

Long Island Film Studios

Post Office Box P

Brightwaters, New York 11718

516-665-4343

Mr. Jerome F. Smith
Secretary
Lead Industries Association, Inc.
292 Madison Avenue
New York, N.Y.

Dear Mr. Smith:

We are delighted that you are interested in making a contribution towards combating lead poisoning in children. Public education and information to concerned adults -- parents, teachers and guardians-- is one of the first important preventive measures. While we appreciate your concern for the viability of your organization, we wish to reiterate our concerns and your responsibility to the health of our children and our nation. We, as a producer of educational films must maintain our credibility both with the lay public and with the health professionals - our clients.

We have been quite generous and accomodating with you in agreeing not to proceed further with the making of prints and sales of our film, "Lead Poisoning, The Hidden Epidemic" until the matter is resolved with you. This is indeed a concession, and may prove to be a setback from which it may be difficult to recover, and which in all fairness you should share the financial burden. The film's production was rushed to be first on the market, and now we are being held up while our competitors are producing and selling their films.

The offer you have made, or agreed to, is barely adequate for this setback. You must know that the production costs for such a film is well over \$10,000.00, all of which is now tied up awaiting resolution of differences. The film has already been shown to public health, child care, medical and environmental administrative groups, all of whom liked it as it is. Changes and omissions will lessen our credibility as a producer of factual educational films.

We would therefore consider the following as adequate compensation for this situation:

1. A \$10.00 a day fee for each day the sale of the film is delayed because of your failure to agree to versions for change submitted by Dr. Harrison.
2. The guarantee by you of the sale of at least 100 prints-- rather than just "pushing" the film which we are already doing.
3. AND , payment of all costs for making the version that is jointly satisfactory to you and Dr. Harrison.

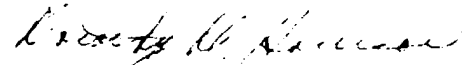
LIA-76302

Because of your interest in this film, we believe that you are aware of your responsibility and concerned with your image, and we would like to work with you and help make your concerns visible to the public. Perhaps more can be done on our next film. The next film we plan to do on lead poisoning is now in preparation. It will cover the early symptoms, diagnostic tests, treatment and sequelae to acute episodes. It is being developed with the assistance of a medical group, and will be directed towards professional audiences. Perhaps you would like to share in production costs, in which case your association would have a credit line on the film.

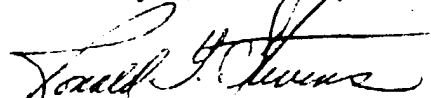
Further, we would urge you to find other ways in which the resources of your Association might be involved in helping to find a solution to this problem. Do not wait until the death of a dear friend or close relative. Our film ends with the poignant phrase, "that would be murder!" May we suggest that some serious consideration be given to supporting research for improved treatment methods, or trapping lead from auto exhausts, rather than trying to hush up the role of lead from auto exhausts by finding miniscule points to differ with and excuses to delay the inevitable. We are sure your scientific staff is aware of studies showing the overall rise of lead in the atmosphere - in which the auto mobile has played no small part - the atmosphere which we all share and depend upon for life. We would be pleased to have Dr. Harrison discuss medical research possibilities with you. You are in the position to make a real contribution here - with your membership contacts and your combined knowledge of the metal lead - such would put you way out in front!

We would like to proceed with finalizing the film with no further delay and would be pleased to hear from you immediately. Thank you for your continuing interest.

Sincerely,



Dorothy D. Harrison, Ph.D.



Ronald G. Stevens
Executive Producer

LIA-76303