John's office
B2 NC

To Kevin Cahill

Kevin,
This is probably the final product, unless I get changes by 8:15 in the morning. If you see something that needs changing, let me know

Deb
X6401

DSW 135259

10-13-94 03:36PM FROM MONSANTO CHEM CORP

W. G. Krummrich 1995 Community Relations Plan

Goal #1: BEGIN OUTREACH CONCERNING WORST CASE SCENARIOS

Objective A: **Educate Community Advisory Council on worst case scenarios**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Community Advisory Council	We manufacture and distribute our products safely, our goal is zero effect on the environment and the community	1. Provide facilitator for CAC. 2. Review who is on the panel and begin to engage new participants. 3. Enhance status of CAC in the community and utilize members to spread our message.	Time of plant personnel	Ongoing in 1995		$-0-

DSW 135260

STLCOPCB4035237

P02

Objective B: **Maintain and enhance relationships with local emergency response committee**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Local Emergency Response Agencies	It is critically important that the community have thoroughly prepared emergency responders and proper equipment.	1. Remain visible and active in revitalizing the LEPC.	Time of plant personnel	1995 - Plant Fire Chief	Feedback and level of preparedness by local emergency responders	$-0-
		2. Discover a source of funding for the LEPC	Time of plant personnel	1995 - Gen. Supt. Env. Affairs		$-0-
		3. Elevate status of LEPC in community.	Time of plant personnel	"	Media attention/ community feedback	$-0-
		4. Reinform community about community alarm.	Time of plant personnel	"		$-0-
		5. Provide money to purchase needed equipment/supplies to update LEPC data base.	Monsanto Fund	Spring 1995	Media attention	$7,500 (F)

10-13-94 03:36PM FROM MONSANTO CHEM CORP P03
DSW 135261
STLCOPCB4035238

10-13-94 03:36PM FROM MONSANTO CHEM CORP P04

Goal #2: ENVIRONMENTAL JUSTICE

Objective A: **Youth Programs**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
At-risk youth	Knowledge of your culture and service to the community are important	Continue funding Bakari Institute in East St. Louis	Monsanto Fund	Spring 1995	Is the Institute expanding the number of children reached by its programs/Media coverage of programs and events	$7,500 (F)
Youth , Community	Cultural arts are an important part of everyone's lives	Continue funding GEMM Centre (cultural arts centre)	Monsanto Fund	Summer 1995	Feedback/media attention	$8,000 (F)
At-risk youth	Educational and recreational activities are important	Continue funding transportation for Catholic Urban Program summer camp for ESL youth	Monsanto Fund	Summer 1995	Number of children served and field trips taken	$2,000 (F)
At-risk youth	Summer recreational activities are important	Continue to support Camp Wyman summer camp for ESL youth	Monsanto Fund	Summer 1995	Number of children served	$1,000 (F)

DSW 135262

STLCOPCB4035239

10-13-94 03:36PM FROM MONSANTO CHEM CORP P05

Objective B: **Health Services**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
East St. Louis community and physicians	It is important the citizens of East St. Louis have a well-equipped hospital facility	Fund community program sponsored by St. Mary's Hospital	Monsanto Fund	Spring 1995	Media attention/Feedback from hospital	$6,000 (F)

Objective C: **Continue to expand relationship with local political structure**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
City and county politicians and state and national politicians from the area	Monsanto is a real asset to the community	Continue/expand dialogue with targeted audience and participate, where practical, in supporting efforts important to the community	Time of plant personnel	Ongoing	Feedback from targeted audience, increase in number of contacts or requests for assistance	$-0-

Objective D: **Community**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Community	WGK wants to help with the issues people in the community think are important	Discuss with Community Advisory Council the important issues in East St. Louis, including location of derelict structures	Time of plant personnel	Ongoing	Feedback and support for our programs	$-0-
Community	Monsanto is interested in helping East St. Louis with its most pressing problems	Tear down derelict/abandoned structures	Monsanto Fund	1995	Feedback from community/media attention	$10,000

DSW 135263

STLCOPCB4035240

Goal #3: PREPARATION FOR SAUGET SITES BEING LISTED ON NATIONAL PRIORITY LIST

Objective A: **Develop a communications plan**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Community, governmental agencies, community leaders	Monsanto is moving to resolve long-standing environmental issues in the area. There is no threat to humans, health and the environment	1. Inform Community Advisory Council, employees and local community leadership of issues	Time of plant personnel	Winter 1994/1995	Feedback from community, media slant on subject	$-0-

Goal #4: MAINTAIN LEADERSHIP POSITION IN THE EAST SIDE COMMUNITY

Objective A: **Community Relations**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
East Side community, governmental agencies, community leaders	Monsanto is supportive of the East Side community as a whole	Support Leadership Council activities in education, East St. Louis, and community/ economic development by participation and funding	Monsanto Fund Plant employee involvement	Spring 1995 Ongoing	Perception of WGK as a leader in the East Side community in non-business related activities	$10,000 (F)

10-13-94 03:30PM FROM MONSANTO CHEM CORP P06
DSW 135264
STLCOPCB4035241

Goal #5: INCREASE WGK'S IDENTITY AS A COMMUNITY EDUCATIONAL RESOURCE

Objective A: **Education**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Science teachers	Chemicals are a part of our everyday life	1. Send three science teachers to the NSTA National Conference to expand their science and environmental science education	Monsanto Fund	Summer 1995	Talk with teachers to see if beneficial to their science teaching. Determine if should continue.	$5,000 (F)
		2. Sponsor CMA Kids Care Program (second and fourth-grade science educational tools)	Monsanto Fund	Fall 1995	Feedback from teachers and students	$2,000 (F)
Community Schools	Monsanto is supportive of science and environmental education because of its importance in our world	1. Continue sponsorship of BAC Environmental Lecture Series	Monsanto Fund	Spring 1995	Media attention, feedback from college and teachers, attendance at series by community	$5,000 (F)
		2. Sponsor two science/math scholarships at BAC	Monsanto Fund	Fall 1995	College recognition, student participation	$2,000 (F)

MONSANTO CHEM CORP
P07
DSW 135265
STLCOPCB4035242

Objective B: **Educational/industry partnership with Southern Illinois University Edwardsville-East St. Louis Center**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Community Schools/teachers/ students Media	Science education is important to Monsanto and the community	1. Participate as major player on SIUE-ESL Scientific Based Advisory Council and recruit other industries to participate	Time of plant personnel	Ongoing 1995	Diversity of industry participation and activity of the Council	$-0-
		2. Science Fair Sponsorship	Monsanto Fund	Spring 1995	Feedback from teachers and SIUE-ESL, media attention	$5,000 (F)
		3. Assist in developing Teacher In-service Training Workshops, specifically in science education	Time of plant personnel	Ongoing 1995	Feedback from teachers	$-0-
		4. Act as science Career Shadowing site for students	Time of plant personnel	Summer 1995	Feedback from students, teachers and employees	$-0-
		5. Assist in adopt-a-lab program to upgrade SIUE-ESL lab facilities	Time of plant personnel	Ongoing 1995	Media attention, feedback from students and teachers	$-0-

MONSANTO CHEM CORP
P08
DSW 135266
STLCOPCB4035243