

10/22/77

Building-1542
235-3363
September 13, 1976
PCB Problem

BLOOMINGTON
D. M. Sauter

cc: R. M. Anderson
cc: J. O. Campbell
cc: E. V. Clarke Jr.
cc: D. P. Keiser
cc: B. A. Kerns
cc: V. J. Rinaldi
cc: E. W. Seay
cc: R. E. Wills
cc: J. B. Wright

As we discussed last week, here is a list of questions on the PCB problem for which you will develop answers. These are in addition to the questions your own people are putting together. Once we have agreed on the best questions and answers, we will consider publishing them in the plant newspaper to educate our employees, and a wider dissemination to the media and concerned officials perhaps in booklet form. In addition to being informational, the point of this approach is to get our position across to the various publics involved in our own words.

Another objective we discussed is to try and keep our role in the PCB controversy localized to Indiana as much as possible. We have been extremely fortunate in this regard so far.

In addition, starting in October, we will arrange for a series of background briefings with the editorial boards of the Indianapolis newspapers, the Louisville Courier-Journal, The Birmingham Daily Herald Telephone and possibly the Indiana Daily Sentinel. The purpose of these meetings is to convince the media people that Westinghouse has adopted a responsible but reasonable approach toward achieving a timely solution to the PCB problem.

In addition, I will prepare a speech outlining our position on the PCB issue that hopefully will be useful with various civic and educational groups in the Bloomington area.

PLAINTIFF'S
EXHIBIT

1397

901028

0775
R/m 491

1171

2

September 13, 1966

also as monitor at least the beginning of the EPA hearings in
Washington, D.C., starting Monday, September 19. I plan to
attend the Federal Environmental Management Board hearings in Wash-
ington Tuesday, September 20.

While the volume of Washingtonian environmental publicity is increasing
as time goes by, the tone of it has not been as good as we could
have expected. This is, I feel, the result of poor work on the part
of you and your associates.

The EPA issue is rapidly becoming a major national environmental health
controversy. Our challenge now is to attempt to maintain the existing
balance in that controversy between now and the time in 1970 when
it may swing EPA's altogether.

4/5/66

Mr. J. Edgar Hoover
Re: Environmental Public Relations

END

Enclosure

901029