Monsanto

F.2 - Carondelet

From
(Name-Location-Phone) Diane G. Bartolanzo - G4WF - 2915

Date : October 21, 1988

cc: S. J. Longfield - 1720
G. A. Young - G4WF

Subject : 1989 community relations plan

Reference :

TO : D. M. Malfitano - 1720

Attached is the final draft of the Carondelet 1989 Community Relations Plan with your comments included. Please review with Steve and ensure that all key responsibilities are covered.

As we discussed, this plan is flexible and can and should be changed if and when the environment changes. When the 1989 St. Louis community attitude resurvey is conducted, we may find some shifts of attitude in key areas which must be addressed through CR programs.

This plan is not meant to cover every activity in which the plant engages, but, at least shows at a glance, who we are trying to reach and how we will reach them.

When you assemble your Monsanto Fund budget, please be sure your contributions match the priorities listed in this plan. I would appreciate a copy when it is completed. If you would like assistance, I'll be happy to help.

Diane Bartolanzo

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Attachment

DSW 136280

STLCOPCB4036246

Carondelet Community Relations Plan
1989

Objective: To continue already strong relationships with key constituencies in South St. Louis area and with influence leaders who could affect right-to-operate. Focus on immediate neighbors to assess their attitude toward plant.

Key Audience	Action
Community Neighbors: Fenceline residents Sr. Marie Charles -- CCBF Steve Meier -- YMCA Faye Bertrand -- Patch	1. Maintain strong relationships through regular meetings, updates, involvement. 2. Conduct plant tours for community and student groups as requested. 3. Maintain staff presence on board of directors of local community organizations: YMCA, PATCH, CCBF, JOBS and Family Care Center. 4. Continue active support of TREND program. 5. Sponsor two local teachers to TIE workshop. 6. Be responsive to community questions or complaints. 7. Compile end-of-year community annual report. Send to community leaders. 8. Review changes in attitudes based on results of second community attitude survey; adjust CR activities accordingly.
Local Elected Officials: State Representative Gail Chatfield Alderman Red Villa Aldermanic President Tom Villa State Senator Irene Treppler	1. Maintain strong relationships through regular correspondence, social events, briefing sessions. 2. Continue annual contact with state reps in Jefferson City. 3. Send community annual report to key leaders. 4. Brief about issues prior to public announcements.
St. Louis LEPC/Emergency Resp.: Gay Carraway George Jenkerson, Fire Marshall Captain Robert Boaz -- Police	1. Continue to host CAER drills involving emergency responders. Invite LEPC members and community leaders to observe. 2. Provide full explanation of all Title III information updates. 3. Take fire officials on annual plant tour to point out process and chemical storage locations. 4. Provide timely information about key safety or emergency response issues.
Media: South Side Journal Daily Bugle	1. Seek opportunities for positive publicity including Fund donations and safety or environmental improvements. 2. Respond to all media inquiries in a timely manner. 3. Invite the media to attend emergency drills and other strategic plant activities.

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Monsanto Fund

1. Try to have a staff member on the board of each organization to whom sizable contributions are made.
2. Market contributions to specific key audiences or to the community through the media.
3. Continue bulk of financial support to Carondelet Community Betterment Foundation. Also continue support for Meals on Wheels, PATCH, Neighborhood Center, YMCA, JOBS.
4. Explore opportunities to target funds to better reach immediate neighbors.

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