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J. T. Burke R. C. Isham

PCB's

Monsanto • ORGANIC CHEMICALS DIVISION

# PUBLIC RELATIONS REPORT

AUGUST, 1971

H. S. Bergen
R. E. Bilger
AKRON - H. B. Cheney
T. L. Gossage
C. R. Groninger
S. A. Heininger
F. J. Holzapfel
J. L. Ledbetter
D. E. Marriner
John Mason
H. L. Minckler
H. M. Mitchell
Arne Obel
D. A. Olson
Organic Plant Managers
C. W. Roos
W. E. Schalk
C. J. Smith
J. E. Springgate

As a result of our earlier news releases, press and customer inquiries continue to come in on Santotrac and EVCl. In addition to feature stories already planned by Design News, Machine Design, and Product Engineering on Santotrac, Chemical Week and the New York Times have shown an interest in synthetic lubricants. Product information has been sent to all publications and offers of further cooperation are awaiting response. Over 200 prime customer inquiries have come in on EVCl since our news release was issued in May.

News releases were issued during the month on the licensing of Coco Chemical Philippines Inc., as a manufacturer of Santicizer 711, and changing the corporate name of Lueders to Monsanto Flavor/Essence, Inc.

A statement was prepared to cover press inquiries on PCB resulting from Senate toxic substances hearings in Washington. Our present position is no comment until current investigations by FDA and USDA, as well as the public hearings, have been completed. Although the statement is being rigidly adhered to, background information has been sent to editors who are unfamiliar with the PCB issue (i.e.: the St. Louis Post-Dispatch is planning an article based on the published abstract of Industrial Bio-Test toxicity studies).

--2 PUBLIC RELATIONS REPORT (Organic Chemicals Division)

Close cooperation with Ralston-Purina's PR department resulted in balanced reports when the company withdrew fish food contaminated with PCB. Stories mentioned there was no danger to humans from PCB at the extremely low guideline levels set by the FDA.

Assistance was given Anniston plant management prior to a visit there by Congressman Nichols. At a press conference which followed, he emphasized Monsanto's efforts to control pollution at the plant.

Statistics for the month: Press inquiries - 15; announcements - 3, news releases - 2, and clearance and review of technical papers - 3.

Ed. John

E. V. John

stw