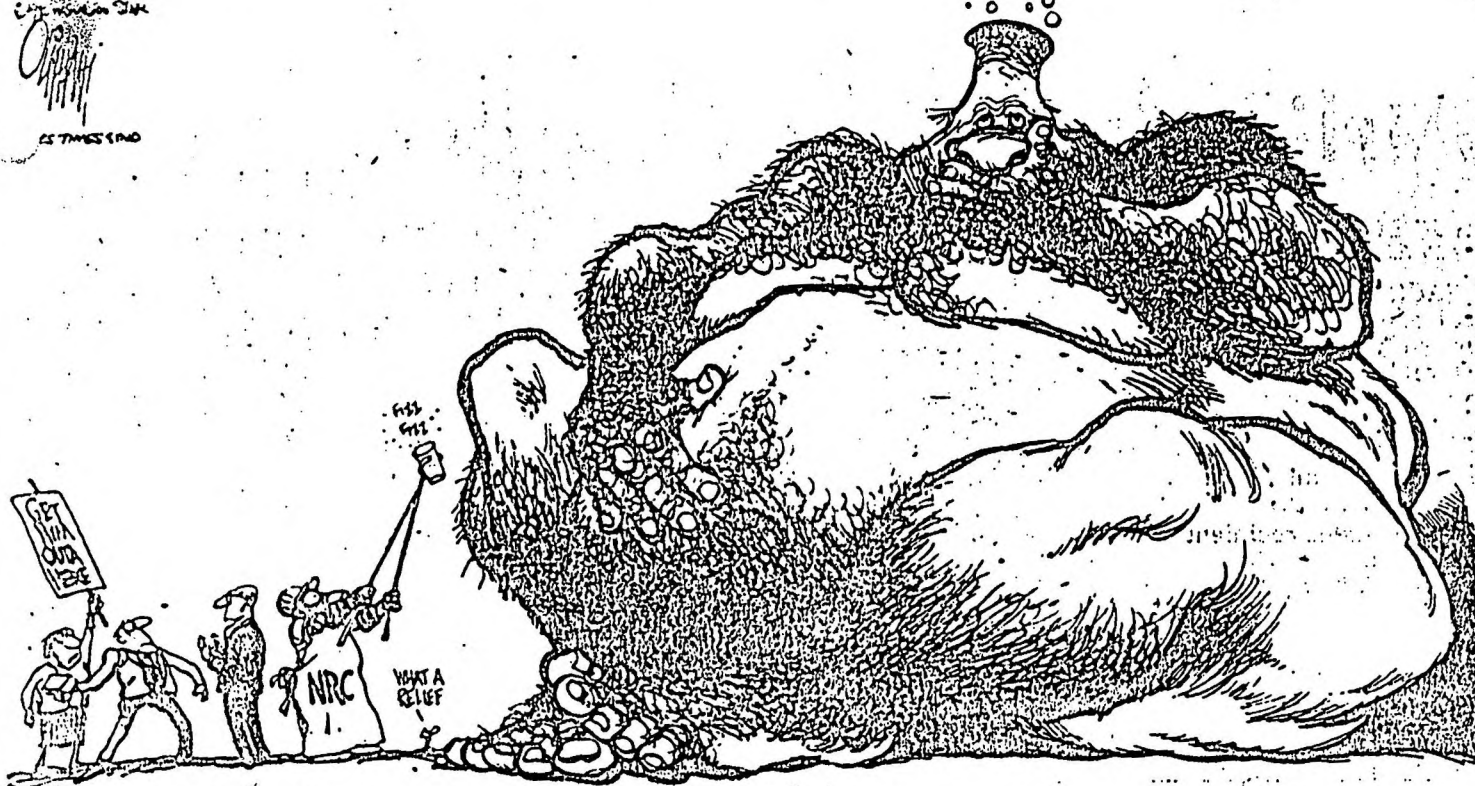


ESTABLISHED 1960



"It's just a little krypton gas. We can settle it with an Alka-Seltzer!"

Campaigns include a sophisticated mailing to shareholders of the Monsanto Co., which characterized the Senate bill as "overkill."

Further, the bill would allow victims of chemical contamination to sue the responsible companies in federal court. Currently, victims must rely on a mishmash of state laws that have often hindered recovery of damages.

Sen. Daniel Patrick Moynihan, D-N.Y., said on the Senate floor Aug. 21 that he hoped a recent rebroadcast of ABC Television's documentary on chemical contamination, "The Killing Ground," would "crystallize more active public support" so that the bill could reach the Senate floor.

Moynihan cited a recent ABC/Harris poll showing that 86 percent of the American public believe the problem of toxic chemical dumps and spills deserves a "very high priority" for federal action.

"I urge my colleagues and their staffs to listen to the attitudes of the general public and not be totally persuaded by the campaigns now being waged by the big chemical companies to oppose (the bill)," Moynihan said.

The chemical company campaigns include a highly sophisticated computerized mailing to shareholders

of the Monsanto Co., which characterized the Senate bill as "overkill" and included the names and addresses of the shareholders' senators and representatives.

Lloyd Shand, Monsanto's director of government affairs, said the letter went out to 40,000 to 50,000 shareholders. "Whenever a significant issue comes up that affects their investment, we tell them about it," he said.

Dozens of letters to senators have resulted from the mailing, say Senate staffers; they're easy to spot because they all contain the catchword "overkill."

Several staffers characterized the Monsanto-generated letters as "thoughtful" and "well-targeted." Coming from company executives, chemical plant managers, lawyers and other professionals in senators' home states, the letters are likely to have a greater impact on senators than a typical postcard campaign, say staffers.

"This campaign is much more sophisticated, much more effective

than a postcard campaign," said Curtis Moore, minority counsel for the Senate Environment Committee. "It speaks of a high degree of knowledge of how the Senate operates. It shows an awareness that a single contact from a personal friend, or a single letter from the right kind of organization, may be worth more than 100 postcards."

Moore said the campaign is effective because instead of flooding Capitol Hill with letters from housewives, the letters are from engineers, lawyers and architects — "the people who influence policy."

Blake Early, a lobbyist for the Sierra Club, lamented that his organization has little money to spend on a massive mailing for the chemical cleanup bill.

"We've blown such a wad on the Alaska (Lands) bill, we just don't have the kind of resources to do a major mail campaign on superfund," he said. "I don't think we can slug it out letter-for-letter with the chemical industry."

While the environmentalists don't have much money to spread around, the chemical industry apparently does. A recent study by Ralph Nader's Public Citizen Congress Watch reported that between 1977 and 1980, chemical companies had contributed over \$2 million in campaign contributions to 32 senators and 55 House members.

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