Monsanto

From
(Name-Location-Phone) Diane G. Bartolanzo - G4WF - 2915

Date : October 21, 1988

cc: K. H. Kennedy - 1760
M. J. Chatron - 1760
G. A. Young - G4WF

Subject : Community Relations Plan

Reference :

TO : John Kaminski - 1760

Attached is the final draft of the J. F. Queeny 1989 Community Relations plan with your suggestions included. The breakdown of PR responsibilities is also included as we discussed.

Please review both documents with Ken. If you have any additional changes or comments, please let me know.

This plan is meant to be flexible. It shows at a glance who we are trying to reach and how we will reach them. Certain areas can and should change if and when the community environment changes. We will conduct the 1989 St. Louis community attitude resurvey early next year. If we find shifts of public opinion on particular issues we may wish to adjust the plan at that time.

When you assemble your Monsanto Fund budget, please be sure your contributions match the priorities listed in this plan. I would appreciate a copy when it is completed. If you would like any assistance assembling your budget, targeting areas of contributions that fit the plan, or deciding how to best market your contributions, I will be happy to help.

Thanks for taking the time to discuss these matters yesterday. I enjoyed lunch, but you were right about the garlic!

Diane

Diane Bartolanzo

/fr
Attachment

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QUEENY PR FUNCTION

This outline indicates breakdown of communication responsibilities. This will serve as a trial arrangement for a six month period at which point the need for additional help will be re-evaluated.

ROUTINE ACTIVITIES:	Primary responsibility
Employee communication Daily newsletter Postings	Mary Jean
Plant tours	Tom Vennemann
Search for strategic Monsanto Fund opportunities and assemble annual budget	John Kaminski (Staff will all search for strategic opportunities and present ideas to John for evaluation)
Monsanto Fund contribution publicity	John and Mary Jean
Ongoing contacts with key community	Ken Kennedy -- elected officials; Staff -- divide all others leaders
SPECIAL EVENTS:	
CAER drills	Safety committee with MCC Public Affairs oversight
Open Houses	Bob Boland
Title III update community meetings	Bob Boland
EMERGING MEDIA ISSUES:	
Issue identification	Entire staff
Strategy planning	John Kaminski with Diane
Materials preparation	John and Diane
Communication execution	Appropriate plant contact
RESPONSES TO MEDIA INQUIRIES:	
Preparedness statements and Q&As	Diane with plant contact
Plant contact/spokesperson: Emergencies -- releases, evacuations..	Ken Kennedy
Environmental issues -- emission or discharge info, pollution control equipment, neighbor complaints	Bob Boland
Personnel issues -- layoffs, etc.	John Kaminski
Product questions	Kennedy or appropriate G.O. contact

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J. F QUEENY 1989 COMMUNITY RELATIONS PLAN

GOAL: To be an active, respected neighbor in the Soulard area; to develop trust and a reputation for safety, emergency preparedness, environmental concern and open communications among neighbors.

Key Audiences	Activities
Employees	1. Conduct an annual employee appreciation activity (such as Six Flags or family open house). 2. Any external announcements are publicized to employees first. 3. Realizing employees are ambassadors in the community, recognize those who go the extra step to represent Monsanto well (as speakers, tour guides,...) 4. Continue to fund employee involvement community organizations.
Local Elected Officials Alderwoman Phyllis Young Representative Michael David State Senator John Bass	1. Continue to foster good relationships through periodic updates of plant activities. 2. Provide full explanation of any plant/community issues. 3. Brief prior to public releases of information. 4. Invite to annual safety drills. 5. Keep informed about community priorities through participation in community leader sponsored events.
St. Louis LEPC/Emergency Responders: Fred Williams -- CEMA Gay Carraway -- LEPC Chairman George Jenkerson -- Fire Marshall Elmer Boehm -- SERC	1. Invite responders and LEPC to attend and participate in annual CAER drill. 2. Provide full explanation of all Title III information updates. 3. Tom Filiput to continue participation on St. Louis LEPC; MCC Public Affairs to continue participation on Public information committee. 4. Give annual tours of facilities to fire department. 5. Provide complete information on any new issues involving emergency response as they arise.
Regulators and Environmental Groups Air Pollution Control Association Department of Natural Resources St. Louis Health Commissioner -- Dian Sharma Environmental Committee -- AIM	1. Provide Title III update briefings on a regular basis. 2. Give accurate and up-to-date information on any issues concerning J. F. Queeny environmental or health and safety record. 3. Maintain strong relations trough involvement on key committees and keeping communication lines open.
Business Leaders	1. Maintain involvement in RCGA, representing Monsanto on key committees. 2. Continue support in Soulard Businessman's Association.

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Community Groups Soulard Restoration Group Soulard Neighborhood Improvement Assn. Lasalle Park Neighborhood Assn. South Broadway Businessman's Assn.	1. Conduct open houses or plant tours as appropriate. 2. Provide speakers on any topic of interest or concern. 3. Maintain plant staff board memberships on YMCA, Girls Club, Boys Club and Siegel Community School. 4. Respond to questions/complaints of neighbors in a timely manner. 5. Accommodate local school and community groups on tour requests as much as possible.
Education McKinley High School Siegel Community School Trinity Lutheran School	1. Continue active support of TREND. 2. Sponsor inner-city science teachers to attend TIE workshop.
Media -- Post Dispatch South Side Journal	1. Publicize emission and waste reductions as they occur or on an annual basis. 2. Pursue positive publicity for strategic Monsanto Fund donations. 3. Respond to all media inquiries in a timely manner. 4. Invite the media to attend emergency drills and other strategic plant activities.
Fund (Attach budget when completed.)	1. Enforce policy of board membership for sizable contributions to community organizations. 2. Market contributions either to community or specific key audiences.

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