

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK, N. Y. 10017

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ON 5-6000

CONFIDENTIAL

SUBJECT TO REVISION

MINUTES OF THE SPECIAL COMMITTEE ON HEALTH AND SAFETY

New York, N. Y.

January 14, 1966

A meeting of the Special Committee on Health and Safety of the Board of Directors of the Lead Industries Association, Inc. was held on Friday, January 14, 1966 in the offices of the Association.

PRESENT

S. D. Strauss, Chairman
A. M. Dreyer
John Englehorn
Bert Goss
Carl Thompson

REPRESENTING

American Smelting and Refining Co.
National Lead Co.
St. Joseph Lead Co.
Hill and Knowlton
Hill and Knowlton

L.I.A. STAFF

D. M. Bortina, Secretary, Assistant Treasurer
Don Fowler, Director, Health and Safety

The Chairman called the meeting to order at 3:10 p.m.

The purpose of the meeting was to review the problems of the lead industry as they relate to health and safety and to consider specific areas where the public relations effort should be made and to discuss appropriate expenditures for the program.

It was pointed out that the immediate needs are to develop information for presentation at the forthcoming hearings in Washington of the Muscle Sub-Committee of the Senate Committee on Public Works. The preparation of material, attendance at this meeting by members of the lead industry and others will all be contingent on the stated purpose of the hearings. This has not yet been made public but close contact is being maintained with the committee staff.

The following items were discussed with the representatives of Hill and Knowlton:

1. A small special group of LIA, API, Ethyl, du Pont and others should plan the nature of the industry presentation, planning the presentation so that the material can be used in follow-up mailings to doctors and others interested. Prepare a

Special Committee on Health and Safety
Meeting Minutes

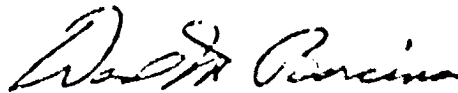
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special analysis of the Patterson paper in simple terms for use at the hearings and for other uses. Plan for advance briefing of the press and for conducting press relations during and after the hearing.

2. Possibility of making a survey of the knowledge and attitudes towards lead among specific audiences, such as news writers.
3. Work with groups planning and conducting scientific meetings by covering important sessions, by helping press coverage of those sessions, and by assistance in suggesting subjects for the sessions.
4. Working with science and medical writers in developing background material, by using briefing sessions with lead industry representatives and writers, by supplying in a regular manner relevant material as it becomes available, by encouraging and developing specific stories and by regular monitoring of publications and writers for material as it appears.
5. Generation of positive stories regarding lead and its uses. Examples would be the advantages of lead in sound and vibration proofing, X-ray protection, lead paint for highway safety, etc.
6. Generate and use tapes and film clips for TV and radio. The suggestion was made that short clips from the Lead Matrix might be used.
7. Provide additional promotion for stories that will appear in LEAD magazine.

It was agreed that the LIA staff would discuss with the Ethyl Corporation, who also employs Hill and Knowlton, the possibility of distributing costs where common action is taken. An example of this will be the Muskie hearing in which all of us will be participating.

There being no further business, the meeting adjourned at 4:30 p.m.



David M. Porcino
Secretary

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