

*7-
Red Lead
Poison - Film*

LEAD INDUSTRIES ASSOCIATION, INC.

LEAD POISONING

TELEVISION CAMPAIGN

MARCH 1973

LIA-76347

244-3860

8 West 40th Street / New York, N.Y. 10018 (212) 692-8800 (212)

C O N T E N T S

1. Campaign Rationale
2. Television
3. Lead Poisoning
 - 60 Second TV
 - 30 Second TV
4. Media
 - Recommended TV Stations
 - Distribution List
5. Cost Estimate
6. Client Agency Agreement

CAMPAIGN RATIONALE

There is a great deal of emphasis on informing and educating the poor and the disadvantaged as to how they can best negotiate their immediate surroundings.

The following "PICA" TV campaign is designed to make the target audience (Blacks and Puerto Ricans) aware of the danger of lead poisoning, how to prevent it and what should be done to reverse the process once it has been contracted.

Few poor people have ever heard of PICA, and only recently has any real attention been given to lead poisoning and its symptoms.

The following PICA campaign addresses itself to all of these problems and offers solutions.

TELEVISION

Since all television announcements will be aired through "public service" programming it is imperative that they engender maximum audience response. Public service announcements are usually aired during "off hours."

With the recent attention being given to Lead Poisoning, it is quite probable that the announcements will receive some "prime time" airings, particularly on Blacks and Spanish oriented stations.

STORY BOARDS ARE ENCLOSED

LIA-76350

AUDIO

1. Lead poisoning is a man-made disease and therefore it can be completely controlled.
2. The problem is not going to be solved by relocation. Most of the victims of lead-poisoning cannot afford to move.
3. They are usually children of poor families under six years old. 85% of them are from 1 to 3.
4. All children put things in their mouths. Poor children, who get the least of everything, have an unnatural craving for non-food things.
5. Its' called PICA and it leads to lead-poisoning.
6. Children get lead-poisoning by eating or chewing on paint chips or things painted with lead-based paints.
7. There are things you can do to prevent lead poisoning. Look around and where ever you see peeling paint, scrape the surfaces and sweep it away.
8. Warn anyone who takes care of your children. Children with lead poisoning are irritable, tired and sleepy. They vomit and have convulsions.
9. Lead poisoning can cause death or permanent brain damage. The tricky danger is that some children show no symptoms at all.

VIDEO

- 1 foot fade-in. Hold .
- Cut to 2. Hold.
- Cut to 3. Hold.
- Cut to 4. Hold.
- 4 to 5 cross dissolve.
- From 5 to 6 Hold. Cross dissolve to 6. Hold. Open on a 2 field. Pull back to 11 field. Hold.
- Cut from 6 to 7. From 11 field. Zoom in 6 field center.
- Cut to 8. Hold. 11 field. Start a right to left pull in child face. Hold.
- Cut to 9. Hold.

"Lead Poisoning"
60 Second TV

Lead Industries Association
Run: 1973

AUDIO

10. Home remedies won't help your child. Lead poisoning can only be cured if found early and treated promptly.

11. (SUPER) LEAD INDUSTRIES ASSOCIATION, INC.

(VO)
This message is brought to you as a public service by the Lead Industries Association, Inc.

VIDEO

Cross to 10. Hold.

Cut to 11. Hold.
1 fot Fade-out.

"Lead Poisoning"
30 Second TV

Lead Industries Association--
Run: 1973

AUDIO

1. PICA is an unnatural craving for non-food items. It causes children to put things in their mouths...that leads to lead poisoning!
2. Children get lead-poisoning by eating or chewing on paint chips or things painted with lead-based paints.
3. There are things you can do to prevent lead poisoning. Look around and where ever you see peeling paint, scrape the surfaces and sweep it away.
4. Warn anyone who takes care of your children. Children with lead poisoning are irritable, tired and sleepy. They vomit and have convulsions.
5. Lead poisoning can cause death or permanent brain damage. The tricky danger is that some children show no symptoms at all.
6. Home remedies won't help your child. Lead poisoning can only be cured if found early and treated promptly.
7. (SUPER) LEAD INDUSTRIES ASSOCIATION, INC.
(VO)
This message is brought to you as a public service by the Lead Industries Association, Inc.

VIDEO

Pop-on Diamond burst.

From 2 to 3 Hold. Cross dissolve to 3. Hold. Open on a 2 field. Pull back to 11 field. Hold.

Cut from 3 to 4. From 11 field. Zoom in 3 field center.

Cut to 5. Hold. 11 field. Start a right to left pulling child face. Hold.

Cut to 6. Hold.

Cross to 7. Hold.

Cut to 8. Hold.
1 foot Fade-out.

LIA-76353

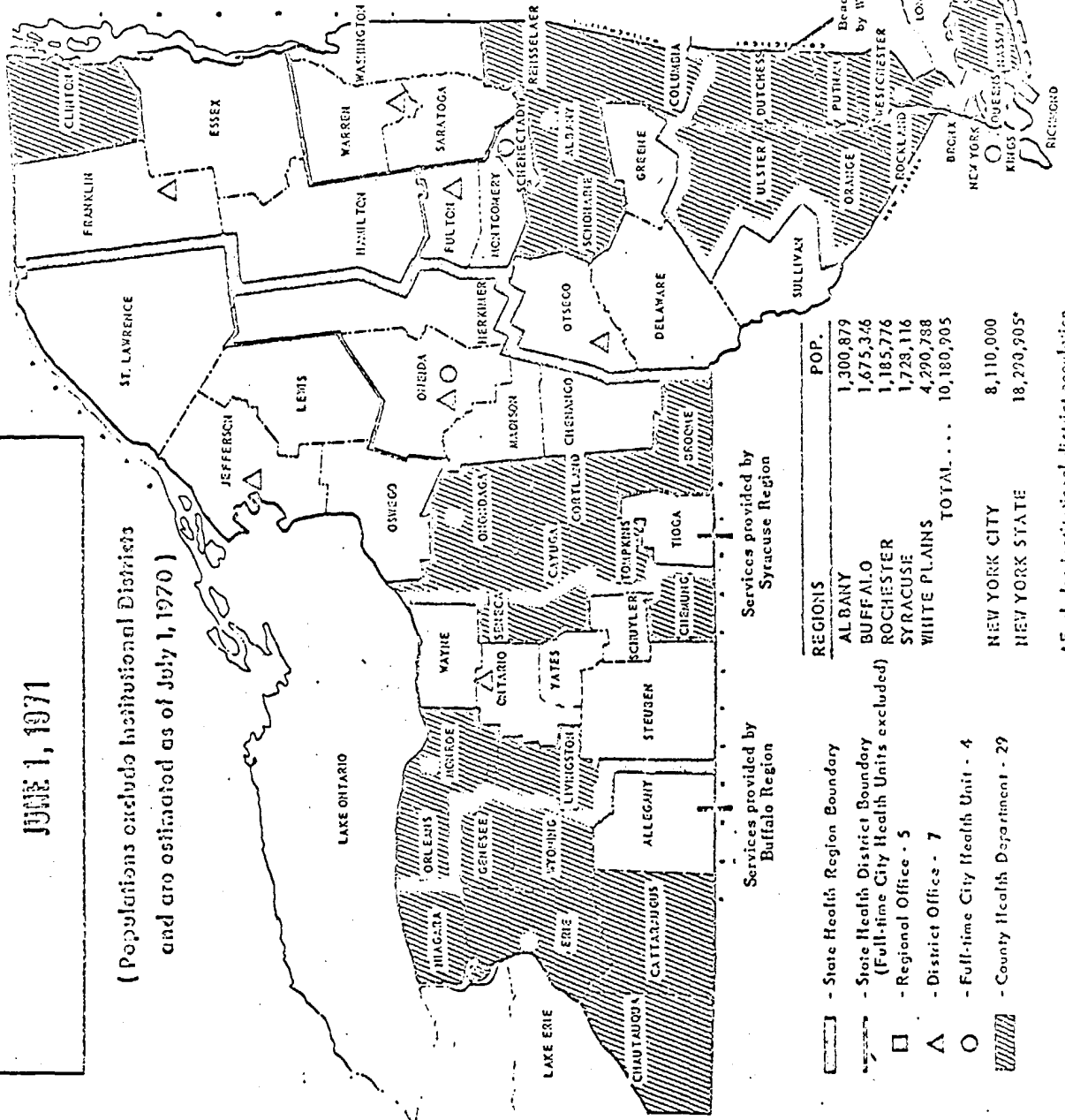
MEDIA.....

LIA-76354

NEW YORK STATE HEALTH REGIONS AND DISTRICTS AND LOCAL FULL-TIME HEALTH DEPARTMENTS

JUNE 1, 1971

(Populations exclude Institutional Districts
and are estimated as of July 1, 1970)



COUNTY HEALTH DEPT'S.

ALBANY	23,832
BROOME	93,315
CATTARAUGUS	79,201
CAYUGA	74,652
CHAUTAUQUA	159,525
CHEMUNG	103,725
CLINTON	76,955
COLUMBIA	50,418
CORTLAND	44,551
DUTCHESS	201,693
ERIE	1,031,214
GENESEE	59,347
LIVINGSTON	47,409
MORRIS	601,551
NASSAU	1,225,565
NICHOLAS	227,634
ORANGE	215,919
ORLEANS	38,823
PULASKI	52,414
RENSSELAER	149,962
ROCKLAND	222,807
SCHENECTADY	21,769
SENECA	31,993
SUPPERS	1,038,133
TOWNSHIP	75,672
ULSTER	145,753
WESTCHESTER	810,514
WYOMING	34,342
TOTAL ...	8,232,033

FULL-TIME CITY HEALTH DEPT'S.

NEW ROCHELLE	72,409
NEW YORK CITY	8,110,000
SCHENECTADY	65,935
UTICA	93,316
TOTAL ...	8,342,631

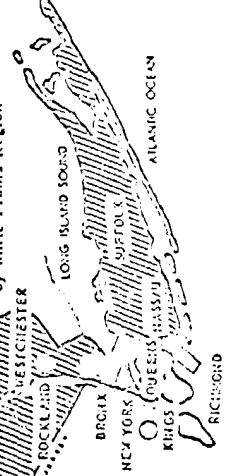
DISTRICT OFFICES

GENEVA	285,249
GLENS FALLS	263,305
JOHNSTOWN	181,000
ONEOTA	176,325
SARATOGA LAKE	81,185
UTICA	359,419
WATERTOWN	324,425
TOTAL ...	1,615,651

OTHER

ALLEGANY COUNTY	42,473
DEACON CITY	11,599
TIOGA COUNTY	47,043

Beacon C. services provided
by White Plains Region



REGIONS	POP.
ALBANY	1,300,879
BUFFALO	1,675,346
ROCHESTER	1,185,776
SYRACUSE	1,728,116
WHITE PLAINS	4,290,788
TOTAL ...	10,180,905

NEW YORK CITY	8,110,000
NEW YORK STATE	18,290,905*

*Excludes Institutional District population

RECOMMENDED T.V. STATIONS

1. Greater New York City Area 7 Tapes
Network: ABC-Channel 7
NBC-Channel 4
CBS-Channel 2

Independent/Local

Channel 11
Channel 9
Channel 5

Educational

Channel 13

2. Buffalo Area 4 Tapes

WBEN (CBS)
WGR (NBC)
WKBW (ABC)
WUTU

3. Rochester Area 3 Tapes

WHEC (CBS)
WOKR (ABC)
WROC (NBC)

4. Syracuse Area 3 Tapes

WHEN (CBS)
WNYS (ABC)
WSYR (NBC)

5. Albany/Schenectady/Troy Area 3 Tapes

WAST (ABC)
WRCB (NBC)
WTEN (CBS)

LIA-76356

TOTAL 20 tapes

Program Director
ABC Television
1330 Ave. of the Americas
New York, New York

Program Director
NBC Television
30 Rockefeller Plaza
New York, New York

Program Director
CBS Television
51 52nd Street
New York, New York 10019

Program Director
Channel 11 Television
220 E. 42nd Street
New York, N.Y. 10017
Suite 10

Program Director
WTEN Television
Albany Television, Inc.
Box 10
Albany, N.Y. 12201

Program Director
WRGB Television
1400 Balltown Road
Schenectady, N.Y. 20309

Program Director
Channel 9 Television
1481 Broadway
New York, New York 10018

Program Director
Channel 5 Television
205 East 67th Street
New York, New York 10021

Program Director
Channel 13 Television
304 West 58th Street
New York, N.Y. 10019

Program Director
WEEN Television
2077 Elmwood Avenue
Buffalo, N.Y. 14207

Program Director
WGR Television
184 Barton Street
New York, N.Y. 14213

Program Director
WKBW Television
1420 Main Street
Buffalo, N.Y. 14209

Program Director
WUTV Television
951 Whitehaven Road
Grand Island, N.Y. 14072

Program Director
WHEC Television
191 East Avenue
Rochester, N.Y. 14604

Program Director
WAST Television
Box 4035
Albany, N.Y. 12204

Program Director
WOKR Television
4225 W. Henrietta Rd.
Rochester, N.Y. 14623

Program Director
WROC Television
WROC Broadcast Center
Rochester, N.Y. 14610

Program Director
WHEN Television
980 James Street
Syracuse, N.Y. 13203

Program Director
WNYS Television
WNYS-T.V., Box 9
Syracuse, N.Y. 13214

Program Director
WSYR Television
1030 James Street
Syracuse, N.Y. 13203

LIA-76357

DOCUMENTARY - 16mm

SUBJECT: SPECIFICATIONS FOR LEAD POISONING
PREVENTION FILM

TECHNIQUE: Live Action

LENGTH: 1 60 second spot; 1 30 second spot

MUSIC: Original and Stock music

TALENT: Documentation and Narrator

COLOR: Films are in color

LOCATION: New York City - Twin City Area

PRODUCTION TIME: 3 months to answer print

*COST: \$15,000.00 to be negotiated

* The above cost estimate affords us a sound financial base to produce an effective, top-flite professional film on lead poisoning prevention. The above figure can certainly be negotiated either way, if it does not accomodate the Lead Industries Association's budgetal program.

LIA-76358



CLIENT AGENCY AGREEMENT

This agreement is made and entered into by and between Lead Industries Association, Inc., hereinafter referred to as the "Client," and PHAT Advertising Consultants, Inc., hereinafter referred to as the "Agency."

1. The Agency will prepare and submit to the Client for approval, all advertising and production plans and schedules for the production of the radio and television campaign for Lead Poisoning.
2. The Agency agrees to produce and deliver to the Client one (1) 60-second full-color television commercial and one (1) 30-second full-color television commercial.
3. The Client will pay the Agency an agreed upon fee of Fifteen Thousand Dollars (\$15,000.00), payable in the following manner: \$6,000 on signing of contract and \$9,000 on approval of interlock.
4. All materials relative to the performance of the obligations outlined above become the property of the Client. The Agency will treat all information relative to the above in a confidential manner and not release any of such information or materials to other than authorized client personnel without prior consent to the Client.

LIA-76359

Target date for completion will be mutually agreed upon.

Our respective signatures hereto will constitute the foregoing as a binding agreement between us.

Date: _____ 1973

Date: _____ 1973 .

By _____
President
PHAT Advertising
Consultants, Inc.

By _____
LEAD INDUSTRIES ASSOCIATION,
INCORPORATED