12/3

Agenda

- Purpose: To start development of a public- and community-relations strategy for Sauget sites remediation ... and determine how best to continue the process of strategy development and execution.

- Introductions

1907

MCC Public Affairs
Garth F. Fort
Loren W. Wassell
Diane G. Bartolanzo
Kevin S. Cahill

MCC Environmental Operations
Michael A. Pierle
Michael R. Foresman

Monsanto Environmental Law
Stephen P. Krchma

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Consultants
E. Bruce Harrison
Michael J. Petruzzello
Fleishman Hillard
Alan W. Akerson
Robert L. Peirce
Marjorie Brooks
Peter J. Faur

150 ft deep

- Presentations
  - Sauget Sites Situation
    - Max McCombs
  - Community Relations Plan
    - Diane Bartolanzo

RI/FS Agreement - River's Edge 76 lb/day 102 GOM/gal 10-24 months to get remedy
PRP Lagoons - Coop remedy among industry under RIPS plan
Area 1 - PRP

- Strategy Development
  - Objective: To complete remediation of Sauget sites with open, positive community relations, constructive communications and a minimum of negative attention.

- Initial questions:
  - How do we show we're being responsible and doing the right thing?
  - Message(s)?
  - Audience(s)?
  - Media/Mechanisms?
  - Messenger(s)?
  - Role of research in strategy/message development?

- Positives identified in image research
  - Ensure welfare & security.
    - Help improve society
    - Safe products
    - Avoid pollution
  - We understand our responsibility to you and your family, so your children, and ours, won't have to deal with this problem.
  - Monsanto employees are committed
    - Have the skills and knowledge
    - Company lets them get things done

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