



Johns-Manville

BM100021491
Internal Correspondence

To: *See Previous Page Date: November 18, 1981

From: J. F. Reis/hw

Copies: G. E. Parker, M. Harris, D. H. Markusson, J. P. Power, c/f

Subject: MINUTES OF ASBESTOS COMMUNICATIONS MEETING
NOVEMBER 17, 1981

Mary Tomenko - Corporate Relations

Mary Tomenko will be handling Corporate Relations services for the Johns-Manville Corporation. The ABC Nightline program featuring Earl Parker was viewed by 5 million people. In view of the Disney Studios vs. Sony decision we are attempting to purchase a usable copy of the video tape of the program. We were successful in getting our story about Shree Digvijay, an Indian asbestos cement company, printed in the Somerset Gazette after a negative article was published. The number of news clips on asbestos increased with the school ceiling issue being the major item.

Bob Collier - Advertising

The Industrial Specialties Division monster advertising program has generated 6,000 inquiries and copies of the ISD white paper have been provided. A similar program plus a 15 minute film have been proposed to the Division for 1982.

Hal Olson - Pipe

A concerned citizen group has generated a problem in Blairsville, Pa. and are calling for removal of the A/C pipe. J-M has provided the ACPPA audio visual program and additional health information. Hal has responded to Congressman John Murtha on the subject. A misinformed state legislator has sponsored a bill to ban A/C pipe in Pennsylvania and the ACPPA staff is handling the problem.

Denis Kelleher - AFD

AFD would like to work with the manufacturing divisions on informative/educational labeling. This would be in addition to the program being developed by EPA with the assistance of the Asbestos Information Association.

02 1491 BM1
CRMC-M&S-003264

Page Two
November 18, 1981

S. L. Kuhn - AFD

The Asbestos Fiber Division is developing product brochures similar to the ISD white paper. The brochures will also cover why asbestos is used in the product. An audio visual program on work practices for asbestos containing products will be developed in 1982. The direct mail program developed by the Division will continue in 1982. Any suggestions for names to be added to the program should be forwarded to Steve Kuhn. AFD will be showing the audio visual program "Asbestos - A Natural Product for Modern Needs" as part of a field communications program to all EPA and OSHA regional and local offices. They are also prepared to show it at customers sales meetings and are encouraging its use by asbestos using divisions and others within the company.

Bob Feeney - Advertising

With budget cutbacks AFD will be running concentrated product line advertising. National programs will continue in Industry Week and Machine Design. A "hot spot" program has been developed with "op-ed" ad and radio spots to tackle negative publicity problems in regional areas.

Dave Lucy - BSD

Asbestos cement fabricators are concerned about Johns-Manville's long term commitment to asbestos. They are hesitant to spend much time promoting the product unless they are convinced of company's commitment.

Bob Graboski - BSD

Market for asbestos BUR is declining due to competitive pressure from fiberglass felt and single-ply roofing.

Tom Jackson - ISD

The asbestos packing business is continuing to deteriorate due to in-roads of substitutes. Sheet packing business however continues to resist substitutes. After running a \$3 million promotional program for its non-asbestos Blue-Gard sheet packing, Garlock is now encountering field failures, one reportedly involving a worker death.

John Lonngquist - Public Affairs

The Department of Labor is faced with some 9,000 workmen's compensation claims and lawsuits totaling \$30 billion and the

82 1982 BM1

CRMC-M&S-003265

Page Three
November 18, 1981

federal government is now showing more interest in a solution to the compensation problems involving asbestos related occupational disease. Over one third of the Senate has been contacted on the subject and an organization called the Asbestos Compensation Coalition is working with the problem.

Jim Reis

The Asbestos Information Association has submitted a recommendation to the Environmental Protection Agency to work in conjunction with OSHA, withdraw all old proposals on asbestos, issue a new Advanced Notice of Proposed Rulemaking, and hold hearings to review necessary changes in asbestos regulations. The program would call for review of the occupational exposure standard, development of construction industry work practice standards and a labeling program. EPA has expressed a strong interest in undertaking such a program.

Also a World Symposium on Asbestos sponsored by the Canadian and Quebec governments and the Commission of European Communities is scheduled for May 25-27, 1982 in Montreal.

02 1443

RM1

CRMC-M&S-003266