

Monsanto

hand-delivered

11:15 AM

FROM: NAME & LOCATION:

D. R. Bishop - BLND

DATE: September 3, 1976

cc: W. R. Corey
K. W. Easley
J. F. Hussey
J. E. McKee
J. T. Nolan

SEP 3 1976

SUBJECT:

REFERENCE:

TO: F. J. Fitzgerald
E. H. Harbison, Jr.
C. Paton
R. G. Potter
G. Roush
J. C. Weber
~~W. W. Withers~~
D. Wood

F.Y.I. -- Attached is the early press pickup of our PCB release. I've also attached a copy of the Business Week story which is "on the street" in New York this morning.

A comparison of the rather thorough and favorable treatment we received in The Wall Street Journal and the St. Louis Globe-Democrat (as a result of sending out a news release) versus the hatchet job that Business Week did on us (as a result of waiting for them to do a story and then being forced to respond to specific questions) is a good case for taking the offensive.

DRB
D. R. Bishop

DRB:smt

Att.

X C: HNB, Patzelli, R. Harris
done 9/3
q

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