

Monsanto

FROM
NAME-LOCATION-PHONE

D. R. Bishop - F3EB

DATE : March 23, 1983

CC.

SUBJECT :

REFERENCE :

TO :

R. T. Berendt - E2ND
T. M. Bistline - E2ND
D. L. Coleman - G2WF
A. M. Ford - A2SA
G. F. Fort - F3EC
J. F. Hussey - F3EA
G. D. Ingenthron - F3EB
F. E. Kearney - E2SA
W. J. McCarville - G3WG
P. S. Park - G3WB
G. Roush - G2WG
J. H. Spraul - G2WF
M. C. Throdahl - D1D
E. Tillman - G2WF
J. D. Wilson - G3WG

F.Y.I., attached letters were messengered today.

A. R. Bishop
Dan R. Bishop

Attachments

CONFIDENTIAL
SUBJECT TO PROTECTIVE ORDER.

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Monsanto

PUBLIC RELATIONS DEPARTMENT

Monsanto Company
800 N. Lindbergh Boulevard
St. Louis, Missouri 63167
Phone: (314) 694-1000

March 23, 1983

Mr. Eric Newhouse
Associated Press
900 N. Tucker Blvd.
St. Louis, Missouri 63101

Dear Mr. Newhouse:

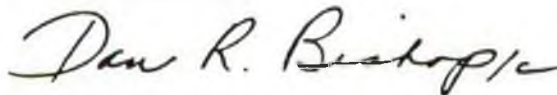
The Associated Press told half a story about Agent Orange and dioxin as it appeared in the March 18 front page of the St. Louis Post-Dispatch. The AP story concerned Vietnamese research suggesting that the offspring of men exposed to dioxin run an abnormally high risk of being born with birth defects.

What was the half of the story left untold? It was that recent Australian research on its Vietnam veterans found "no evidence that army service in Vietnam relates to the risk of fathering a child with an anomaly." Did the AP not know of this work? Other news media did. The March 18 New York Times discussed both the Vietnamese and Australian studies in the same story and correctly pointed out that "conflicting conclusions" were reached.

Apparently a conflict also exists on the reaction of American scientists who reviewed the Vietnamese research. The AP story said that these scientists "are impressed" by the work. But a February 27 article in the Washington Post stated that the U.S. researchers "concluded that none of the Vietnamese reports was scientifically valid."

I obviously don't know why the Associated Press told only half a dioxin story, but I regret that it missed the opportunity for balanced coverage of a subject so vital to our Vietnam veterans and the public, especially Missourians.

Sincerely,



Dan R. Bishop
Director, Environmental Communications

DRB:ec

Enclosures

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