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THE ASBESTOS INFORMATION COMMITTEE

Memo to: Associate Members

Thursday

cc: R A Lambrough Esq

6th May

1976

From: Mr W P Howard

I enclose herewith some recommendations from MSG Public Relations, who are the public relations consultants to the AIC, on measures they propose to counter the present adverse publicity which the asbestos industry is suffering.

The broad proposals have been agreed by Turner & Newall, Cape Industries and BBA Group with the modification that in addition to commercial television screening, about 100,000 should probably be spent on informative press advertising in public media including the Daily Mirror and the Sun.

I am writing to you now to ask whether your Board would consider the provision of a special financial support for these proposals. Obviously this will be on a voluntary basis and we do not propose a complicated system related to individual companies' usage of asbestos fibre per annum. Any sum up to £10,000 would be appropriated but it is left to you to assess the value of the total campaign to the future of your company.

Three advertising agencies are to be briefed. As soon as the decision has been made on the scheme to be adopted we shall call all Associated members together to show them what is proposed.

John Griffiths has been appointed Campaign Organiser and the image study in the proposals will be initiated immediately.

W P HOWARD
Secretary

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