

LEAD INDUSTRIES ASSOCIATION, INC.

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OR 5-6000

To Messrs.: John Englehorn

A. H. Drewes

S. D. Strauss

November 22, 1966

Publication of Health and
Safety "Facts Bulletin" and
"Research Digest"

Gentlemen:

As you know, LIA's plans for action on "Health & Safety" have included the publication and broad distribution of a "Facts Bulletin" as well as another statement in the form of a "Research Digest," listing and describing those projects on behalf of Health and Safety which are incorporated in the ILZRO program.

We have been informed by responsible spokesmen for both Ethyl and Dupont of their opinion that the publication and distribution of these statements at this time would be unwise and should not be undertaken.

The question has been referred to our public relations counsel Hill and Knowlton and a copy of their remarks on "publication" is attached. Clearly, they favor proceeding.

After conversation with all concerned this is to confirm a meeting on the subject starting at 10:30 A.M., Monday, December 5. We expect Messrs. Scales and Boudreau of Ethyl and Messrs. Taft and Diggs of Dupont. Also present will be Messrs. Fowler and Borcina of LIA, Radtke of ILZRO, and the writer.

Speaking for the LIA staff, we would like to express the opinion that it will be a serious handicap to any LIA program if the facts favorable to lead as in the "Facts Bulletin" and in the "Research Digest" cannot be told widely as in booklets or as might be expected in the major Public Relations program which is tentatively planned.

Sincerely,

J. L. Kimberley
Executive Vice President



JLK:so
Att:

cc: S.F. Radtke

Lead Allied with Legat. Borcina, D.G. Fowler

Publication by Lead Industries Association, Inc.
of
LEAD FACTS BULLETIN: "Lead and the Atmosphere"

Public discussion about the question of lead in the atmosphere, especially that coming from automobile exhaust emissions, is certain to continue.

Examination of the report of the Muskie Subcommittee and of the testimony by Surgeon General William Stewart and Assistant Surgeon General Richard Prindle during the Muskie hearings shows that federal administrative and legislative officials intend to continue to pursue the question.

Similarly, increasing interest and activity in air pollutants at the state and municipal level will inevitably open up the question of standards for lead -- as well as other substances -- in the ambient air. State and local officials will be looking for guidance on how to deal with these matters.

Antagonists of lead, some of whom are known to welcome publicity, will continue to seek news attention to their theories. Writers will continue to give credence and attention to these theories, if they seem newsworthy and unless the writers have other information.

The Lead Industries Association has a solid and persuasive position on the question of lead in the environment. This position is based on reliable scientific information and is buttressed by the LIA's commitment policy to pursue scientific research to learn more about lead in relation to health.

The proposed Lead Facts Bulletin on lead in the atmosphere would serve the industry and its friends well in several respects.

1. It would make available a body of scientific facts in brief form, with a set of references for those seeking more detailed information.

2. It would provide facts on which public officials and writers could evaluate and put into perspective attacks based on theory and speculation.

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3. Background information of this type frequently generates, in our experience, favorable editorial handling of stories relating to lead. It is not likely to stimulate adverse stories that would not otherwise appear.

4. Antagonists can be expected to continue to try to tell their story and, if no balancing material is available, theirs is the only side that will get into the press, into teaching courses, and into public consciousness.

5. The Lead Facts Bulletin will provide the LIA and its member companies with an official position that can be immediately available for dealing with any local or more general questions that may be raised publicly.

6. The Lead Facts Bulletin is in keeping with LIA's public position of supporting research on lead and disseminating the facts to interested publics.

7. Distribution of the Lead Facts Bulletin can be handled in such a manner as not to generate controversy or over-estimate interest in the questions about lead.

8. Experience in somewhat similar situations indicates that when an industry deals factually and forthrightly with an issue such as this, the issue can be more easily contained than when the opposing position has become entrenched in the thinking of influential publics.

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Hill and Knowlton, Inc.