CBS Commentary Called ‘Dishonest’

Union Carbide, a giant corporation which produces the highly successful product TEMIK, was recently the target of an attack by CBS Evening News Commentator Bill Moyers.

In August 1982, the Pesticide Control Bill was before the U.S. House of Representatives. In light of certain amendments being considered for that bill, CBS produced a two day commentary on the subject of pesticides. More specifically, it focused on Union Carbide and Temik.

The bill passed Congress in October, Accuracy in Media, Inc. devoted an entire issue of the Accuracy in Media Report (A.I.M.) to refuting nearly all of Bill Moyers’ broadcast.

A.I.M. reported that Moyers’ statements were not only discrediting to the scientific advances that have made agricultural productivity in this country so superior, but were “so inaccurate and dishonest” that they should be “classed with the work of extremists.”

Moyers accused Union Carbide of harboring data about the health effects of Temik. A.I.M. said this allegation misled most people into thinking that there were dangerous side effects of Temik if the company was unwilling to reveal its information. In reality, however, Moyers knew very well that Union Carbide, like all other large manufacturing companies, places restrictions on its disclosure to the public of technical data. A.I.M. said. This is done not to be secretive and deceitful, but to protect the company’s product from being known to competitors who may be able to use the information to market a similar product.

Further, A.I.M. reported that “Moyers sought to create the impression that Temik is an extremely dangerous chemical whose long-term health effects are unknown.” Evidence from both Union Carbide and the EPA suggests that Temik has no chronic health effects. Virtually all chemical compounds, if ingested by humans in excessive amounts, are dangerous. Since Temik is a systemic pesticide — meaning that it is applied to the ground and is absorbed into the plant by the roots, rather than being applied to the leaves and fruit — traces of it can be found in fruits, vegetables, water, milk, etc. As a result, the EPA has set a number of “tolerance levels” governing the amount of Temik that is considered safe for these foods.

In addition to misleading viewers about the health effects of Temik, A.I.M. said Moyers also suggested that the EPA was slipping on the job of regulating pesticides. Moyers’ commentary stated that he had tried to talk to the EPA administrator, “but she sent word that she was too busy.” A.I.M. reported that the truth, “not disclosed anywhere,” is that “Jay Ellenburger, an EPA pesticides expert, spent fifteen hours talking with researchers from CBS.” Mr. Ellenburger said his immediate supervisor spent almost as much time with CBS representatives. If Moyers had written an accurate report, he would have mentioned the meetings with Ellenburger and his supervisor even though the EPA administrator refused to discuss the matter.

A.I.M. concluded that Moyers’ broadcast was part of a “well-coordinated campaign to bring public pressure to bear on Congress to pass the Pesticide Control Bill that came before the House of Representatives on August 11.”

Hints Toward An Effective Testimony

Since government decision makers rely heavily upon hearings to learn about issues, it’s extremely important that business executives, especially association leaders dealing with public policy, present their position in such a way that those in power understand the facts supporting it.

To ensure an effective testimony, one should first become familiar with the proposals to be heard. A review of the proposal to determine its effect should be conducted immediately. If time permits, members of the association, opponents of the proposal, legislators and lobbyists should be contacted so that a variety of perspectives is obtained.

Understanding both sides of the issue will help the association anticipate questions and prepare answers. It’s also important to note who will be testifying at the hearing since members of allied organizations frequently testify. This gives one the opportunity to coordinate testimony with others, thus preventing repetition, reducing preparation time and allowing a closer focus on the specifics of the issue.

In addition, an advance plan for those testifying on one side should be prepared, specifying the order in which testimony is to be given and outlining the approach to be used. Any testimony must be factual, brief and to the point. The best way to make clear and concise presentations is through case examples. Emphasize the effect that the proposal will have on the public and respond to the statements of preceding speakers. When replying to questions, make answers concise and to the point. Avoid being combative, negative and arrogant.

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‘Progress and Privilege’ Sheds Light on Environmentalism

In his new book, "Progress and Privilege: America in the Age of Environmentalism," William Tucker reveals his understanding of the motives behind the environmental movement.

Although Tucker is an anti-activist, he is not anti-environment. He doesn’t oppose the epic environmental reforms of the 1960s and ’70s nor does he favor polluted air, water and asphalt paving over meadows, woods and natural areas.

Tucker’s conflict with the environmentalist arises from the main thrust of the environmental movement — the belief that Man’s impact on nature is invariably negative, especially when someone proposes a new road, dam or power facility.

In his new book, Tucker speaks of the anti-technology, no-growth and small-is-beautiful ideology of the environmental movement. He contends that no-growth environmentalism can appeal only to those who have made it and not to the poor.

According to the author, ecology “has become more of a sophisticated way of saying, ‘we don’t want any more progress.’” Somewhere this exciting discipline has translated into a very conservative social doctrine.”

Tucker says his past experience with the environmental movement reveals that environmentalism provides the perfect union of hideous and class-based snobbery while preserving the goal of shutting off the suburbs to all but the wealthiest newcomers.

“Nobody came to meetings any more to talk about New York City moving into our community,” Tucker recalls. “They came to say, ‘We’ve got to protect the rare turtle that lives in the bog next door.’” He says this became the perfect justification for opposing development because it was so perfectly altruistic.

Tucker believes there is no reason profit motives cannot be turned toward conserving resources and benefiting the environment. He also believes in science as a way of increasing wealth and fostering social progress.

Eileen Winchester of Sierra Magazine, recently wrote that Tucker is “obsessed with the conviction that environmentalism stands in the way of improving the human condition.” She says “Progress and Privilege” is “really a polemic whose aim is to return the country to the unregulated industrial anarchy of the nineteenth century.”

(Continued from page 4)

The resource development segment will open with a presentation on Alaska’s land status by Constance E. Brooks, Senior Attorney, Mountain States Legal Foundation, Eugene Smith, Vice President, Government Relations and Public Affairs, U.S. Borax, will join Esther Wunnicke, the new Commissioner of the Alaska Department of Natural Resources and Vern Wiggins, Federal Co-Chairman, Alaska Land Use Council, in detailing the development of energy and mineral resources on public lands.

An Integrated Approach to Northern Thermo Development will be presented by the Honorable Ronald Basford, PC, QC, Director of Norco Industrial Center, Fairbanks, and Bucky Wright, President of the Fairbanks Chamber of Commerce, said he supports any gas line that would make gas available for use in the Fairbanks area and the Fairbanks Daily News-Miner has endorsed the idea in its editorial pages.

According to a study conducted by consultants Booze-Allen & Hamilton for a state task force, a small new pipeline segment to Fairbanks would be considerably cheaper than a full Alaska pipeline. However, electrical generation for in-state use might be feasible in conjunction with a larger project for marketing gas. A final report to the task force is expected soon.

While Anchorage and the Kenai Peninsula enjoy relatively cheap energy in the form of Cook Inlet natural gas, Fairbanks depends on the more expensive fossil fuels, namely oil and coal, for its energy needs. Utility customers in Fairbanks pay an average of 13.5 cents per kilowatt hour for electricity and $1.20 per gallon for home heating oil.

Whaley said the average Fairbanksan this winter can expect to pay $200 per month to heat his home. By contrast, Anchorage residents are charged less than six cents per kilowatt hour for electricity.

Fairbanksans, who face utility bills that are sometimes larger than their mortgage payments, are mobilizing to fight the high cost of energy in the interior city.

An ad hoc committee of Fairbanks residents is circulating a petition asking that a pipeline be built to transport natural gas from the North Slope to their city where the gas would be used to provide cheaper energy.

Bill Whaley, co-chairman of the Interior Pipeline Action Committee, said such a pipeline makes sense since Fairbanks is the nearest market with extremely high energy costs.

The petition asks the governor and state legislature to work with the private sector to find the means to construct a pipeline that would make gas available to Fairbanks.

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Resource Conference Set For February in Anchorage

The Resource Development Council, in cooperation with the Office of Mineral Development of the Department of Commerce and Economic Development, will hold an International Conference on Coal, Minerals and Petroleum at the Hotel Captain Cook in Anchorage February 16-17.

Emphasizing Alaska's resources, the conference will feature resource and energy experts from Korea and Japan as well as Europe, Canada and the United States. Over 500 delegates are expected to register for the conference.

R. Daniel McMichael, Administrative Agent, Scaife Family Charitable Trusts, was named co-chairman of President Reagan's Strategic Minerals Task Force during the 1980 Transition.

Keynote speakers include Dr. Daniel I. Fine, Mining and Mineral Resources Research Institute, Massachusetts Institute of Technology and Frank Barnett, President of the National Strategy Information Center, New York. Fine's February 16 luncheon address will highlight resource strategies of the Soviet Union and the United States. Barnett's luncheon presentation on the second day of the conference will detail "The Resource War — Oil, Gas and Minerals."

The proceedings will open with a three-hour morning session on Minerals development and a four-hour afternoon session on petroleum resources. The February 17 program will highlight coal and resource development issues.

McMichael's address on mineral resource dependency as a public policy issue will open the mineral segment while J. Hunter Chiles, Special Assistant to the Secretary, U.S. Department of Energy, will follow with a report on the future of minerals in the world market. Other speakers include Robert Horton, Director, U.S. Bureau of Mines and David Heathwaite, Alaska Manager, Anaconda Minerals Company.

The petroleum segment will take place following the opening day luncheon. John R. Grundon, President, BP Alaska Exploration, will discuss petroleum's share of future world energy requirements. David B. Willmer, General Manager, Economics Department of Standard Oil of California, will cover future world petroleum prices while Perry Pendley, Assistant Secretary for Energy and Minerals, U.S. Department of the Interior, and Richard P. Cote, Gulf Canada Resources, will focus on problems and opportunities in developing the Outer Continental Shelf.

Roger Herrera, Alaska Exploration Operations Manager, Sohio Alaska Petroleum Company, will join Tom Wilkinson, Executive Vice President, ARCO Alaska, Inc., and Vice President, ARCO Exploration Company, in presenting a report on Alaska's oil and gas provinces.

American Coal Can Meet World Demand

National Coal Association president Carl Bagge says the American coal industry has the ability to meet foreign demands for coal at competitive prices.

Speaking before Japanese industrialists at the U.S.-Japan Coal conference in Tokyo, Bagge cited American coal gains in recent years and pointed to the stability of U.S. prices. He also boasted of increased American productivity, improvements in management-labor relations, efficiency in transportation networks and the development of an industry capable of much greater output with little increase in the real price of coal.

Bagge said the key to coal's strength in the world market is the continued expansion of the domestic market and elimination of impediments created by unnecessary and overly restrictive legislation and regulations. Of particular concern to Bagge are the Clean Air Act, improvements in mine health and safety laws, changes in U.S. surface mining policies, artificial ceilings on prices of competing fuels, restrictive bulk shipping legislation and proposals to increase energy taxes.

Survey Reveals Legislative Priorities

Results of a membership survey on legislative priorities has given the Resource Development council direction as to where lobby efforts should be focused. Members participating in the survey listed 15 general areas of which RDC should monitor legislation and be prepared to lobby.

In order of priority, the top concerns listed were legislation affecting economic development, hydro-electric funding, regulatory reform, mining and land use, transportation, oil/gas development and transfer and operation of the Alaska Railroad are top issues as well. Creation of a capital investment fund, as well as legislation affecting timber, fisheries and agriculture, are issues that will be addressed. Environmental legislation and taxation proposals will also be monitored.

Thirty-seven people have signed up to serve on the Legislative Committee which will keep on top of the bills, work with legislative staffers and determine RDC's positions. As the session heats up, members outside the committee will be called upon to write, call or visit legislators to discuss bills of concern.

Oil Profits Equal Others

Oil company profits have been about equal to those of all other manufacturing industries, and these earnings are used in the search for new oil, according to the American Petroleum Institute.

In 1983, oil companies spent $41 billion in capital expenditures, an increase of 34 percent over 1973. Most was from petroleum, including exploration, production and development of oil and natural gas.

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