

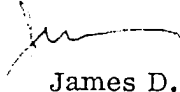
May 29, 1973

MEMORANDUM TO: Philip E. Robinson
Lead Industries Association, Inc.

SUBJECT: LIA Public Relations Program

Attached is a draft of the public relations program for the Lead Industries Association which we discussed earlier. It deals with the lead-gasoline situation, lead shot ban, lead in food containers and state legislative activities.

Thought it might be of value for you to see this in draft form before the Wednesday meeting.


James D. Callaghan

JDC:sdd
Attachment

cc: Jerome F. Smith
Jerome F. Cole ✓
Carl Thompson

LIA-76448

PUBLIC RELATIONS
PROGRAM FOR THE LEAD INDUSTRIES ASSOCIATION

The past year has seen significant changes in the regulatory situation surrounding lead and gasoline, an increasing growth of state laws affecting lead use and a number of new attacks on the use of lead in shot and food containers.

EPA can be expected to make a ruling on the phase out of lead in gasoline before the end of the year. Although the EPA health case has been shown to be faulty, there is a strong possibility that the agency will decide to institute a phase out on the "prudent man" basis.

Complicating this is the EPA decision to partially suspend auto emission and rules, the NAS report that holds catalytic converters present the worst solution to emission control, and the energy crisis.

The Department of Interior is preparing to issue a ban on the use of lead shot for waterfowl hunting that will be phased in on a flyway-by-flyway basis.

There has been increasing attention to the use of lead in food containers, even though it is acknowledged in most cases that the amounts of lead do not present a health hazard.

It is likely that more and more states will be passing laws that affect the use of lead. Most of these will be based on control of lead in paint, but are likely to carry additional rules that could outlaw lead for many uses. The attention to food containers and lead shot could lead to more state legislation.

All of these problems indicate the Lead Industries must continue a strong communication program to keep in perspective the benefits of lead and to anticipate and counter the arguments that call for elimination of lead in many uses.

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What follows are Hill and Knowlton's recommendations for public relations activities aimed at the specific problem areas:

I. Lead in Gasoline

Confusion about the best route to follow in achieving a cleanup of auto emissions, growing national concern about the energy crisis and an atmosphere of doubt about the validity of charges that airborne lead constitutes a health hazard, open a number of opportunities for the lead industry. The following activities are proposed:

A. Continue at every opportunity to present information that counters the charge that lead in the air in existing amounts poses a danger to human health. Targets for this information should be government regulatory agencies, key Congressmen and local legislators, environmental groups and media, and the general public through the media. Steps to accomplish this include:

1. Development of a strong backgrounder written in layman's language that sets forth the scientific facts in the lead and health question. This would be intended for use with all of the audiences listed above.
2. Establishment of an ongoing program aimed at getting members of LIA to communicate on the issue with their Senators and Congressmen. This would involve suggested communications and the provision of materials, such as the backgrounder that could be sent to legislators. In addition, every member should be encouraged to set up face-to-face meetings with their legislators. LIA could

offer expert spokesmen for these meetings. In addition, the LIA staff should seek direct meetings with key legislators.

3. Initiation of a strong media program, which would press for:
 - Publication of stories about any new research that presents positive information on lead in health question.
 - Publication of stories that would show how the removal of lead from gasoline would affect the energy supply in the U.S.
 - Publication of broad-based stories on the emission control situation that would stress that a better means than the catalytic converter must be found. This effort would include information on the need to retain lead to help cope with energy crisis, and suggest that lead traps provide an answer to removing all particulates from autos.

II. Lead Shot Ban

Within this year we can expect to see increased activity on the part of the Department of Interior to establish a ban on the use of lead shot in hunting waterfowl. This situation is still in flux, and we should have a better fix after Baker and Lynam meet with Interior officials. Nonetheless, several possibilities are suggested:

- A. Push for a larger scientific study of the problem with the lead industries in a cooperative role. Publicize this effort.
- B. Establish relationships with Senators and Representatives from hunting states and show them the adverse consequences on their

constituents of such a ban.

- C. Establishment of communications on the issue with grass roots hunting organizations in the states that would be affected by the ban.
- D. A reexamination to determine if there is a means to develop a lead or partial lead shot that would not pose a problem to waterfowl.
- E. Development of factual information on the problems associated with the use of the soft iron substitute shot.

If it is determined that LIA cannot present a strong, well-documented case of retaining lead shot, then consideration should be given to backing a ban that allowed the use of lead for other types of hunting. Such a move's main purpose would be to build the LIA's reputation as an environmentally aware and concerned organization.

III. Lead in Food Containers

More and more stories are appearing in the media that deal with amounts of lead found in various food containers with a strong emphasis on those containers used for baby foods.

In most cases the amounts of lead are insignificant from a health standpoint, yet the negative publicity tends to instill increased fear about lead for all uses. At this point the situation bears watching and study. One possible activity would be:

- Preparation and distribution to medical and science writers of a background paper on the significance of lead in food, both from containers and as it occurs naturally. This paper also would serve as a standby document in the event that legislation is proposed on the federal or state level.

IV. State Legislative Activities

Passage of federal regulations and legislation dealing with restrictions on lead can lead to spin-off activities in state legislatures. Lead can also become the subject of state legislation through the development of new information of a scientific or pseudo-scientific nature, such as the container publicity, and through the pressure of local groups who have made restrictions on lead a part of their program.

It is Hill and Knowlton's recommendation that Lead Industries Association undertake the following legislative action program to keep abreast of all lead-related activity on the state level:

- A. Establish a legislative monitoring operation through Hill and Knowlton's Legislative and Government Relations Unit which has the capability to monitor all 50 states and recommend and implement action where required. Hill and Knowlton would provide legislative representatives in each state capital with guidelines on specific areas of interest and a regular status report would be issued as necessary. Along with this program, Lead Industries Association should intensify its efforts to maintain constant liaison with groups, such as the National Paint and

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Coatings Association and the Potters Association and their local groups so that coordinated and prompt action can be taken when it is necessary.

- B. Whenever possible, Lead Industries Association and other interested groups should be able to counter legislative proposals with positive suggestions on how laws should be structured. The best means to achieve this would be through the use of existing laws in other states that are in agreement with the LIA point of view on the control of lead in the environment. If no suitable laws exist, then a set of guidelines for legislators should be developed for use as input in helping shape new laws. If possible, this should be done in cooperation with groups that have no commercial interest.
- C. Background papers setting forth LIA's views on the lead issues and providing justification for LIA's legislative suggestions should be prepared with the model laws and background papers providing a package to be left with legislators who are considering lead bills. When the need arises, the materials would be readily available and action programs could be put together quickly to handle specific state situations. This could include, in addition to the prepared materials, statements before legislative groups and a publicity effort on the local level.