

Lead Industries Association, Inc.

222 Madison Avenue • New York, N. Y. 10017 • Telephone: (212) 679-6000

To Mr. P.E. Robinson

From R. Assadi

THE AWARDS FOR "LEAD IN MOTION"

THE GOLDEN EAGLE (CINE)

U.S.-INDUSTRY FILM FESTIVAL

INTERNATIONAL FESTIVAL OF TECHNICAL FILMS (BUDAPEST)

GENERAL DISTRIBUTION AND TELEVISION SUMMARY BY U.S. BUREAU OF
MINES AND ASSOCIATION-STERLING FILMS FOR FIRST SIX MONTHS OF 1976

ASSOCIATION-STERLING FILMS

General Distribution

<u>No. of Prints</u>	<u>Bookings</u>	<u>Showings</u>	<u>Audience</u>
100	1,414	2,752	221,252

Television Summary

<u>No. of Telecasts</u>	<u>Audience</u>
46	626,664

General Distribution by U.S. Bureau of Mines

<u>No. of Prints</u>	<u>Showings</u>	<u>Audience</u>
340	*5,980	*305,700

* ESTIMATE

THE CUMULATIVE TOTAL AUDIENCE FOR GENERAL DISTRIBUTION AND TELEVISION
IS OVER 1,153,000 PERSONS.

LEAD INDUSTRIES ASSOCIATION, INC.

Exhibit "C"

PUBLICATION ACTIVITIES FROM ALL SOURCES
JANUARY 1, 1976- JUNE 30, 1976

<u>SUMMARY</u>	<u>INQUIRIES</u>	<u>UNITS</u>
LEAD ABSTRACTS.....	808	10,875
LEAD MAGAZINE.....	8,314	23,521
LEAD PUBLICATIONS & FILMS.....	1,055	9,755
MISCELLANEOUS.....	6,668	45,256
ADVERTISING & PUBLICITY.....	8,855	28,096
TOTAL	25,700	112,863

ADVERTISING & PUBLICITY

AMERICAN CITY & COUNTY.....	48
AMERICAN VOCATIONAL JOURNAL.....	42
ARCHITECTURAL RECORD.....	171
AUTO PRODUCTS.....	32
AUTOMOTIVE BODY REPAIR.....	160
AUTOMOTIVE DESIGN & DEVELOPMENT.....	43
AUTOMOTIVE ENGINEERING.....	533
AUTOMOTIVE INDUSTRY.....	251
CHEMICAL ENGINEERING.....	290
CHEMICAL & ENGINEERING NEWS.....	197
DESIGN NEWS.....	577
ELECTRICAL WORLD.....	119
ELECTRIFIED INDUSTRY.....	49
ELECTRONICS DESIGN.....	359
ELECTRONICS MAGAZINE.....	173
ENGINEERING & MINING JOURNAL.....	35
FACTORY.....	158
HEATING & PLUMBING MERCHANDISE.....	72
INDUSTRIAL DESIGN.....	149
INDUSTRIAL EQUIPMENT.....	43
INDUSTRIAL WORLD.....	55
MACHINE DESIGN.....	664
MAINTENANCE ENGINEER.....	61
MATERIALS ENGINEERING.....	239
METAL PROGRESS.....	366
MINING ENGINEERING.....	97
OCCUPATIONAL HAZARDS.....	109
PAINTING CONTRACTOR.....	60
PLANT ENGINEERING.....	2,403
PRODUCTION DESIGN & DEVELOPMENT.....	521
PRODUCTION MAGAZINE.....	273
PUBLIC WORKS MAGAZINE.....	51
MISCELLANEOUS.....	112
SCHOOL SHOP.....	90
WELDING DESIGN & FABRICATION.....	195
WELDING JOURNAL.....	58
TOTAL	8,855