

Monsanto

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FROM
(NAME-LOCATION-PHONE)

Joseph Nolan - DIA - 4-3001

DATE

June 1, 1982

CC:

Mr. R. L. Berra
Mr. J. F. Hussey

SUBJECT

REFERENCE

TO

Mr. R. J. Mahoney

JUN - 2 1982

We have made a start on your proposed "campaign" to persuade the public that PCBs, despite their bad press, are not a serious health hazard.

At EPA's recent symposium on the subject, Dr. John Craddock and others from Monsanto talked extensively with reporters, trying to present a more balanced risk-benefit picture of PCBs. Several newsmen afterward wrote stories pointing out that PCBs are not, in fact, the "deadly toxins" they have been portrayed.

This is an encouraging beginning, but no more than that. We must remember in dealing with the media on PCBs that we are asking them to alter significantly their thinking about these compounds. For years, many have written about PCBs as a grave health problem. Monsanto has good ammunition to the contrary, and we will continue to press our case. But we should be realistic in our expectations. We won't see front-page stories to the effect that PCBs have been grossly misunderstood, but if we can achieve a more balanced treatment, we will have made progress.

Joseph Nolan

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JUN 4 1982

John - FYI

RSN
CFC

O'Neill 6/3/82

FYI

JAC