

Done
9/30/96
xc: John Mason
Christie Beckmann

Monsanto

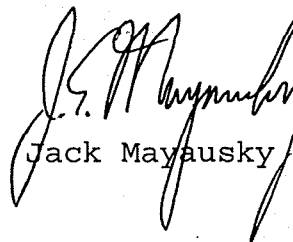
From: J. S. MAYAUSKY - ANNISTON (1060) - EXT. 427

Date: September 24, 1996 cc: R. L. Freeman
S. A. Gardner
Subj: 1997 Monsanto Fund Budget E. D. Truitt
& Community Relations Plan
To: D. G. Herndon - B2NG

Below and attached are the Anniston Site's 1997 Monsanto Fund Budget and Community Relations Plan.

The Monsanto Fund budget totals \$60,000 which is no increase from last year. The Anniston Museum Traveling Classroom grant is in its third and final year. The \$4,000 in this budget for the NSTA convention is in addition to the \$2,000 provided already by the Fund. This program has proven very successful in our area and we wish to continue the momentum.

<u>GROUP</u>	<u>AMOUNT</u>
Anniston Museum Traveling Classroom	\$23,000
East Central Alabama United Way	12,500
Calhoun County Education Support	7,000
Wellborn High School (Adopt-A-School)	5,000
Youth Services Grant	4,000
NSTA Convention	4,000
East Central AL Cerebral Palsy Center	2,500
Knox Concert Series	<u>2,000</u>
Total	\$60,000


Jack Mayausky

/cws

Attachment

DSW 133908

STLCOPCB4033866

Anniston 1997 Community Relations Plan

Goal #1: Enhance two-way communication with local community.

Objective A: Enhance relationships and build dialogue with community-at-large.

<u>Audience</u>	<u>Message</u>	<u>Tactics</u>	<u>Resources</u>	<u>Timetable/ Responsibilities</u>	<u>Evaluation</u>	<u>Costs Plant / Fund</u>
Community-At-Large	Monsanto, Anniston supports at two-way dialogue with community.	• Continue emphasis on Community Relations following the CMA's Small Plant/Small Community Model.	Anniston \$ and Personnel	1997		

DSM 133909

STLCOPCB4033867

Objective B: Increase awareness of employee and encourage development of community ambassadors.

<u>Audience</u>	<u>Message</u>	<u>Tactics</u>	<u>Resources</u>	<u>Timetable/ Responsibilities</u>	<u>Evaluation</u>	<u>Costs Plant / Fund</u>
Employees	Knowledgeable employees with encouragement can make effective community ambassadors.	• Continue communication on Monsanto-Anniston role in community.	Anniston \$ and Personnel	1997		
		• Continue to encourage employee civic/charitable contributions of both time and money.	Anniston \$ and Personnel	1997		

DSW 133910

STLCOPCB4033868

Goal #2: Increase Monsanto-Anniston's identity as a community resource.

Objective A: Establish focused support of community and increase awareness in local community of said support.

<u>Audience</u>	<u>Message</u>	<u>Tactics</u>	<u>Resources</u>	<u>Timetable/ Responsibilities</u>	<u>Evaluation</u>	<u>Costs Plant / Fund</u>
1) Educators, Students, Community Leaders and Community-At- Large	Monsanto supports science/technical education.	• Continue support for Wellborn Adopt- A-School, Anniston/ County Tech Prep program. Maximize participation in NSTA in St. Louis.	Monsanto Fund, Anniston \$ and Personnel	1997		
2) Community-At- Large, Educators and Students	Monsanto is committed to long term growth and viability of science/ technical education in community.	• Continue seed money (recurring) to Anniston Museum travelling science classroom.	Monsanto Fund	1997		
3) Community-At- Large and Community Leaders	Monsanto actively supports local humanitarian efforts.	• Optimize funding to United Way and UCP Center.	Monsanto Fund, Anniston \$ and Personnel	1997		
4) Community Leaders	Monsanto supports cultural activities in community.	• Continue support to Knox Concert Series.	Monsanto Fund and Anniston \$	1997		
5) Local Plant Area Community	Monsanto supports local area youth development.	• Identify and fund local organization for youth development.	Monsanto Fund and Anniston Personnel	1997		

DSW 133911

STLCOPCB4033869

Objective B: Maintain positive image in community and enhance community awareness of facility.

<u>Audience</u>	<u>Message</u>	<u>Tactics</u>	<u>Resources</u>	<u>Timetable/ Responsibilities</u>	<u>Evaluation</u>	<u>Costs Plant / Fund</u>
1) Community Leaders and Community-At-Large	Monsanto-Anniston is a valuable civic and financial contributor to community.	• Invite selected community leaders to visit plant. • Continue tours for local educators and students. • Continue involvement in business community associations	Anniston \$ and Personnel			

Goal #3: Build knowledge and cooperative response capabilities within local emergency response agencies.

Objective: Increase reliance on local agencies to provide event response.

<u>Audience</u>	<u>Message</u>	<u>Tactics</u>	<u>Resources</u>	<u>Timetable/ Responsibilities</u>	<u>Evaluation</u>	<u>Costs Plant / Fund</u>
Local Emergency Response Agencies	Enhance relationship and establish further cooperative response capability between plant and local emergency responders.	1) Maintain funding for Anniston F.D. training. 2) Build cooperative relationship with Calhoun County Emergency Response Agency. Conduct joint emergency response exercise.	Anniston \$ and Personnel Anniston \$ and Personnel	1997 1997		

DSW 133913

STLCOPCB4033871