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Public Relations
Committee Report

QUEBEC
ASBESTOS MINING
ASSOCIATION

SPECIAL WINTER MEETING
AT
THE DORADO HILTON
DORADO, PUERTO RICO
MARCH 19-22, 1970

R. J. Merrill
President

Paul A. Filteau
General Manager

QUEBEC
ASBESTOS MINING
ASSOCIATION

GOVERNMENT
EXHIBIT
3326

ASBESTOS CORPORATION LTD..
THETFORD MINES. QUE.

BELL ASBESTOS MINES LTD..
THETFORD MINES. QUE.

CANADIAN JOHNS-MANVILLE CO. LTD..
ASBESTOS. QUE.

CAREY-CANADIAN MINES LTD..
EAST BROUGHTON. QUE.

FLINTKOTE MINES LTD..
THETFORD MINES. QUE.

LAKE ASBESTOS OF QUEBEC LTD..
BLACK LAKE. QUE.

NATIONAL ASBESTOS MINES LTD..
THETFORD MINES. QUE.

[illegible]

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1. LIST OF OFFICERS AND DIRECTORS

QUEBEC ASBESTOS MINING ASSOCIATION

OFFICERS AND DIRECTORS

1970

Mr. R.J. Merrill	-	President
Mr. W.W. Oughtred	-	Vice-President
Mr. M.C. Carpenter	-	Director
Mr. R.S. Coleman	-	Director
Mr. K.V. Lindell	-	Director
Mr. M.J. Messel	-	Director
Mr. F.P. Smith	-	Director
Mr. Ivan Sabourin	-	General Counsel
Mr. George Robinson	-	Treasurer
Mr. Paul-A. Filteau	-	General Manager & Secretary

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2. STANDING COMMITTEES

QUEBEC ASBESTOS MINING ASSOCIATION

STANDING COMMITTEES

1970

TECHNICAL COMMITTEE

Chairman - R. Dodds-Hebron

Members - G.F.A. Brink, J. Giansante, M.C. Pharo, W.H. Smith, W.P. Archer, V.C. Lindsay, J.J. Sztuke, J.G. Blais, R. Lefebvre, R. Gale, M. Cossette.

UNIFORM CLASSIFICATION AND GRADING COMMITTEE

Chairman - W.H. Foster

Members - R.J. Merrill, J.O. Eby, J.P. Wiser, D. Poirier, R. Dodds-Hebron, R.S. Coleman, G. Brink.

PUBLIC RELATIONS COMMITTEE

Chairman - I.C. Campbell

Members - R.S. Coleman, Y.Couture, R.J. Merrill, L.C. Pluze.

TRAFFIC COMMITTEE

Chairman - R.P. Gagnon

Members - W.J.W. Smith, L.J. Webster, D. Poirier, L.R. Delaney, G.R. Biron, M. Roy, D.M. Akers.

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INDUSTRIAL RELATIONS COMMITTEE

Chairman - J.O. Eby

Members - H. Gagnon, J.L. Gartshore, W.H. Bonneville, N. La Couvée, J.C. Mooney, J. Camiré, D. Poirier, Y. Bolduc, R. Fillion.

LEGISLATION AND TAXATION COMMITTEE

Chairman - I.C. Campbell

Members - G. McCammon, O. Mousseau, G. Vaillancourt, C. Moad , R.S. Coleman, Al Dennis, D. Poirier.

OCCUPATIONAL AND ENVIRONMENTAL HEALTH COMMITTEE

Chairman - Karl V. Lindell

Members - W.W. Oughtred, F.P. Smith, M.J. Messel

ENVIRONMENTAL CONTROL COMMITTEE

Chairman - J.R.M. Hutcheson

Members - W.H. Foster, L.C. Piuze, M. Prus.

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3. LIST OF MEMBERS AND GUESTS

QUEBEC ASBESTOS MINING ASSOCIATION

SPECIAL MEETING - DORADO HILTON - DORADO, PUERTO RICO.

MEMBERS AND GUESTS

Asbestos Corporation Limited:	Mr. W.W. Oughtred Mr. I.C. Campbell Mr. W.H. Foster Mr. M.P. Carson
Bell Asbestos Mines Limited:	Mr. F.P. Smith Mr. R. Dodds-Hebron Mr. W.J.W. Smith
Canadian Johns-Manville Company Ltd:	Mr. C.B. Burnett Mr. D.T. Colton Mr. D. Poutiatine Mr. K.V. Lindell Mr. J.D. Eby Mr. N.W. Hendry Mr. J.R.M. Hutcheson Mr. Y. Couture
Carey-Canadian Mines Limited:	Mr. R.J. Merrill Mr. A.H. Bagenstose
Flintkote Mines Limited:	Mr. M.C. Carpenter Mr. A.R. Hooker
Lake Asbestos of Quebec Limited:	Mr. R.L. Hennebach Mr. M.J. Messel Mr. L.C. Piuze Mr. R.P. Gagnon
National Asbestos Mines Limited:	Mr. E.J. Killian Mr. J.E. DesMarais Mr. R.S. Coleman
Institute of Occupational and Environmental Health (QAMA):	Dr. G.W. Wright
Quebec Asbestos Mining Association:	Mr. George Robinson Mr. Ivan Sabourin Mr. Paul-A. Filteau

11. PUBLIC RELATIONS COMMITTEE REPORT

QUEBEC ASBESTOS MINING ASSOCIATION

SPECIAL MEETING - DORADO HILTON - DORADO, PUERTO RICO.

PUBLIC RELATIONS REPORT

During the period from September 30, 1969, to the present, public relations activities have been conducted in the following areas:

1. ASBESTOS PRODUCER

Content: Editorial emphasis in the November, December-January, February and March issues has been placed on these themes:-

a) Federalism: Direct job security benefits accruing to all industry employees as a result of federal government involvement in areas of sales promotion, export market intelligence, foreign aid and the Thetford Réaménagement project.

b) Management's Role: The interdependency of labor and management in efficient, profitable and hence stable mining operations. Management's unique and indispensable contribution to this relationship.

c) Career Opportunities: The number of Francophone employees who have risen to responsible positions in the industry and are pursuing rewarding careers.

d) Economic Education: Beneficial economic effects of mining company purchases to secondary industry and suppliers in the mining communities; the contribution of the mining industry to the economy as a whole; the importance and benefits to all of the profit motive.

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e) Tax Legislation: Efforts to propagandize on behalf of preserving the status quo in federal tax legislation relating to mining companies.

f) Cultural and Leisure Amenities: Quality of life enjoyed by residents of mining communities is, for their size and location, exceptionally high, thanks to economic input from mining companies and to the skills and envergy of individual employees.

Costs: Quotations submitted during the past four months by three printers (one in Montreal, two in the Sherbrooke area) for printing the Producer indicate that the existing production arrangements are the most economical. However, pressure from the present printer for a price increase of roughly 12 per cent may be expected during the second half of the year.

2. QAMA LITERATURE

a) "Asbestos in the Sixties": This bilingual brochure, is now being distributed to Members of the National Assembly, Members of Parliament from mining area ridings as well as to provincial and federal civil servants and the business press. A small surplus of copies from the printing run of 650 is available for circulation by individual companies.

b) Asbestos Wall-Chart: Following approval by the Public Relations Committee and Directors of the proposal to prepare and distribute to schools in Canada a wall-chart modelled on the version prepared by the Asbestos Information Committee in Britain, work is now in progress to assemble photos and adapt texts for Canadian relevance. The quoted price for 5,000 copies in one language is $1,650 (taxes included), representing a unit-cost of $0.33. 3,000 copies in one language will cost $1,220. ($0.41/copy), 1,000 will cost $915. ($0.91/copy)

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c) Literature on Hand: Stocks of literature on hand in the Montreal office are as follows:

This is Asbestos	340 English	1000 French
Facts about Asbestos	1400 English	1200 French

In addition, a small number of copies in both languages of "Facts and Figures - Mining in Canada 1969", provided free by the Mining Association of Canada, are available and are mailed, as supply permits, to persons requesting literature from this office.

In the period from September 30 to the present, 497 literature kits were mailed from the Montreal office.

A quotation of $2200.00 taxes included has been received for bringing stocks of the English and French versions of This is Asbestos up to 2,000 copies of each, representing a one-year supply of the book.

3. PRESS MENTIONS:

Press clippings received in the past four months were restricted to matters of purely member-company concern and to the modest but continuing flow of mentions of asbestos in connection with alleged health hazards and with programs currently being undertaken under I.O.E.H. auspices. Copies of these clippings have been distributed to Public Relations Committee members and to the Director at each company not represented on the Committee.

4. PRESS RELATIONS:

a) A major feature story prepared by the General Manager and the writer on the industry's short-term outlook at the request of the business publication, Les Affaires. This article, or major portions of it, was reprinted in the business-page section of La Tribune and in Le Progrès de Thetford.

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b) Following the Annual General Meeting, a story on the newly elected President and Directors was sent, on a paid-insertion basis, to La Presse, La Tribune, Le Soleil and The Gazette, and as an unpaid news-story to mining, business and engineering publications.

Arrangements were also made for the President to be interviewed by the Financial Post as the basis of a feature article on economic prospects for the industry.

On the occasion of the release, under I.O.E.H. auspices, of Dr. McDonald's findings to union officials and press in Thetford Mines, February 27, public relations input was restricted, on instructions from the Association's Directors, to a purely monitoring function, and to coverage of the proceedings for the Producer. Following publication in the February 28, 1970, edition of La Tribune of three reasonably accurate and unbiased reports of the findings, a press release, based entirely on Dr. McDonald's statement, was prepared on the subject, and released to all major daily newspapers, business and mining publications in Canada.

c) Following publication of "Asbestos in the Sixties", a press release summarizing the contents was mailed to business-page editors of all Canadian daily newspapers and to editors of monthly and weekly publications in the fields of mining and metallurgy, general industry and finance.

d) Statistical, geological, geographical and economic information about asbestos was supplied, with photos, to Ginn & Company, Toronto, for inclusion in a geographical text-book; to the Royal Ontario Museum, Toronto, for a mineral display; to the Clarendon Press, Oxford University, for inclusion in a section devoted to world asbestos production in the Oxford Economic Atlas (fourth edition), and to the Librarian of the Quebec Legislature.

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Photos of plant and recreational facilities were supplied to the Pilot-Plant, Quebec Department of Natural Resources, and to the Thetford Mines CEGEP.

5. QAMA MOBILE DISPLAY

Utilization of this display has been minimal during the period. The Royal Ontario Museum requested thay the display be placed at its disposal from early February on and later cancelled this reservation. Arrangements are now being made for the units to be moved to the Thetford Mines CEGEP later this month.

6. GENDRON COMMISSION

At the request of the Commission's linguistic research group, samples of QAMA public relations literature were supplied, together with details pertaining to circulation, target readers, etc.

7. PUBLIC CONTACT

During the period under review, requests for information and/or literature about asbestos were received by the Montreal office as follows:-

143 Phoned requests.
66 Written requests.
10 Personal visits.

8. SOCIAL INVOLVEMENT:

The forces for sociological change both throughout North America and in Quebec are shifting and, to an increasing extent, outdating the traditional yard-sticks by which a member-company could hitherto assess its public acceptance as a corporate citizen. It is too early to determine what the new criteria will be but it is certain that they will place greater demands on time, energy and treasure

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than some companies have thus far been prepared to devote to discharging their obligations as citizens of the mining communities.

This observation should not be construed as critical of individual performances to date. On the contrary, the efforts of many companies to identify with and become directly involved in the life of the mining communities make it the more imperative that these companies should anticipate and adapt to the new demands that will increasingly be placed on them.

In other industries, C-I-L, for instance, has recently seconded two highly-qualified industrial relations staff-members to work full-time with youth-groups in the Montreal area, with the aim of assisting these groups to establish meaningful social goals and to attain them in a productive and efficient manner. Similar projects are being undertaken by Bell Canada and by several companies, particularly in the public service field, in the Northeastern U.S. Many companies throughout North America must now be planning similar social involvement programs.

Closer to home, one major CAMA member-company has for some time practised a similar policy of direct social involvement in the community where it operates and indications are that it is beneficial both to the community and the company.

In the Thetford area, where such efforts are more diffuse, the criticism most frequently levied at the asbestos-mining communities by youthful but voting-age residents, particularly from blue-collar homes, is that the dreariness of the environment also percolates the life of the residents.

As a result, or so one current of opinion runs, yound people find little in the way of cultural or leisure amenities to hold them in Thetford. And, in a period of economic recession, apparently aimless

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socio-political upheaval, and dim prospects of rewarding employment, the sense of dissatisfaction with the communities may well be extended to, if it does not already include, the contribution made to the quality of life in these communities by the foreign-owned companies operating there.

The response that, in fact, the facilities directly provided or indirectly supported by the mining companies are considerably more abundant, related to the size of the population, in the Thetford are than those generally provided in Montreal or Quebec City may be perfectly apt but it sidesteps the issue. To the question, What do people really want? the only meaningful answer today is "More".

Nevertheless, it is, in the writer's opinion, the area of leisure and cultural amenities in which companies can still make a valuable but economical contribution to the quality of community life and, by achieving recognition of this contribution, establish a solid base from which to face those additional demands which society will undoubtedly place on them in the course of the next five years.

A proposal for dealing economically and effectively with this problem in Thetford Mines has been prepared for discussion with the P.R. Committee at its next meeting.

9. PUBLIC RELATIONS MANUAL

In preparation at the moment is a manual outlining certain commonsense procedures which member-companies lacking a formal PR organization may find helpful to follow in dealings with the news media. An additional purpose is to list and explain the PR services that the Association is equiped to provide for these member-companies.

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Text of the booklet will be tabled for study at the next meeting of the Public Relations Committee. If the Committee judges it to be of use to member-companies, the document will be distributed by the Montreal office to Directors and to Public Relations Committee members.

J.A. Gossip,
Director of Information Services.

I.C. Campbell, Chairman,
Public Relations Committee.

12. ENVIRONMENTAL CONTROL COMMITTEE REPORT

QUEBEC ASBESTOS MINING ASSOCIATION

SPECIAL MEETING - DORADO HILTON - DORADO, PUERTO RICO.

ENVIRONMENTAL CONTROL COMMITTEE REPORT

The specific areas of activity since the Special meeting of October 8th have been as follows:

1. Sub-Committee on Design

There have been three meetings of this Committee. Under the chairmanship of Jan Kaczkowski of C.J-M., and with our Dust Control Engineer as Secretary, a very positive and fruitful interchange of technical know-how on environmental control measures has taken place. A few specific examples:

A complete interchange of current dryer practice, control devices installed, control devices contemplated with their engineering parameters defined.

Control of dust emission on screen feeds and discharges, types of cloth, method of attachment, life expectancy and cost.

Preliminary study of Dust Control in Humid Air.

A comparative study on filter bags in all filter bag systems.

Future study will emphasize the control of fumes such as from welding, lift trucks, haulage trucks.

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A study of dust control devices for tailings disposal systems is an important subject for future study.

These meetings are being held at the member-companies on a rotational basis followed by a visit to some specific area of interest to the Committee. This interchange in itself is surely fostering the fundamental objectives of your Environmental Control Committee.

2. Dryer Stack Dust Control

Through the co-operation of two of the member-companies, the approval of funds and the technical knowledge of the Dust Control Engineer, a common measuring technique will soon be in practice across our industry. This will put us on a meaningful comparative basis of measurement of Dryer Stack Dust Emission and will be a forceful tool in the definition of efficiencies and costs of the various systems now in use.

3. Tailings Pile Stabilization

The activation of the Controlled Growth Chamber experiments was held up longer than we would have liked through delay of electrical service installation by the University. The first set of experiments has just been completed.

The key point to note is that in two months we have taken the plants through an entire year's cycle of growth. There were some 324 test plantings of 21 types of grasses.

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Preliminary conclusions:

One type of rye grass is the best candidate.

Germination and growth on tailings alone was extremely slow and virtually impractical.

The addition of as little as ½" of good soil on top of tailings made an astonishing difference.

The next experiments will deal only with the more successful candidates and will comprise the following:

Less than optimum moisture conditions.

Less than optimum nutrient conditions.

Poor or sterile soils rather than good soil.

We are still striving to get to the field trial stage at least on a pilot scale for this coming growing season.

4. Legislation

The Minister of Health and Social Welfare, Honorable J.P. Cloutier, had given notice to the Government, through formal listing on the agenda of the National Assembly, that an Air Pollution Act would be brought down in the course of the recently terminated session. With the announcement of Provincial elections, all projects on the agenda are automatically suspended.

J.R.M. Hutcheson,
Chairman.