file: Anniston Community relations

Monsanto

From: J. S. MAYAUSKY - ANNISTON (1060) - EXT. 427

Date: August 28, 1995

Subj: 1996 Community Relations Plan

To: D. Herndon - A2SP

cc: M. R. Bork
R. L. Freeman
R. T. Jones

Attached is a copy of Anniston's 1996 Community Relations Plan for your information and use.

J. S. Mayausky
Jack Mayausky

/cws

Attachment

DSW 133919

Anniston 1996 Community Relations Plan

Goal #1: Enhance two-way communication with local community.

Objective A: Enhance relationships and build dialogue with community-at-large.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Community-At-Large	Monsanto, Anniston supports a two-way dialogue with community.	• Form Citizen Advisory Panel (CAP) and establish regular meetings.	Anniston $ and Personnel	1996		

DSW 133920

STLCOPCB4033878

Objective B: Increase awareness of employees and encourage development of community ambassadors.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Employees	Knowledgeable employees with encouragement can make effective community ambassadors.	• Continue communication on Monsanto-Anniston role in community. • Continue to encourage employee civic/charitable contributions of both time and money.	Anniston $ and Personnel Anniston $ and Personnel	1996 1996		

DSW 133921

STLCOPCB4033879

Goal #2: Increase Monsanto-Anniston's identity as a community resource.

Objective A: Establish focused support of community and increase awareness in local community of said support.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
1) Educators, Students, Community Leaders and Community-At-Large	Monsanto supports science/technical education.	• Continue support for Wellborn Adopt-A-School, Anniston/ County Tech Prep program. Maximize participation in NSTA in St. Louis.	Monsanto Fund, Anniston $ and Personnel	1996		
2) Community-At-Large, Educators and Students	Monsanto is committed to long term growth and viability of science/ technical education in community.	• Continue seed money (recurring) to Anniston Museum travelling science classroom.	Monsanto Fund	1996		
3) Community-At-Large and Community Leaders	Monsanto actively supports local humanitarian efforts.	• Optimize funding to United Way and UCP Center.	Monsanto Fund, Anniston $ and Personnel	1996		
4) Community Leaders	Monsanto supports cultural activities in community.	• Continue support to Knox Concert Series.	Monsanto Fund and Anniston $	1996		

DSW 133922

STLCOPCB4033880

Objective B: Maintain positive image in community and enhance community awareness of facility.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
1) Community Leaders and Community-At-Large	Monsanto-Anniston is a valuable civic and financial contributor to community.	• Invite selected community leaders to visit plant. • Continue tours for local educators and students. • Continue involvement in business community associations.	Anniston $ and Personnel			

DSM 133923

STLCOPCB4033881

Goal #3: Build knowledge and cooperative response capabilities within local emergency response agencies.

Objective: Increase reliance on local agencies to provide event response.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Local Emergency Response Agencies	Enhance relationship and establish further cooperative response capability between plant and local emergency responders.	1) Maintain funding for Anniston F.D. training. 2) Build cooperative relationship with Calhoun County Emergency Response Agency. Conduct joint emergency response exercise.	Anniston $ and Personnel Anniston $ and Personnel	1996 1996		

DSM 133924

STLCOPCB4033882