DAN R. BISHOP
Corporate Communications

Kevin -
I strongly endorse this.
I'd add that it would
be good to try to set
a session (afterwards) with
the P-D editorial
Board to brief them,
as well.

DRB
6/30

Monsanto

DSW 134606

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JUN 30 1993

FROM
(NAME-LOCATION-PHONE) K. S. Cahill G4WD (4) 7518

DATE: June 29, 1993

SUBJ: Media Tour -- W.G. Krummrich and American Bottoms

TO: D.R. Bishop - A2SP
E. A. Fay - G5NG
L.J. O'Neill - G4WA
M.W. Winkel - G5NA

cc: R.F. Sackett - 1740
L.W. Wassell - G4WF
G.F. Barton - A2SP
A.H. Smith - 1740

In an effort to better educate staff environmental writers for the St. Louis Post-Dispatch on Monsanto's significant efforts to reduce emissions, and provide a better understanding of transfers to POTWs, we intend to invite select reporters for a tour of the W.G. Krummrich plant and the American Bottoms wastewater treatment facility. The tour will be scheduled within the next ninety days.

The idea for a tour was precipitated by what appears to be an annual article listing Monsanto as a major source of sewer pollution.

The focus of the tour will be to highlight the waste minimization projects implemented at the Krummrich plant such as the $25 million wastewater treatment project, PDCB Crystallizer, and the Tire Derived Fuel project. We also intend to tour the American Bottoms treatment facility to demonstrate that the operation was designed to protect human health and water quality.

Our key messages will focus on:

* Our significant efforts to reduce pollution.
* We employ state of the art technology.
* Our manufacturing process is very sophisticated.
* We meet the standards established by state and federal law.
* Anecdotes for potential stories.

The media tour is designed to inoculate select reporters, and certainly does not guarantee that we will not receive adverse press the next time an environmental group holds a press conference. Our thought is that a little education does not hurt.

I would appreciate your thoughts on the relative merits of the tour. Should you have any additional questions, please do not hesitate to inquire.

Kevin S. Cahill

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