

Monsanto

Monsanto Company
800 N. Lindbergh Boulevard
St. Louis, Missouri 63167
Phone: (314) 694-1000

June 5, 1989

Mr. Melvin Turetzky
IBM Company
2000 Purchase Street
Purchase, New York 10577

Dear Mr. Turetzky:

I wanted to confirm our recent conversation regarding support for the American Council on Science and Health documentary film project to address public concerns about risk perception of trace chemicals.

Two years ago, we joined with several other concerned companies and individuals in proposing to the American Council on Science and Health that they produce a film to address the public's concerns about the issue of risk perception and trace chemicals. The American Council on Science and Health is a widely respected science advocacy organization with a distinguished board of directors that includes many of the nation's top scientists. Many of the companies supporting this film project were already supporters of ACSH and its advocacy and general education programs.

The idea was to produce a scientifically accurate film that would offer convincing and reassuring evidence to the public particularly -- that, overall, the incidence of cancer in America is not in epidemic proportions that the fear of carcinogens in the environment from trace levels of man-made chemicals has been greatly exaggerated and is distracting the public's attention from more serious threats, such as drug abuse, smoking, alcohol and AIDS.

The result is a 28 minute documentary narrated by Walter Cronkite, entitled, "Big Fears, Little Risks" which features a number of eminent scientists including Prof. Bruce Ames; John Higgenson, M.D.; Stephen S. Sternberg, M.D.; Nobelist, Norman E. Borlang, Ph.D.; Aaron Wildavsky, Ph.D.; and Elizabeth Whelan, Ph.D.

Intended audiences for this film are:

- the employees of companies who produce and use chemicals -- to equip them to respond to questions and fears expressed by their families and friends;
- opinion leaders in the communities where manufacturing facilities are located, to community leaders and to civic and service groups -- to give them a better understanding of this issue while they are still inclined to listen;
- state and federal legislators and their staffs, to help them respond to questions from concerned citizens among their constituencies (incidentally, the American Legislative Exchange Council, which consists of 500 state legislative leaders, will show the film at their annual convention in June);
- members of the news media, to give them what Paul Harvey calls "the other side of the story";
- and, last but not least, students -- to give the next generation a more informed background against which they can evaluate the benefits and risks of chemicals in our society.

ACSH is planning a three-year program of professional paid distribution that will provide the film, free of charge, to cable, PBS and commercial television; to schools and colleges; and to other organizations that use sponsored films in their teaching curricula or entertainment programming. Including the audiences that will be reached by companies showing the film to their employees and in their communities, we estimate that the film will be seen under more or less controlled circumstances by more than 12 million people in the next three years -- not a majority of the population, but an important segment. The cost of this distribution will be approximately \$5,000 a month.

Currently about \$195k has been expended in producing the film. An additional \$160k is needed to complete production, develop "teaching kits" and film copies for student use and provide for professional "free of charge" distribution activities for the first year.

Additional funding/sponsors are urgently needed now to insure that distribution can begin this fall for student use, and public television broadcasts. Commitment should be made within the next 6-8 weeks to insure meeting a fall 1989 time line. Verbal commitments have already been received from major PBS stations to show the film provided ACSH complete certain tasks and obligations such as providing 1" video master tapes suitable for commercial TV usage, etc.

As we discussed, this film provides the opportunity for scientists and industry to reach other audiences instead of just talking to each other. I personally am especially interested in the student/classroom use and public television possibilities of this project.

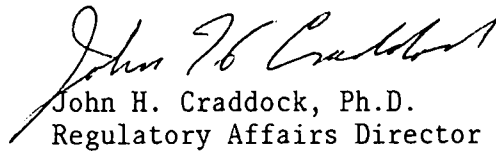
I urge you to discuss this opportunity with other scientists and management at IBM and to support this film project. A grant of \$25,000 or more would be a substantial infusion to the project and enable ACSH to complete film production activities and begin to commit to specific actions to complete distribution by fall.

Under separate cover, a copy of the film, "Big Fears....Little Risks", will be sent for review by Film Counselors Associates, Inc.

If you'd like more detailed information about the film, distribution plans, costs, etc., please feel free to contact Dr. Elizabeth Whelan, Executive Director of ACSH, directly at The American Council on Science and Health; 1995 Broadway, New York, NY 10023-5860. The telephone number is (212)362-7044.

I'd be happy to discuss this project with you or your colleagues at your convenience and hope you'll be able to join in support with us.

Sincerely yours,


John H. Craddock, Ph.D.
Regulatory Affairs Director

JHC/ve

cc: Dr. Elizabeth Whelan, ACSH-Fed. Exp.

Mr. Frank Powers, Film

Counselors Associates-Fed. Exp.-447 West 45th St., New York 10036

P.S. to Frank Powers: Please send a copy of VCR tape to Mr. Turetzky by the fastest means.

JHC