AIC/NA

I hope this brief presentation has given you a good idea of why an AIC/NA is vital to the interests of the asbestos industry. We feel it can be effective in dealing with this most serious problem, and we are grateful for the interest you have shown in this matter and welcome

(LIGHTS UP)

Before turning the meeting back to Malcolm Meyer, and opening it to questions, I'd like to ask Bill Raines, Director of Public Relations for J-M, to take just a few minutes to show you some of the reference and working materials that I referred to in the presentation and describe briefly how we have been using them to carry out -- as Johns-Manville -- some of the public relations activities that we propose be undertaken, in the future, by the AIC/NA, through its Secretary and Administrative Sub-Committee.