Monsanto

FROM (NAME-LOCATION-PHONE) L. W. Wassell - G4WF - 4-7002

DATE: January 31, 1991

SUBJECT: SAUGET SITES COMMUNITY RELATIONS

REFERENCE:

TO: M. A. Pierle

cc:

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W. J. Boyle Jr.	WGK
M. Brooks	F-H
M. R. Foresman	G4WM
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Summary
The existing community relations plan for remedial action at the former Krummrich landfill in Sauget meets government requirements, but other sites in the Sauget area complicate the issue. We have been working with the Fleishman-Hillard agency to develop a broader community relations program, described below.

Objective
The objective is to complete Monsanto's remediation activities at Sauget sites with open, positive community relations and constructive communications.

Situation
Illinois EPA has identified 18 sites in the Sauget area, some of which are now or will in the future be the focus of remedial activity. For our planning purposes, we focused on two areas:

- The former Krummrich landfill.
- Dead Creek Sector B (hereafter "Sector B").

Monsanto intends to remedy the Krummrich landfill, and is near an agreement with the state for a remedial investigation and feasibility study. Monsanto may also play a role in Sector B remediation.

If Monsanto becomes significantly involved with other sites, they will be incorporated in these plans. If not, the Illinois EPA may be the best leader for community contact about sites with numerous, small responsible parties.

Communication Goals
Communication goals are to earn the support of key audiences by demonstrating that Monsanto is doing the right thing for the safe resolution of long-standing problems, while avoiding unfair blame for things that are not Monsanto's fault or responsibility.

Strategy
We will build on the success of the W. G. Krummrich's Plant's Community Advisory Committee to establish open dialogue with key audiences that may have an interest in the issue, such as:

- Employees (WGK and others in the St. Louis area).
- Environmental groups.
- Neighbors (Sauget, Rush City, and along Dead Creek).
- Neighborhood groups.
- Local Officials (including Sauget, Cahokia, East. St. Louis and St. Clair County).
- State (Illinois) and Federal Legislators.
- State (Illinois) and Federal Regulators.
- Economic Development Interests.
- Neighboring Companies.
- Emergency Response Agencies.
- News Media and Public-at-Large.

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Tactics
Internal audiences will be reached through existing means. The principal technique for reaching the diverse external audiences will be briefings, often with small groups, as frequently and as numerous as needed to achieve a mutually satisfactory exchange of information. These will be conducted by a variety of Monsanto personnel, from the plant, Public Affairs and Environmental Operations.

It is important to keep the key audiences current on plans and imminent developments to ensure that the process continues to respond to their concerns. While significant developments will make news, and there will be other media attention, it is not intended that this will be a major "PR" campaign conducted through the media. Rather, our primary activity will be two-way, face-to-face communications with the people most concerned.

Budget
Fleishman-Hillard estimates their services will cost $55,000 annually, plus a nominal amount for out-of-pocket costs for certain specific activities, if undertaken.

Key Leverage Points
- Announcing the agreement for a remedial investigation/feasibility study at the former Krummrich landfill should be essentially neutral in media attention.
- The landfill remediation plan could receive significant negative attention, since any plan of action can be questioned and this is the point at which any concerns about the remedy will be expressed.
- An early review by Monsanto of the status of Sector B.
- Economic development is a high priority in the East Side area, which suggests creation of new jobs at Krummrich could amplify the value of other positive activity.

Action Requested
Approval of the community relations program described above by yourself and other appropriate MCC management, and funding to proceed with implementation.

Please let me know your reaction.

Thank you.

Loren W. Wassell

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