

AUG 14 1994

Monsanto

FROM (NAME-LOCATION-PHONE)

Diane Herndon, A2SP, x2915

OWK

DATE : August 15, 1994
SUBJECT : Urban Gardening NAPS release
REFERENCE :
TO : Kevin Cahill
Lisa Drake
Loren Wassell

cc: Gary Barton

Attached is the latest report from the North American Precis Syndicate on placements of the East St. Louis Urban Gardening mat release. As of July 29, there were 312 media placements with an estimated circulation of 3.5 million. A list of newspapers which ran the release, along with their locations and circulations is attached.

Diane Herndon

Diane Herndon

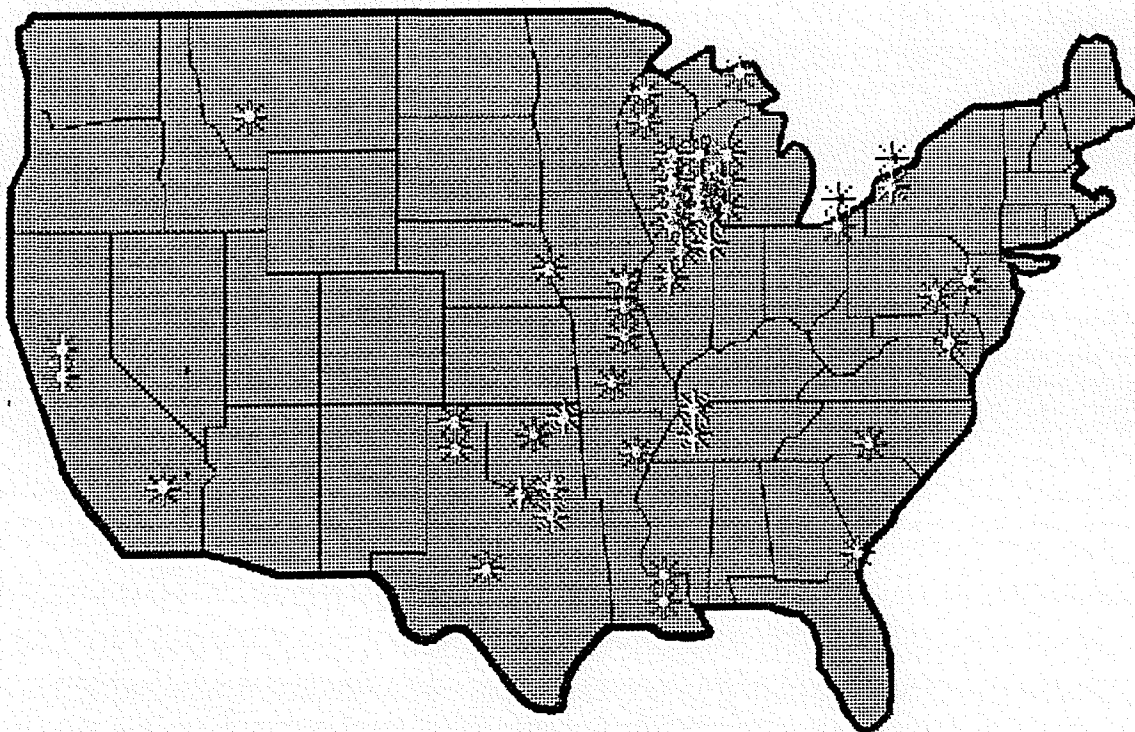
DSW 134836

STLCOPCB4034794

NEWSPAPER COVERAGE

RELEASE: ENVIRONMENTAL PROTEC

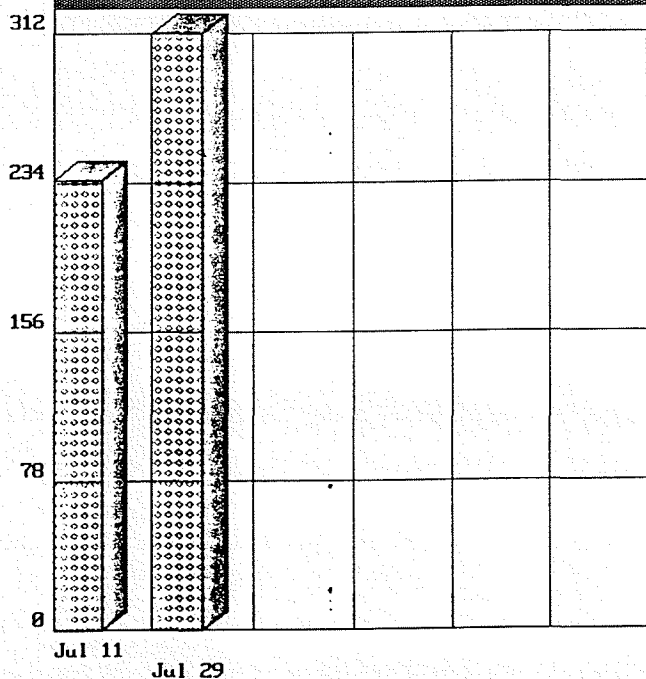
PR EXECUTIVE: DIANE HERNDON



Interim report on placements recorded by 07/29/94

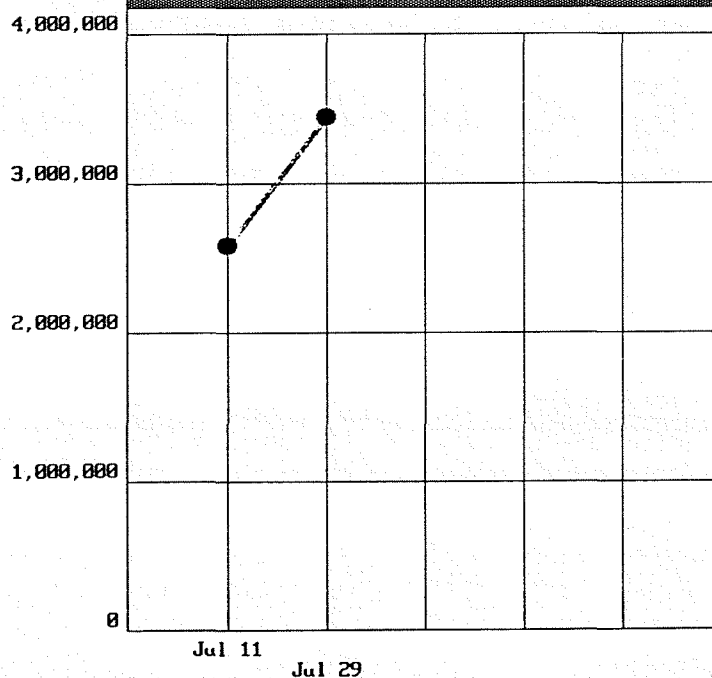
28881

PLACEMENTS TO DATE



THERE WERE 236 PLACEMENTS RECORDED BY JULY 11, AND 312 BY JULY 29. OTHER PLACEMENTS, APPEARING BOTH BEFORE AND AFTER THESE DATES, WILL BE RECORDED AND REPORTED LATER AS MORE DATA BECOMES AVAILABLE.

CIRCULATION TO DATE



THERE WAS A CUMULATIVE CIRCULATION OF 2,581,516 RECORDED BY JULY 11, AND 3,442,944 BY JULY 29. ADDITIONAL CIRCULATION, OCCURRING BOTH BEFORE AND AFTER THESE DATES, WILL BE RECORDED AND REPORTED LATER.

DSW 134837

NEWSPAPER PLACEMENTS TO DATE

North American Precis Syndicate, Inc. 201 East 42nd Street, New York, NY 10017 Phone: (212) 867-9000 Fax: (212) 983-0970

RELEASE: ENVIRONMENTAL PROTEC

PR EXECUTIVE: **DIANE HERNDON**
MONSANTO COMPANY
800 NORTH LINDBERGH BLVD
ST. LOUIS MO 63167

SUMMARY: AN HERBICIDE TO CONTROL WEEDS PRIOR TO PLANTING, ROUNDUP DRYPAK, WAS DONATED BY
28881 MONSANTO COMPANY, WHICH ALSO PROVIDED FUNANCIAL SUPPORT MATCHED BY SIUC.

LEAD WORDS: CORN AND HOPE BOTH G

CLIPPINGS RECEIVED AND INPUT BY: 07/29/94

NAPS REP: JIM BROSSAU

SERVICE COORDINATOR: MICHAEL NEELMAN

RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
3	CHICAGO, IL	IN	REGIONAL NEWS	LA CROSSE	05/19/94	8,416	33,664
3	CHICAGO, IL	IN	WESTVILLE INDICATOR	WESTVILLE	05/19/94	5,980	23,920
3	CHICAGO, IL	IN	WESTVILLE INDICATOR	WESTVILLE	06/02/94	5,980	23,920
4	PHILADELPHIA, PA	NJ	BERLIN JOURNAL	BERLIN	05/26/94	15,525	62,100
5	SAN FRANCISCO, CA	CA	REDWOOD CITY ALMANAC	REDWOOD CITY	05/25/94	4,500	18,000
5	SAN FRANCISCO, C	CA	SAN FRANCISCO BEACON	SAN FRANCISCO	06/10/94	606	2,424
7	DALLAS, TX	TX	BOWIE NEWS	BOWIE	05/26/94	5,175	20,700
7	DALLAS, TX	TX	MINERAL WELLS INDEX	MINERAL WELLS	06/07/94	8,000	32,000
9	WASHINGTON, DC	DC	WASHINGTON SUN	WASHINGTON	06/16/94	45,000	180,000
11	CLEVELAND, OH	OH	WEEKLY MAIL JOURNAL-	CHARDON	05/25/94	21,000	84,000
11	CLEVELAND, OH	OH	DAILY LEGAL NEWS	CLEVELAND	06/10/94	2,000	8,000
28	MILWAUKEE, WI	WI	BURLINGTON STANDARD	BURLINGTON*	05/15/94	15,720	62,880
28	MILWAUKEE, WI	WI	BURLINGTON STANDARD	BURLINGTON*	05/18/94	15,720	62,880
28	MILWAUKEE, WI	WI	BURLINGTON STANDARD	BURLINGTON*	05/19/94	15,720	62,880
28	MILWAUKEE, WI	WI	STANDARD PRESS	BURLINGTON*	05/15/94	15,720	62,880
28	MILWAUKEE, WI	WI	DELAVAN ENTERPRISE	DELAVAN*	05/15/94	5,175	20,700
28	MILWAUKEE, WI	WI	DELAVAN ENTERPRISE	DELAVAN*	05/18/94	5,175	20,700

—MORE—

* **NOTE:** Why you don't have a clipping for every listing - There are a growing number of newspaper chains with each paper having a different masthead and page one, and with the inside sections (where your release would appear) being exactly the same. Therefore, where indicated, if a story appears in one newspaper, it has also appeared in the others of that chain, though you may not have a clipping in hand for each newspaper in the chain.

QUALITY NOTE: Because newspapers are published mainly where people have enough money to buy from advertisers, many of these placements are from the wealthy suburbs of major markets—the richest parts of America's richest markets. The top-earning 20% of American families have 48% of the income, the top 40% have 70% of the income, and the great majority of America's 10 000 newspapers are read mainly in the homes of the top 40%. The higher a family's income,

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28881: **MONSANTO COMPANY**
LEAD WORDS: CORN AND HOPE BOTH G

TITLE: ENVIRONMENTAL PROTEC

CLIPPINGS RECEIVED AND INPUT BY: 07/29/94

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RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
28	MILWAUKEE, WI	WI	DELAVAN ENTERPRISE	DELAVAN*	05/19/94	5,175	20,700
28	MILWAUKEE, WI	WI	LEISURE SECTION	DELAVAN*	05/15/94	34,500	138,000
28	MILWAUKEE, WI	WI	LEISURE SECTION	DELAVAN*	05/18/94	34,500	138,000
28	MILWAUKEE, WI	WI	LEISURE SECTION	DELAVAN*	05/19/94	34,500	138,000
28	MILWAUKEE, WI	WI	PEACH SECTION	DELAVAN*	05/15/94	34,500	138,000
28	MILWAUKEE, WI	WI	PEACH SECTION	DELAVAN*	05/18/94	34,500	138,000
28	MILWAUKEE, WI	WI	PEACH SECTION	DELAVAN*	05/19/94	34,500	138,000
28	MILWAUKEE, WI	WI	EAST TROY NEWS	EAST TROY*	05/15/94	3,070	12,280
28	MILWAUKEE, WI	WI	EAST TROY NEWS	EAST TROY*	05/18/94	3,070	12,280
28	MILWAUKEE, WI	WI	EAST TROY NEWS	EAST TROY*	05/19/94	3,070	12,280
28	MILWAUKEE, WI	WI	ELKHORN INDEPENDENT	ELKHORN*	05/15/94	6,000	24,000
28	MILWAUKEE, WI	WI	ELKHORN INDEPENDENT	ELKHORN*	05/18/94	6,000	24,000
28	MILWAUKEE, WI	WI	ELKHORN INDEPENDENT	ELKHORN*	05/19/94	6,000	24,000
28	MILWAUKEE, WI	WI	LAKE GENEVA REGIONAL	LAKE GENEVA*	05/15/94	8,050	32,200
28	MILWAUKEE, WI	WI	LAKE GENEVA REGIONAL	LAKE GENEVA*	05/18/94	8,050	32,200
28	MILWAUKEE, WI	WI	LAKE GENEVA REGIONAL	LAKE GENEVA*	05/19/94	8,050	32,200
28	MILWAUKEE, WI	WI	TIMES	WALWORTH*	05/15/94	3,842	15,368
28	MILWAUKEE, WI	WI	TIMES	WALWORTH*	05/18/94	3,842	15,368
28	MILWAUKEE, WI	WI	TIMES	WALWORTH*	05/19/94	3,842	15,368
28	MILWAUKEE, WI	WI	WHITEWATER REGISTER	WHITEWATER*	05/15/94	10,120	40,480
28	MILWAUKEE, WI	WI	WHITEWATER REGISTER	WHITEWATER*	05/18/94	10,120	40,480
28	MILWAUKEE, WI	WI	WHITEWATER REGISTER	WHITEWATER*	05/19/94	10,120	40,480
28	MILWAUKEE, WI	WI	BAY TIMES	WILLIAMS BAY*	05/15/94	10,000	40,000
28	MILWAUKEE, WI	WI	BAY TIMES	WILLIAMS BAY*	05/18/94	10,000	40,000
28	MILWAUKEE, WI	WI	BAY TIMES	WILLIAMS BAY*	05/19/94	10,000	40,000
31	CHARLOTTE, NC	SC	GOOD CENTS SHOPPER T	ROCK HILL	06/02/94	12,650	50,600
38	BUFFALO, NY	NY	RETAILER	LOCKPORT	05/23/94	27,500	110,000

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DSW 134839

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CLIPPINGS RECEIVED AND INPUT BY: 07/29/94

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RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
38	BUFFALO, NY	NY	MEDINA PENNYSAYER	MEDINA	05/29/94	13,800	55,200
40	OKLAHOMA CITY, O	OK	SHAWNEE DEMOCRAT	SHAWNEE	05/27/94	8,800	35,200
45	HARRISBURG, PA	PA	NEWS-CHRONICLE	SHIPPENSBURG	05/23/94	6,980	27,920
57	LITTLE ROCK, AR	AR	VILLAGE VOICE	HOT SPRINGS VILLAG	05/25/94	3,600	14,400
58	TULSA, OK	OK	GRAND LAKE SHOPPER G	GROVE	06/01/94	13,000	52,000
73	OMAHA, NE	NE	WYMORE ARBOR STATE	WYMORE	05/26/94	2,100	8,400
83	SPRINGFIELD, MO	MO	DAILY EVENTS	SPRINGFIELD	06/07/94	8,800	35,200
90	MADISON, WI	WI	MONDAY MARKETEER	BEAVER DAM	05/30/94	18,895	75,580
90	MADISON, WI	WI	SHARON REPORTER	SHARON*	05/15/94	1,035	4,140
90	MADISON, WI	WI	SHARON REPORTER	SHARON*	05/18/94	1,035	4,140
90	MADISON, WI	WI	SHARON REPORTER	SHARON*	05/19/94	1,035	4,140
102	SAVANNAH, GA	GA	LUDOWICI NEWS	LUDOWICI	06/02/94	1,317	5,268
111	PEORIA, IL	IL	ADVERTISER	PRINCEVILLE	06/14/94	8,800	35,200
114	LAFAYETTE, LA	LA	BANNER TRIBUNE	FRANKLIN	05/18/94	4,025	16,100
114	LAFAYETTE, LA	LA	ST MARY & FRANKLIN B	FRANKLIN	05/18/94	3,600	14,400
118	AMARILLO, TX	TX	WELLINGTON LEADER	WELLINGTON	05/26/94	3,105	12,420
118	AMARILLO, TX	TX	WELLINGTON LEADER	WELLINGTON	06/26/94	3,105	12,420
123	MACON, GA	GA	EATONTON MESSENGER	EATONTON	06/02/94	9,700	38,800
123	MACON, GA	GA	MESSENGER	EATONTON	06/02/94	3,500	14,000
127	LA CROSSE, WI	WI	CITY RECORDER	COCHRANE	05/19/94	1,925	7,700
127	LA CROSSE, WI	WI	FOUNTAIN CITY RECORD	COCHRANE	05/19/94	2,018	8,072
132	WICHITA FALLS, TX	OK	ALTUS TIMES	ALTUS	06/15/94	8,510	34,040
136	ROCKFORD, IL	IL	LIFE	OREGON	05/23/94	14,788	59,152
136	ROCKFORD, IL	IL	OGLE COUNTY LIFE	OREGON	05/23/94	14,788	59,152
136	ROCKFORD, IL	IL	OGLE COUNTY LIFE	ROCKFORD	05/23/94	14,788	59,152
175	PALM SPRINGS, CA	CA	VALLEY SHOPPER	SUN CITY	06/01/94	8,800	35,200
181	JACKSON, TN	TN	PROGRESS	LEXINGOTN	06/01/94	8,300	33,200

—MORE—

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CLIPPINGS RECEIVED AND INPUT BY: 07/29/94

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RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
181	JACKSON, TN	TN	LEXINGTON PROGRESS	LEXINGTON	06/01/94	8,000	32,000
182	MARQUETTE, MI	MI	COPPER NUGGET	HOUGHTON	05/18/94	21,000	84,000
185	BUTTE, MT	MT	ANACONDA LEADER	ANACONDA	05/19/94	5,118	20,472
186	SAN ANGELO, TX	TX	HEARTLAND ADVERTISER	BROWNWOOD	06/15/94	20,000	80,000
203	OTTUMWA, IA	MO	KIRKSVILLE CRIER	KIRKSVILLE	05/25/94	25,300	101,200
203	OTTUMWA, IA	MO	KIRKSVILLE DAILY EXP	KIRKSVILLE*	05/29/94	15,186	60,744
203	OTTUMWA, IA	MO	MARKETPLACE	KIRKSVILLE*	05/29/94	5,000	20,000
TOTALS:						78 CLIPS SO FAR	860,736 3,442,944

This release has generated 312 newspaper articles in 20 different states with a readership of 13,771,776 based on the fact that when placements are reported 75% of the WRITE-INS come from places from which there are no clippings in hand.

Based only on clippings listed above, this release has appeared in 11 of the top 50 markets, 16 of the top 100 markets, and 30 of the top 300 markets. There are 188 placements from the top 50 markets, 220 placements from the top 100 markets, and 312 from the top 300 markets. Listed above are clips sent to you and placements known to exist because when a story appear in one newspaper, it automatically appears in one or more others in that group.

The cost of buying this space would have been \$76677.12.

* * *

Please note: In instances where the current circulation is not available, the computer uses the average circulation for all other clippings.

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