

J. L. Kimberley

J. F. Cole

Re: Good Housekeeping Article on Metals in the Environment

For the record. I would like to review the events of August 31 on the above subject.

Between 11:00 and 11:30 AM J.F. Smith contacted me by telephone regarding a conversation between Tim Mulligan of Good Housekeeping and him on the subject of lead glasses. Jerry was alerted by a comment of Mr. Mulligan that "Good Housekeeping" should do a positive story about lead. When he pressed Mr. Mulligan for information he found that "Good Housekeeping" was about to publish a story on metals in the environment and, of course, the indication was that the article would be damaging to lead.

I then had a conversation with Betsy Barley, a staff writer who had prepared the story. Miss Barley noted that she had contacted the EPA, the Council on Environmental Quality, the FDA, the AMA, and Dr. Henry Schroeder during the information gathering phase of the story but she had not contacted anyone in industry. After some discussion she agreed to allow me to review and comment on the story if I could get comments to her within the day since the story is nearly ready to be printed. I agreed and dispatched a messenger to pick up the article.

I personally informed Mr. Rogers of the events at a previously arranged luncheon meeting. Because of confusion at Good Housekeeping, Hill and Knowlton dispatched another messenger to obtain the article.

Upon my return from lunch Don Lysam and I discussed our possible comments and these were also discussed with Mr. Rogers by telephone. A letter to Good Housekeeping was prepared and delivered back to their offices by 5 PM.

My reason for chronicling these events is because it has come to my attention that Hill and Knowlton was somewhat disturbed because they were not "immediately" informed of the article by the LIA staff. Mr. Rogers was informed within 30 minutes of my first knowledge of the affair and within one hour of any LIA staff member's initial information.

One of Hill and Knowlton's main tasks for LIA should be to alert us in advance of matters like the "Good Housekeeping" article. For services such as these, as we discussed Monday, they receive a large percentage of the total environmental health budget. In my view it is hardly appropriate for Hill and Knowlton to castigate LIA when information - which they should have already had - does not flow from LIA to them rapidly enough.

:lp

cc: D. Borcina

F. Rogers

C. Thompson

*J. Smith*

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