Monsanto

28 AUG 1970

PCBs

FROM (NAME & LOCATION) Tom C. Ford - World Headquarters

DATE: August 26, 1970

SUBJECT:

REFERENCE:

TO: Mr. John Mason - JMASO

cc: Mr. H. S. Bergen - HBERG
Mr. W. B. Papageorge - WPAPA
BRUSSELS - Mr. H. N. Dahlstrom
Mr. E. P. Wheeler - EWHEE
Mr. P. S. Park - PPARK
Mr. D. J. Forrestal - DFORR
Mr. J. E. McKee - JMCKE
BRUSSELS - Mr. G. D. Ingenthron
LONDON - Mr. J. D. Carr
Mr. G. N. Reynolds - GREYN
Mr. E. V. John - EJOHN
Mr. J. J. Spano - JSPAN

Since Ed John is on vacation this week, would like to check with you concerning the proposed feature on our PCB program scheduled for the winter issue of MONSANTO MAGAZINE. Ed originally checked this idea with Papageorge and, I believe, has discussed it with you.

When we issued the July 16 news release which told of the positive steps taken on PCB, some of the press elected 1) not to tell our whole story or 2) lead off with a repeat of the same charges and half-truths issued two years ago. Since Monsanto has done an excellent job in this environmental area, it was thought the message could be repeated in MONSANTO MAGAZINE.

Basically, the feature's theme would be "What does a responsible company do when it suddenly learns a product it's been making for 40 years is potentially harmful to the environment?"

The positive factors to be gained from such a story would be 1) appreciation of Monsanto's actions and sincerity concerning PCB and 2) an inference that we handle other environmental problems in this manner.

A few negative possibilities have appeared.

Our Brussels PR office asks that this story not be run since "Unlike the U.S., Monsanto is not yet able to say anything positive about what is being done to control the PCB problem in the U.K." We certainly do not want to cause undue problems in Europe. However, you tell me we are committed to carry out withdrawal, reformulation and reclamation of PCBs in the U.K. -- regardless of whether other European producers go along.

IN-10 REV. 11-65

PCB-ARCH-EXT0371280

Papageorge said the U.K. program should be in force around November 1. The winter issue of MONSANTO MAGAZINE comes out in mid-November and, therefore, should not upset these plans. The feature may create additional press inquiries in the U.K., but at that time we could tell editors of definite and positive actions taken there.

I have discussed this MONSANTO MAGAZINE feature with Elmer Wheeler of Medical and he did not see any particular problem from his viewpoint. By carbon, I am asking Elmer to let you know of any additional opinion he may have.

[redacted]

Our problem right now is one of timing. Although the PCB feature would not appear until mid-November, the story must be written and reviewed now -- and then be committed to that issue. Since it involves a touchy environmental problem, on two sides of the Atlantic, we want to be sure all concerned parties agree to this proposal -- or at least a majority do.

Could you give me a final opinion on the above questions? I believe you are going to see John Eck soon about PCB. Would you review this MONSANTO MAGAZINE idea with him? We would appreciate hearing by September 1.

Tom Ford
sw

Tom C. Ford

TCF/stw

PCB-ARCH-EXT0371281