

E. V. John - World Headquarters - St. Louis

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Mr. Tom C. Ford - TFORD
Mr. James E. McKee - JMCKE
Mr. William B. Papageorge - WPAPA

LONDON

Mr. John D. Carr

C O N F I D E N T I A L

I have been following with interest the news clippings you and Steve Chantrell have been sending this way on the PCB issue. Division people are most interested in this type feedback and appreciate receiving the clips.

After reading the TIMES, Feb. 13, 1971, article, ("Report Urges Study of Coastal Waters") which mentioned a government report to be issued soon on the Irish Sea incident, it occurred to me this might be a good time to start preparing a news release to counter possible adverse publicity from the report. I expect you probably already have plans in this direction, but just wanted to reinforce such a plan from this side.

I understand H. A. Vodden was promised a copy of the report prior to publication. This may be a lead to getting an early copy and designing a news release. The TIMES said PCB would be heavily implicated. We understood PCB would not be implicated. This would be a point to check.

If you do plan a preparedness statement or news release, I am enclosing the two we have used here with highlights of the positives -- i.e.: We took action based on PCB's persistent nature; no more sales to "open systems"; the need for PCB as a fire-resistant safety fluid to protect people; manufacturing methods tightened up; customers contacted; studies under way to determine low-level effects; replacement products introduced; research under way to find suitable substitutes; incinerator service offered, etc.

Since your program is similar to ours in the U.S., you will have plenty of positives to talk about. I know you have some problems peculiar to your location, but you seem to have these well in hand.

If you view the government report as a possible headline, let me know what action might be in the works and if I can help.

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Edward V. John