

Lead Industries Association, Inc.

222 MADISON AVENUE
NEW YORK, N. Y. 10017

AREA CODE 212
ON 5-0000

JOHN E. BOWLINGER, President
KENNETH W. GREEN, Vice President
DAVID B. STRAUSS, Vice President
WARREN T. TRASEL, Vice President
JOHN L. STRADLEY
Executive Vice President
DAVID M. BORDMAN
Secretary and Treasurer

October 11, 1967

TO: ALL MEMBERS OF THE INDUSTRY DEVELOPMENT COMMITTEE
OF THE LEAD INDUSTRIES ASSOCIATION

1968 LIA Budget Meeting Industry Development Committee

Submitted herewith are an agenda and budget proposal on the subject to cover LIA's activities for 1968.

These will be discussed on Friday, November 3, during the meeting of the committee to be held at Association headquarters, starting at 9:30 A. M.

The meeting will follow the agenda given below:

1. Approval of minutes of previous meeting, held October 31, 1967.
2. Presentation of Budget proposal and discussion.
3. Motions covering recommendations to the Board on:
 - a) Budget proposal
 - b) Assessment rates
4. Such other business as may be pertinent to the purposes of the meeting.
5. Adjournment.

Arrangements will have been made for lunch and we hope you will join us. It is not possible to be specific as to whether the meeting will run into the afternoon.

Please advise if you will attend. Also, whether you will be with us for lunch.

Sincerely,



Lead Allied with Lead

J. L. Kimberley
Executive Vice President

JLK:cb

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE
NEW YORK, N.Y. 10017

TELEPHONE - AREA CODE 212
ON 6-0000

October 11, 1967

Subject: 1968 Budget Proposal

To: All Members of the Industry Development Committee

Attached are data and discussions to cover plans for the operation of LIA during 1968.

The presentation includes:

Table I - The course of the Association's

A. Budget Income, Expenditures and Operating Reserves for 1960 - 1967 inclusive

B. Assessments for the same period

Table II - A more detailed financial summary for 1967

Table III - 1967 Budget, Performance as estimated, - and 1968 Proposal:

A. Administrative

B. Advertising, Publications & Related Programs

C. Summary 1967

Table IV - Projected Income, Disbursements, and Assessment Rates for 1968

The final (and largest) section discusses each of the proposals for advertising, publications and related promotion, motion picture distribution, Health and Safety and new projects.

It is gratifying to find that the Association's activities can be expanded in 1968 - as is believed necessary - while, at the same time, assessments can be significantly lowered from those for 1967.

David M. Borcina
Secretary and Treasurer

Approved

J. L. Kimberley
J.L. Kimberley
Executive Vice President



Look Ahead with Lead

IDC-October 11, 1967

Table I

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A - Gross Budget, Income, Expenditures - Balances 1960-1967

	<u>Approved Budget</u>	<u>Income</u>			<u>Expenditures</u>	<u>Operating Reserves Year-end</u>
		<u>Assessments</u>	<u>Other</u>	<u>Total</u>		
1960	\$374,450	\$371,963	\$ 3,818	\$375,781	\$332,944	\$154,385
1961	369,350	340,545	4,460	345,005	319,624	179,766
1962	461,000	471,560	4,660	476,220	412,133	243,853
1963	483,125	391,248	6,141	397,389	459,477	181,765
1964	622,700	515,169	6,033	521,202	567,754	135,213
1965	699,162	643,345	5,371	648,716	685,139	98,790
1966	826,650	812,896	12,899	825,795	739,739	184,846
1967	913,700	878,530	14,900	893,430	744,739	333,537 (est.)

(est.)

Of income, the special assessment for Health and Safety accounted for \$96,657 in 1966 and \$206,097 in 1967.

B - Rates in ¢/ton

<u>Membership</u>						<u>Industry Development</u>	
<u>Mining</u>		<u>Manufacturing & Smelt. & Refin.</u>		<u>Assembled Articles</u>		<u>Pig Lead Sales</u>	
<u>Regular</u>	<u>Health & Safety</u>	<u>Regular</u>	<u>Health & Safety</u>	<u>Regular</u>	<u>Health & Safety</u>	<u>Regular</u>	<u>Health & Safety</u>
1960	200	50		240		\$.42	
1961	12	3		14		.52	
1962	16	4		2		.65	
1963	16	4		2		.54	
1964	16	4		2		.80	
1965	16	4		2		1.05	
1966	16	4	.60	2	.30	1.10	150
1967	16	4	1.2	2	.6	.91	28

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Table II - 1967 Income and Disbursements

Operating Fund, January 1, 1967	\$ 184,846
Income 1967:	
Memberships	104,896
Industry Development	567,577
Health & Safety Public Relations	
Memberships	31,457
Industry Development	174,640
Health and Safety Service Fee (IL270)	6,000
Miscellaneous	8,900
Estimated Expenditures, 1967	\$1,078,276
	744,739
Operating Fund, January 1, 1968 (est.)	\$333,537 (a)

(a) Includes \$125,000 unspent funds of the Health and Safety Public Relations Program.

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Table III - Approved and Estimated Expenditures - 1967 - 1968 Proposal

		Approved	Estimated	Proposed
		1967	Actual 1967	1968
A - Administrative & Technical Service				
1) Salaries	}		\$205,200	\$205,515
2) Payroll Taxes		\$200,000	6,500	7,900
3) Pension Premiums		18,000	18,774	18,000
4) Business & Group Insurance		2,000	3,500	3,500
5) Rent		20,000	19,440	19,440
6) Travel & Expenses		45,000	37,000	45,000
7) Annual & Committee Meetings		3,000	3,000	3,000
8) Professional Fees		3,500	4,175	4,000
9) Annual Statistical Review		650	650	-0-
10) Printing & Office Supplies		6,000	5,500	6,000
11) Telephone & Telegrams		5,000	5,500	5,400
12) Postage & Express		7,000	5,000	5,500
13) Subscriptions-Periodicals		1,300	650	700
14) Furniture & Fixtures		2,000	2,000	1,000
15) Office Services		7,000	7,000	8,000
16) Temporary Office Help		---	1,500	700
17) Technical Association Dues		700	700	700
18) Miscellaneous		2,000	1,500	2,000
Total Administrative		\$323,150	\$327,589	\$335,255
B - Advertising, Publications & Related Promotions - Continuing Programs				
1) Architectural & Construction		\$ 82,000	\$ 82,800	\$ 87,600
2) Cable		12,100	12,100	14,400
3) Industrial Batteries		39,800	37,400	50,000
4) Pigments and Chemicals		24,200	24,200	26,000
5) Solder, Terne & Design Engineering		35,600	35,600	37,900
6) Scientific American (no discussion)		5,700	5,700	-0-
7) Advertising Space Production & Miscellaneous		25,000	19,000	25,000
8) "Lead" Magazine		37,000	32,500	37,000
9) Conventions and Exhibits		19,000	17,000	16,000
10) Lead Abstracts		12,000	12,000	14,000
11) Reprints of Technical Articles		10,000	11,000	10,000
12) Test Programs		10,000	1,000	3,000
13) Illustrations & Photography		5,000	2,500	3,000
		\$317,400	\$292,800	\$323,800

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Table III

B -(Continued)

	Approved 1967	Estimated Actual 1967	Proposed 1968
14) <u>Motion Picture Distribution:</u>			
a. General	\$ 16,000	\$ 12,000	\$ 16,000
b. Bureau of Mines	30,000	30,000	2,000
	\$ 46,000	\$ 42,000	\$ 18,000
15) <u>Health & Safety Public Relations Program</u>	200,000	75,000	75,000
<u>Miscellaneous and Contingencies</u>			
16) Lead Book (Monograph)	\$ 3,000	\$ -0-	\$ 3,000
17) Corrosion Handbook	5,000	-0-	5,000
18) Annual Review	1,000	100	1,000
19) Apprentice Contest	1,500	1,200	1,200
20) National Shooting Sports Foundation	650	650	650
21) Steel Structures Painting Council	1,000	1,000	1,000
22) Contingencies			
a) General	5,000	3,000	3,000
b) ILZRO	10,000	1,400	10,000
	\$ 27,150	\$ 7,350	\$ 24,850
<u>New Project Proposals</u>			
23) External Public Relations			\$ 35,000
24) Industrial Batteries - Utility Salesmen's Education (see discussion of Industrial Batteries - Item B? above)			25,000
			\$ 60,000
Total Ads, Publications, B & S, Misc. & New Projects	\$590,550	\$417,150	\$501,650

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Table III (Continued)

C - Summary 1967

	Approved 1967	Estimated Actual 1967	Proposed 1968
Administrative & Technical Service	\$323,190	\$327,589	\$335,295
Advertising, Publications & Related Promotions	317,400	292,800	323,800
Motion Picture Distribution	46,000	42,000	18,000
Health & Safety Public Relations Program	200,000	75,000	75,000
Misc. including Contingencies	27,190	7,390	24,890
New Project Proposals 1968			60,000
	\$913,700 (a)	\$744,739	\$836,905

(a) In addition, \$42,500 for an Industrial Color Coding program was approved by the IDC 10/31/66 subject to review. However, the Board of Directors at its meeting in April, 1967, cancelled this expenditure. The amount was subsequently raised and held.

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Table IV - Projected Income and Disbursements

The following tabulation presents two different plans of assessment for consideration with the 1968 Budget Proposal.

	Plan I	Plan II	
		Regular	Health & Safety Reserve
Estimated Balance, Jan. 1, 1968	\$333,537	\$208,537	\$125,000
Membership Assessments	105,000	105,000	
Pig Lead Sales	469,068	519,068	
Health & Safety Service Fee (ILZNO)	20,000	20,000	
Interest Earned on Savings	8,000	8,000	
Miscellaneous	2,000	2,000	
Total Available	\$936,905	\$861,905	\$125,000
Estimated Expenditures, 1968	836,905	761,905	75,000
Operating Fund Balance, Dec., 31, 1968	\$100,000	\$100,000	\$ 50,000

Notes

The proposed plans would not require any Special Assessment for the Health and Safety Public Relations Program charged in 1967.

Plan I assumes that the unspent Health and Safety funds, \$125,000, will revert to the General Operating Funds.

Plan II assumes that the unspent Health and Safety funds, \$125,000, will be set up as a reserve against which about \$75,000 in 1968 expenses will be charged.

1968 Proposed Rates Per Ton

	Membership				Industry Development	
	Mining	Mfg. & S. & R.	Assembled Articles	Projected Income	Pig Lead Sales *	Projected Income
Plan I	16¢	4¢	2¢	\$105,000	75¢	\$474,000
Plan II	16¢	4¢	2¢	105,000	87¢	\$22,000

- * Based on 600,000 tons of pig lead sold in 1967, which includes allowance for the year's business conditions (strikes and changing imports.)

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Proposed 1968 Budget - Program Details

ARCHITECTURAL AND CONSTRUCTION - Table III B-1)

Sound attenuation will continue to receive major attention with 1968 promising to be a year of wide acceptance for lead.

Promotional activities in conjunction with the manufacturers of light weight sheet lead and LIA's "How to" booklet on plenum barriers, which has been widely distributed, have already resulted in a number of successful applications with many more expected. In our opinion, as lead for plenum barriers becomes more acceptable to architects and engineers, other applications such as leaded doors and partitions may well develop to commercial use.

Efforts aimed at roofing and reflecting pool linings have produced some interesting applications that have considerable promise. One of these is the Center for Performing Arts, Marina City, Chicago, completely sheathed in lead, both roof and sidewalls. Another is a reflecting pool lining at Albany, N.Y. (using special installation procedures with a lead alloy not previously used for this purpose) that has been successfully tested. The architects involved have included lead in their specifications in what will be the largest pool in the world, 120 by 800 feet. Now under test, as a result of LIA effort, for the same architects is a new method of installing sheet lead roofs without conventional expansion joints.

The proper assessment of results forthcoming from activities in this field is difficult. It can be said however, judging by inquiries received from the construction trades, that there is considerable interest in our product. Unfortunately these inquiries cannot all be followed individually to determine if sales resulted. In a number of instances however where LIA has worked with architects (at their invitation) the end result has been generally favorable.

The only statistic available as a measure, is sheet lead consumption which has remained fairly constant over the past 5 years, though all indications are for a lessening demand from the chemical construction field.

Other areas that are and will be actively promoted include leaded porcelain enamels, lead x-ray applications and lead in plumbing. In connection with the latter (plumbing), a fairly severe decline has taken place in the last three years in the consumption of calking lead, currently at 63,000 tons. Several years ago LIA had a small campaign but it was discontinued. Neoprene is the competition and ILZRO is apparently developing some corrosion data, adverse to neoprene that could be most useful. If these research results can be exploited during 1968, a small campaign could be plugged into this overall architectural and construction program without changing the money requested.

Continuance of LIA roofing and Flashing, Sound Attenuation and Waterproofing catalogs in Sweets's Architectural File, with the first two also in Sweets' Industrial Construction File is recommended.

In Addition to these activities it is planned to continue the direct mail campaign with Architectural and Construction Bulletins, the first of which, entitled

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Architectural and Construction (Continued)

"Acoustical Plenum Barriers and How to Install Them," was published and distributed early in 1967.

The present market for all metallic lead products used in the construction industry is over 110,000 tons.

Recommendation for 1968 along with comparable 1967 budget follows:

	<u>Space Advertising</u>	<u>Sweets' Catalog Files</u>	<u>Arch. & Constr. Bulletins</u>	<u>Total</u>
1968	\$73,000	\$9,600	\$5,000	\$87,600
1967	67,400	9,600	5,000	82,000

CABLE - Table III B-2)

This market, remaining fairly static from 1962 to 1964 showed a better than 15 per cent increase in 1965 and 1966. The trend is continuing in 1967, based on the first six months figures.

LIA efforts in this area have been directed to electric utilities and engineers and its advertisements stress the 100 per-cent reliability of lead sheathing. This will be continued with more effort.

The present market for lead in cable sheathing is 66,000 tons.

Recommendation for 1968 along with the comparable 1967 budget follows:

	<u>1967</u>	<u>1968</u>
Space Advertising	\$12,100	\$14,300

INDUSTRIAL BATTERIES PROGRAM - Table III B-3) and B-24)

This market continues to be one promising major growth, with the past 5 years showing steady increases in consumption from 38,000 tons in 1962 to 59,000 tons in 1966. The end seems nowhere in sight provided major promotional efforts are continued.

It is felt that LIA's efforts should be directed along two paths, the first a continuation of present programs, increased space advertising, direct mail and field effort with industrial battery and electric truck manufacturers. Also, with the utility companies in developing trade shows conducted for their industrial customers. The increase in space advertising is suggested so that LIA's efforts can be broadened into areas of potential that have not yet been touched. There is no great effort being expended in these new areas by the truck and battery companies themselves.

The second path of activity is one requested of LIA by a number of important electric utility companies. Namely, the education of more than 1,500 industrial salesmen in the advantages of battery-powered vehicles. These salesmen sell electricity and, as the utilities point out, such is difficult until someone first sells

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Industrial Batteries Program (Continued)

a product, a process or a vehicle that uses electricity. Hence, an important utility interest in industrial lead-acid battery power.

This educational approach to utility salesmen has to now been on a hit or miss basis with the LIA staff conducting such programs as have been arranged - about 12 during 1967. A much more detailed program is now proposed. The first step would be the creation of the tools necessary for the conduct of educational seminars. Among these are a 12-1/2 minute sound color motion picture depicting the advantages of lead-acid battery power and the wide range and types of vehicles currently available. Actual on-the-job sequences are to be included. Also planned is the preparation of additional literature to be incorporated into an expanded "Power Sales Handbook" for each of the power salesmen. The present "Power Sales Handbook" is simply sent to the utility for distribution to its men.

LIA has been assured of the cooperation of the industrial battery manufacturers, a major portion of the electric truck manufacturers, several major utilities and probably most importantly the tentative approval of the Educational, Promotional and Sales Committee of the Edison Electric Institute.

It is likely that the educational program would be continuous for at least three years with the first year mostly devoted to preparation, and the second and third to seminars, each with the aid of an LIA staff member. It is expected that budget needs for years two and three would not exceed those for 1968.

Recommendation for both of these activities in 1968 are as follows:

Promotion

	<u>Space Advertising</u>	<u>Battery Publications</u>	<u>1968 Total</u>
1968	\$47,000	\$3,000	\$50,000
1967	\$6,800	3,000	

Educational

	<u>Film</u>	<u>Literature</u>	<u>Miscellaneous</u>	
1968	\$18,000	\$5,000	\$2,000	<u>\$25,000</u>
			Total	\$75,000

PIGMENTS AND CHEMICALS - Table III B-4)

Continuation of promotional efforts in behalf of lead pigments and lead chemicals is recommended.

In the field of paint pigments LIA has to now concentrated on metal protective paints and chrome yellow traffic marking paint. Not only are the conventional products,

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Pigments and Chemicals (Continued)

red lead and lead chromate, included in LIA's programs but a whole new family of compounds (the best known of which is basic lead silico-chromate) will be actively promoted.

Architects, construction and highway engineers, and public officials, responsible for paint selection and their application, are being made aware of lead's widespread virtues, acceptance and use in protecting steel structures from corrosion as well as in its use as the standard traffic marking device. Such is being accomplished through the use of a wide range of subject matter in advertisements placed in magazines concentrating on these audiences.

In the field of ceramics, this program was cut to the minimum during 1967 because it was felt that the basic job of establishing lead as another working tool for the ceramist had been accomplished. We suggest however that supplements to the LIA book "Lead in the Ceramic Industries" be continued.

The present market for the lead pigments in those paints being promoted by LIA probably account for well over 40,000 tons and in ceramics well over 25,000 tons annually.

Recommendation for 1968 along with the comparable 1967 budget follows:

	<u>Space Advertising</u>	<u>Ceramic Supplements</u>	<u>Total</u>
1968	\$24,000	\$2,000	\$26,000
1967	22,200	2,000	24,200

SOLDER, TERNE AND DESIGN ENGINEERING PROGRAM - Table III B-5)

The basic intent of LIA efforts in these fields continues to be one of finding and developing new markets for old products such as solder and terne, and developing markets for new lead containing products. The latter includes such developments as lead piezoelectrics and lead telluride, as well as batteries for portable tools and appliances, among others. ILZRO findings can also be incorporated as they are made available.

With this approach in mind we have, in the past, concentrated practically all efforts in these areas in reaching the design engineer and recommend that this be continued. A major effort will continue with solder and terne with a lesser effort on a host of other products.

The 1966 consumption figures for Solder was 79,000 tons, the use having shown a steady year by year increase from 1962 when it was 67,000 tons. Lead for Terne has shown a similar trend from 3,700 tons in 1962 to 5,100 tons in 1966.

Recommendation for 1968 along with the comparable 1967 budget follows:

	<u>Space Advertising</u>	<u>Sweets' Catalog File</u>	<u>Total</u>
1968	\$34,200	\$3,700	\$37,900
1967	31,900	3,700	35,600

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ADVERTISING SPACE PRODUCTION COSTS AND MISCELLANEOUS - Table III B-7)

The total number of ads to be prepared with the proposed space advertising program will be approximately the same as in 1967. However, greater use of two-color ads will increase production costs. The 1967 budgeted figure, \$25,000 included costs in connection with the Safety Color Coding Program which was cancelled.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	\$25,000
1967	25,000

GENERAL SUPPORTING PROGRAMS

The following programs support and implement all of LIA's promotional efforts and are a major part of the total activities.

"LEAD" - Table III B-8)

In our opinion, "Lead" is one of the most effective promotional efforts of the Association. Published quarterly it is currently being circulated to 57,000 individual readers in the United States. The total print order is 74,000 with 9,800 copies sold at cost to members and distributed by them. In addition 2,700 copies are supplied LDA and ALDA.

At the end of 1966 the mailing list was converted to a computer system which failed to operate properly. As a result only three issues of "Lead" are scheduled for 1967. In 1968, four issues are planned.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	\$37,000
1967	37,000

CONVENTIONS AND EXHIBITS - Table III B-9)

The continuation of LIA's participation in industry trade shows is highly recommended. One of many advantages presented by such exhibits is the opportunity to discuss personally with hundreds of people "How," "Where" and "Why" lead can be used in their specific fields.

Exhibits in 1968 are planned for the following:

- Design Engineering Show
- Plant Engineering & Maintenance Show
- Construction Specification Institute Exposition
- National Plumbing Exposition
- American Institute of Architects Meeting

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Conventions and Exhibits (Continued)

The reduction in funds for 1968 is due to the fact that the 1967 budget provided \$3,000 for the construction of a new exhibit background which will be reused.

Recommendation for 1968 along with the comparable 1967 approved budget follows:

1968	\$16,000
1967	19,000

LEAD ABSTRACTS - Table III B-10)

Lead Abstracts, a monthly publication prepared by the Lead Development Association, London, England, with our financial cooperation, has proved very useful. Roughly 1,000 copies per month are currently distributed in the United States.

The higher cost results from an increased charge from LDA.

Recommendation for 1968 along with the comparable 1967 approved budget follows:

1968	\$14,000
1967	12,000

REPRINTS OF TECHNICAL ARTICLES - Table III B-11)

Throughout the year articles on lead and its uses prepared by the LIA staff and others appear in the trade press. These become very useful and economical promotional tools when reprinted and distributed as a direct mail piece using existing and appropriate mailing lists.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	\$10,000
1967	10,000

TEST PROGRAMS - Table III B-12)

Sheet Lead Roofing and Pool Linings - One new test program was instituted in 1967, in cooperation with the National Lead Co. Laboratories, John F. Abernethy Co., and LIA. This involves a test installation of a new method of installing sheet lead roofs without the need for conventional expansion joints. It has been on exposure for less than 6 months, too short a time to develop any information. As previously reported, an experimental reflecting pool lining has now been on exposure for 30 months with most satisfactory results. A paper is being prepared on the pool test.

Battery Powered Bus - As reported last year efforts were then underway to conduct a cooperative test program on battery-powered buses. LIA efforts are continuing with C & D Battery Co., (specializing in industrial batteries), Westinghouse Electric Co. and Dayton City Transit Co. A group met at the Westinghouse plant in East Pittsburgh as recently as August 23, 1967.

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Battery Powered Bus (Continued)

At E. Pittsburgh, Westinghouse stated unequivocally that a battery-powered bus can be made and that the motors and necessary solid state controls are available. They strongly recommended, however, that the project be taken to the Federal Housing and Urban Development Agency (H.U.D.) They believe the project will end with a total cost from 1 to 3 million dollars.

According to Westinghouse, H.U.D. could and probably would finance two-thirds of such a project. Under the Law however H.U.D. must deal only with a local government or its agencies. A City would qualify with private organizations supplying equipment, labor and/or funds.

Through the Dayton City Transit Co. and the Dayton Power and Light Co. the City of Dayton has been approached and is in tentative agreement. The Edison Electric Institute is expected to cooperate and a meeting with them will have been held on October 11, 1967.

It would not be practical for the Association to estimate at this time the ultimate extent of LIA's financial participation in this project. It is intended however to keep the Association's financial participation at a minimum if in fact any funding should prove necessary.

In any event, if the project is acceptable to H.U.D., project funds would not be needed until fiscal year 1968-69. No funding is suggested until a more concrete proposal can be placed before the committee.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	\$ 3,000 (lead roof)
1967	10,000

ILLUSTRATIONS AND PHOTOGRAPHY - Table III B-13)

Included in this item are the various charges for photographs, drawings and illustrations needed for various promotional activities.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	\$3,000
1967	5,000

MOTION PICTURE DISTRIBUTION - Table III B-14)

Distribution of LIA's film, "The Lead Matrix" continues very satisfactorily. A summary of the film showings follows:

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Motion Picture Distribution (Continued)

	<u>General (a)</u>		<u>Professional (b)</u>		<u>TV</u>		<u>Grand Total</u>	
	<u>Bookings</u>	<u>Audience</u>	<u>Bookings</u>	<u>Audience</u>	<u>Bookings</u>	<u>Audience</u>	<u>Bookings</u>	<u>Audience</u>
1967 (8 mos.)	1,330	69,500	279	16,147	68	2,002,382	1,677	2,088,029

(a) Includes industrial & Commercial firms, Civic, Church, Community & Social groups, Colleges, Universities and High Schools.

(b) Includes Professional Societies, Educational, Medical and Agricultural groups.

In addition, the film distributor has incorporated 2½ minute segments of our film in two 12½ minute "TV Cavalcade" presentations. Because of production problems only one of these is ready for distribution and the second is in preparation. There was no cost to us for the preparation of the film but a total charge of \$3,500 per "Cavalcade" for 200 telecasts each was to be made. Only part of this will be expended this year.

LIA's Board of Directors in April, approved the modifications needed on "The Lead Matrix" to meet the requirements of the U.S. Bureau of Mines. Also approved was the creation of 250 prints of the adapted film for distribution through the Bureau's educational film library. A sum of \$30,000 was approved for this work, which will be completed in 1967.

Recommendation for 1968 along with the comparable 1967 budget follows:

	<u>1967</u>	<u>1968</u>
Private distribution	\$16,000	\$16,000
U.S. Bureau of Mines	30,000	2,000
	\$46,000	\$18,000

HEALTH AND SAFETY PUBLIC RELATIONS PROGRAM - Table III B-15

With respect to the problems of lead as a hazard in the atmosphere the situation in 1967 demanded more direct confrontation with legislative and public health officials rather than with scare articles appearing in the public press, which had diminished somewhat.

Hill & Knowlton, Inc. continued throughout 1967 as LIA public relations counselor on Health and Safety and was most helpful. Their assistance was invaluable in the preparation of the World Health Organization paper presented by Drs. Hoover & Goldwater at the American Public Health Association meeting.

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Health and Safety Public Relations Program (Continued)

This paper proved beyond a doubt that blood lead levels in New Guinea natives was not any different from those of residents of urban areas in the U.S. Also, Hill & Knowlton was heavily involved in the preparation of LIA's Facts Bulletin, "Lead in the Atmosphere" now being reviewed.

Hill & Knowlton attended with LIA staff public hearings concerning lead in the atmosphere in Pennsylvania and Montana. Both these states have adopted regulations limiting lead to 5 micrograms per cubic meter of air averaged over 30 days. Montana, however, had advocated 1 microgram per cubic meter averaged over 24 hours which was changed following industry representations to the State Health Board. Congressional hearings conducted by the Daddario Committee of the House were also attended.

Hill & Knowlton routinely monitors press, radio, TV and world literature and reports to LIA. They also act as liaison between the lead industry and editors of trade and public papers in an effort to forestall incorrect or improper references to lead.

As an adjunct to these public relations activities, LIA publishes and carefully distributes 550 copies of abstracts of the World's medical literature on lead prepared by Kettering. The gross cost of this activity is \$12,000 with L.D.A. contributing \$1,000 and ILZRO \$2,500.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	\$ 75,000
1967	200,000

LEAD BOOK (Monograph) - Table III B-16

Arrangements have been made with Reinhold Publishing Co. to publish a Monograph on lead to contain no more than 400 pages. Dr. A. J. Phillips is editing the material available from an earlier start.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	\$3,000
1967	3,000

CORROSION HANDBOOK - Table III B-17)

In 1966 and 1967 funds were budgeted for the publication of a "Corrosion Handbook" to be based on information generated by Battelle through ILZRO. Cost of publishing an English version was to be shared by LDA, London and ALDA, Melbourne.

The final report was received early this year but because of a number of questions relative to its content there is little likelihood that it can be published this year. Funds should again be set aside in 1968.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	\$5,000
1967	5,000

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ANNUAL REVIEW - Table III B-18)

Provision was made in the 1967 budget to publish a statistical summary report entitled "Annual Review - Lead in 1966" but circumstances prevented its preparation. LIA feels however that such a publication would be most useful and will publish a report for the year 1967.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	\$1,000
1967	1,000

APPRENTICE CONTEST - Table III B-19

For a number of years LIA has supplied pipe, sheet and calking lead for the use of contestants in the International Plumbers' Apprenticeship Contest sponsored by the Plumbers' Union and the employers at Purdue University. Lead work is still a major part of the plumbing apprentices practical training program and this is one method of encouraging its continuance.

Recommendation for 1968 along with the comparable 1967 budget follows:

1968	\$1,200
1967	1,500

NATIONAL SHOOTING SPORTS FOUNDATION - Table III B-20)

Recommend the continuance of membership in this organization. It is LIA's only activity in support of the ammunition industry. The cost:

1968	\$650
1967	650

STEEL STRUCTURES PAINTING COUNCIL - Table III B-21)

Recommend the continuance of membership in this organization.

1968	\$1,000
1967	1,000

CONTINGENCIES - Table III B-22)

Recommend a contingency fund for 1967 at the same level as the previous year for unforeseen needs and publication of completed ILZRO projects.

1968	General	\$ 3,000
	ILZRO	10,000
1967	General	5,000
	ILZRO	10,000

Industry Development Committee
October 11, 1967

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EXTERNAL PUBLIC RELATIONS - Table III B-23)

The increased demand on LIA's technical staff, the number of projects to be covered and publicized, the editorial requirements of "Lead" magazine indicate the need to employ an outside agency to develop specific technical articles for use by the trade press. Such articles would be prepared by the agency's staff after consultation with LIA.

This is a very effective and economical means of securing editorial treatment of lead and its uses in a wide range of publications. It is proposed that the full time of one man in the agency chosen be assigned this task. The agency would also place the articles in the proper publications and maintain close contact with editors of trade publications on behalf of lead.

Recommended 1968 budget for this new activity is as follows:

1968	\$35,000
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DB:so