



United States
CONSUMER PRODUCT SAFETY COMMISSION
Washington, D.C. 20207

CPSA 6 (M) Cleared
1/31/95
Piv
Commission Processed.

MEMORANDUM

DATE: January 30, 1995

TO : 5-Gallon Bucket Files
FROM : Eric Rubel *ie*
SUBJECT: January 27 Telephone Conversation with David Baker

On Friday afternoon, January 27, 1995, I called David Baker to ask about his clients' future plans with respect to information and education ("I&E") about the risks of drowning in 5-gallon buckets. David said that ASTM had suggested at their recent meeting that the manufacturers turn over the education program to ASTM. We discussed this idea and David said that his clients were not inclined to follow ASTM's suggestion. I said that I shared his instincts about avoiding a change of that kind which might slow things down.

David then said that it is very likely that his clients will extend the I&E campaign for roughly the same length of time and dollar amount as the current program, which is about 2 1/2 years for \$250,000. He added that they will use the same public relations firm as they are using for the current program.

Finally, David said that based on CPSC staff comments, his clients will be revising the warning poster that was prepared as part of the I&E campaign. He will work with CPSC staff to get their final comments this week, and the poster will go to the printers next Monday, February 6.

cc: Chairman Ann Brown
Commissioner Mary Gall
Ron Medford
Sadye Dunn