

Monsanto

FROM (NAME-LOCATION-PHONE)

Diane Herndon, A2SP, x2915

FEB 23 1993 DWR

DATE : February 22, 1993
SUBJECT : North American Precis Syndicate
Tire Derived Fuel article
REFERENCE :
TO : Larry O'Neill
Loren Wassell

cc: Steve Archer
Gary Barton
Mike Pierle
Dan Bishop

Attached is a North American Precis Syndicate (NAPS) report about pickup of the Krummrich Tire Derived Fuel article. As you can see, it appeared in at least 98 publications so far, with a combined circulation of 6.7 million. The reach could be much higher since not all clips that run are picked up by NAPS clipping service.

Again, thanks for your help. You may wish to share these results with the WGK folks.

Diane Herndon
Diane Herndon

XC: Kevin Cahill
Russ Sackett
Carlos Navarrete

DSW 134938

STLCOPCB4034897

INGENIOUS IDEAS DEPT.

New Solution To Old Problem

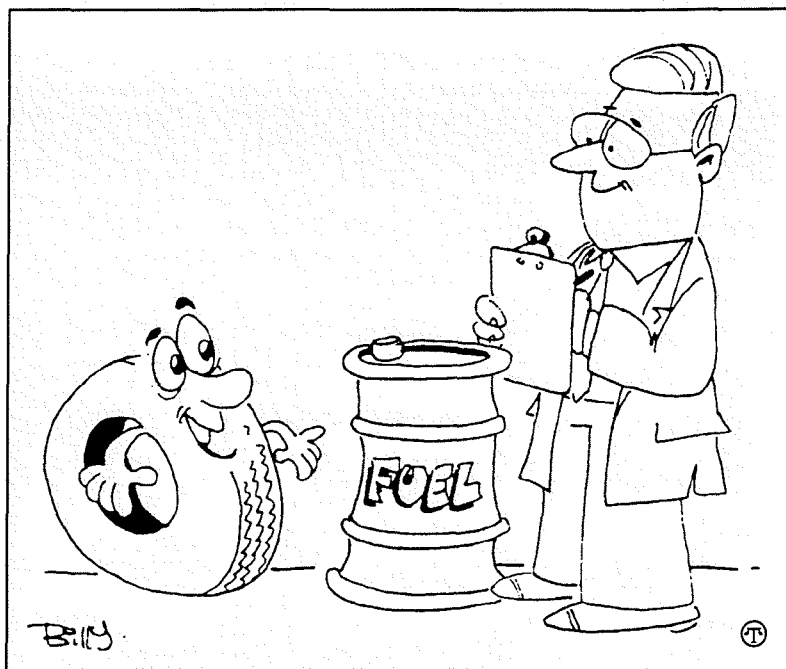
Parts of the Illinois landscape are littered with tires—two or three here, a pile of a thousand or more over there. They serve as breeding ground for disease-carrying insects. They can also catch fire, creating air pollution and the danger of injury to life and property.

The Utilities Team at the W. G. Krummrich Plant in Sauget, Illinois, has turned this problem into an opportunity. Working with the Illinois Department of Energy and Natural Resources, the Team has developed a program to burn scrap tires as fuel in the plant's steam-generating boilers.

The tires are shredded into fuel-grade chips known as tire-derived fuel (TDF). An 80 to 20 blend of coal and TDF is now being burned in the plant's boilers. Testing indicates that this blend actually burns more cleanly than coal alone, which means that boiler emissions to the atmosphere and surrounding community are reduced.

During the initial testing program in 1991, the company burned about 50,000 tires. At the time, this was the most extensive testing program ever conducted in the United States. During 1992, the plant is expected to burn up to a million tires.

The Utilities Team's use of the tires as well as fuel has been praised by the Illinois Environmental Protection Agency. The program received national recognition at a



Tire-derived fuel now burns more cleanly than coal alone.

conference in Washington, D.C. It also earned the first-ever Environmental Citizenship Award from Confluence St. Louis, a group that stimulates cooperative community projects in the St. Louis metropolitan area.

The use of tires as fuel is especially significant for Monsanto Company. The Rubber and Process Chemical division of Monsanto is a major supplier to the tire industry. The use of tires as fuel means that

rubber chemicals produced by Monsanto are also being disposed of in an environmentally responsible manner. Because TDF is lower in cost than the coal it replaces, the plant is demonstrating that environmental and economic responsibility go hand in hand.

In recognition of this accomplishment, Monsanto has named the Krummrich Plant as a recipient of a Monsanto Pledge Award, in the category of innovation.

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(212)-667-8000

FEB 11 1993

15733 DIANE HERNDEN
MONSANTO CO
800 NORTH LANDBERGH BLVD
ST. LOUIS MO 63167

TITLE: INGENIOUS IDEAS DEPT
NAPS REP: TIM BROSSAU
SERVICE COORD: MICHAEL NEELMAN

LEAD WORDS: PARTS OF THE ILLINOI

SUMMARY: THE USE OF TIRES AS FUEL IS ESPECIALLY SIGNIFICANT FOR MONSANTO COMPANY. THE RUBBER AND PROCESS
CHEMICAL DIVISION OF MONSANTO IS A MAJOR SUPPLIER TO THE TIRE INDUSTRY.

CLIPPINGS RECEIVED AND INPUT BY: 02/05/93

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RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
1	NEW YORK, NY	NJ	SUBURBAN NEWS	WESTFIELD	09/30/92	108,709	434,836
2	LOS ANGELES, CA	CA	NEWS OBSERVER	BAKERSFIELD	11/27/92	18,000	72,000
2	LOS ANGELES, CA	CA	MOBILE HOME NEWS	GARDEN GROVE	09/30/92	25,300	101,200
2	LOS ANGELES, CA	CA	DESERT MAILER	LANCASTER	10/13/92	124,200	496,800
2	LOS ANGELES, CA	CA	NORCO NEWS	NORCO	11/12/92	4,600	19,400
2	LOS ANGELES, CA	CA	Star-Free Press	Ventura	10/28/92	49,877	199,508
3	CHICAGO, IL	IL	CHATHAM SOUTHEAST CI	CHICAGO	12/06/92	30,624	122,496
3	CHICAGO, IL	IL	SOUTH END CITIZEN	CHICAGO	12/03/92	32,631	130,524
3	CHICAGO, IL	IL	SOUTH END CITIZEN	CHICAGO	12/06/92	32,631	130,524
3	CHICAGO, IL	IL	AUCTIONEER CHANT	CISSNA PARK	10/01/92	57,500	230,000
3	CHICAGO, IL	IL	WESTSIDE JOURNAL	ROCKFORD	10/13/92	2,000	8,000
3	CHICAGO, IL	IL	WESTSIDE JOURNAL	ROCKFORD	10/14/92	2,000	8,000
3	CHICAGO, IL	IN	SOUTHLAKE REGISTER	CROWN POINT	10/25/92	2,700	10,800
3	CHICAGO, IL	IN	INDIANA CITY PRESS	EAST CHICAGO	10/09/92	1,070	4,230
3	CHICAGO, IL	IN	ADVERTISER	LOWELL	10/14/92	4,150	16,600
3	CHICAGO, IL	IN	SOUTHLAKE REGISTER	LOWELL	10/25/92	8,800	35,200
6	BOSTON, MA	MA	WASHOBA PUBLICATIONS	AYER	10/14/92	6,670	26,680
6	BOSTON, MA	MA	PUBLIC SPIRIT	AYER	10/14/92	15,640	62,560
6	BOSTON, MA	MA	TIMES FREE PRESS	AYER	10/14/92	8,800	35,200
6	BOSTON, MA	MA	DAILY NEWS-MERCURY	MALDEN	11/02/92	17,923	71,692
6	BOSTON, MA	MA	DAILY NEWS-MERCURY	MALDEN	11/06/92	17,923	71,692
6	BOSTON, MA	MA	SOUTH SHORE NEWS	ROCKLAND	10/19/92	86,888	347,552
8	DETROIT, MI	MI	4E DETROITER HARPER	DETROIT	11/12/92	13,000	52,000
8	DETROIT, MI	MI	4E DETROITER HARPER	DETROIT	11/19/92	13,000	52,000
8	DETROIT, MI	MI	ST. CLAIR SHORES HER	DETROIT	11/12/92	4,831	19,324
10	HOUSTON, TX	TX	NEWSPAPER (BELLAIRE-	BELLAIRE	10/28/92	8,800	35,200
10	HOUSTON, TX	TX	NEWSPAPER (WEST LIV	BELLAIRE	10/28/92	20,000	80,000

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PANK	*MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
10	HOUSTON, TX	TX	THE NEWSPAPER	BELLARIE	10/29/92	8,800	35,200
11	CLEVELAND, OH	OH	COMMUNITY NEWS	NORTH CANTON	10/29/92	5,500	25,000
11	CLEVELAND, OH	OH	SUN	NORTH CANTON	10/14/92	13,300	55,200
12	ATLANTA, GA	GA	ATLANTA DAILY WORLD	ATLANTA	11/10/92	25,300	101,200
12	ATLANTA, GA	GA	AUC DIGEST	ATLANTA	11/02/92	15,000	50,000
17	PITTSBURGH, PA	PA	LATROBE BULLETIN	LATROBE	10/27/92	13,300	55,200
19	PHOENIX, AZ	AZ	WHITE MOUNTAIN PUBLI	SHOW LOW	10/24/92	21,850	87,400
21	SACRAMENTO, CA	CA	ADVERTISER	ESCALON	10/21/92	8,800	35,200
21	SACRAMENTO, CA	CA	ADVERTISER	ESCALON	10/29/92	8,800	35,200
21	SACRAMENTO, CA	CA	RABBIT CREEK JOURNAL	CLIPPER MILLS	10/07/92	2,375	11,500
21	SACRAMENTO, CA	CA	DAKDALE ADVERTISER	DAKDALE	10/14/92	12,550	50,500
24	SAN DIEGO, CA	CA	SAN DIEGO COMMERCE	SAN DIEGO	11/13/92	5,050	20,200
29	MILWAUKEE, WI	WI	BURLINGTON STANDARD	BURLINGTON	10/23/92	15,720	62,800
16	MILWAUKEE, WI	WI	DELAVAL ENTERPRISE	DELAVAL	10/29/92	5,175	20,700
28	MILWAUKEE, WI	WI	LEISURE SECTION	DELAVAL	10/28/92	34,500	138,000
28	MILWAUKEE, WI	WI	ELKHORN INDEPENDENT	ELKHORN	10/29/92	5,000	24,000
28	MILWAUKEE, WI	WI	LAKE GENEVA REGIONAL	LAKE GENEVA	10/29/92	8,050	32,200
28	MILWAUKEE, WI	WI	NEW HOLSTEIN AREA SH	NEW HOLSTEIN	11/03/92	2,576	10,304
28	MILWAUKEE, WI	WI	WHITEWATER REGISTER	WHITEWATER	10/29/92	10,120	40,480
29	KANSAS CITY, MO	MO	CONSTITUTION-TRIBUNE	CHILLICOTHE	09/23/92	18,763	75,052
29	KANSAS CITY, MO	MO	CONSTITUTION-TRIBUNE	CHILLICOTHE	10/14/92	18,763	75,052
29	KANSAS CITY, MO	MO	CONSTITUTION-TRIBUNE	CHILLICOTHE	10/21/92	18,763	75,052
30	CINCINNATI, OH	OH	COUNTY SHOPPER	HILLSBORO	11/02/92	24,000	96,000
31	CHARLOTTE, NC	NC	IREDELL COUNTY NEWS	STATESVILLE	10/29/92	6,000	24,000
31	CHARLOTTE, NC	NC	IREDELL COUNTY NEWS	STATESVILLE	11/05/92	5,750	23,000
33	RALEIGH-DURHAM, NC	NC	CAROLINIAN	RALEIGH	10/15/92	20,355	81,420
39	MEMPHIS, TN	MS	SOUTHERN ADVOCATE	ASHLAND	10/29/92	1,639	6,556
45	HARRISBURG, PA	PA	ECHO PILOT	GREENCASTLE	10/28/92	3,500	14,000
46	LOUISVILLE, KY	IN	WORTHINGTON TIMES	WORTHINGTON	11/05/92	1,446	5,784
54	WILKES BARRE, PA	PA	FLYER	TROUT RUN	09/24/92	11,500	46,000
54	WILKES BARRE, PA	PA	FLYER	TROUT RUN	10/08/92	11,500	46,000
56	JACKSONVILLE, FL	FL	GOLDEN YEARS NEWS	JACKSONVILLE	10/01/92	5,900	27,500
56	JACKSONVILLE, FL	FL	GOLDEN YEARS NEWS	JACKSONVILLE	11/01/92	5,900	27,500
57	LITTLE ROCK, AR	AR	OUR NEIGHBORHOOD	LITTLE ROCK	10/07/92	4,600	18,400
58	TULSA, OK	OK	GROVE SUN	GROVE	10/11/92	6,244	24,976
59	FLINT, MI	MI	NORTHEASTERN SHOPPER	TOWAS CITY	10/04/92	46,290	185,150
59	FLINT, MI	MI	NORTHEASTERN SHOPPER	TOWAS CITY	10/11/92	46,290	185,160
64	KNOXVILLE, TN	TN	ADVANCE SENTINEL	JELICO	12/02/92	1,352	5,408
66	DES MOINES, IA	IA	CARROLL TODAY	CARROLL	09/22/92	5,280	21,120
66	DES MOINES, IA	IA	DENISON BULLETIN AND	DENISON	09/22/92	5,667	22,668
67	GREEN BAY, WI	WI	TRI-COUNTY ADVERTISE	WAUPACA	10/20/92	19,550	78,200
68	SYRACUSE, NY	NY	CAYUGA COUNTY PENNYS	AUBURN	10/13/92	29,034	116,136
73	OMAHA, NE	IA	TODAY'S ACTION	SHENANDOAH	09/22/92	69,000	275,000
73	OMAHA, NE	NE	TRI-STATE WEEKLY TIM	NEBRASKA CITY	09/28/92	13,800	55,200
75	PADUCAH, KY	IL	MARION DAILY REPUBLI	MARION	10/13/92	5,175	20,700
75	PADUCAH, KY	IL	MURPHYSBORO AMERICAN	MURPHYSBORO	11/09/92	12,755	51,050
75	DAVENPORT, IA	IL	BUSINESS NEWS	MACOMB	11/18/92	15,325	55,300

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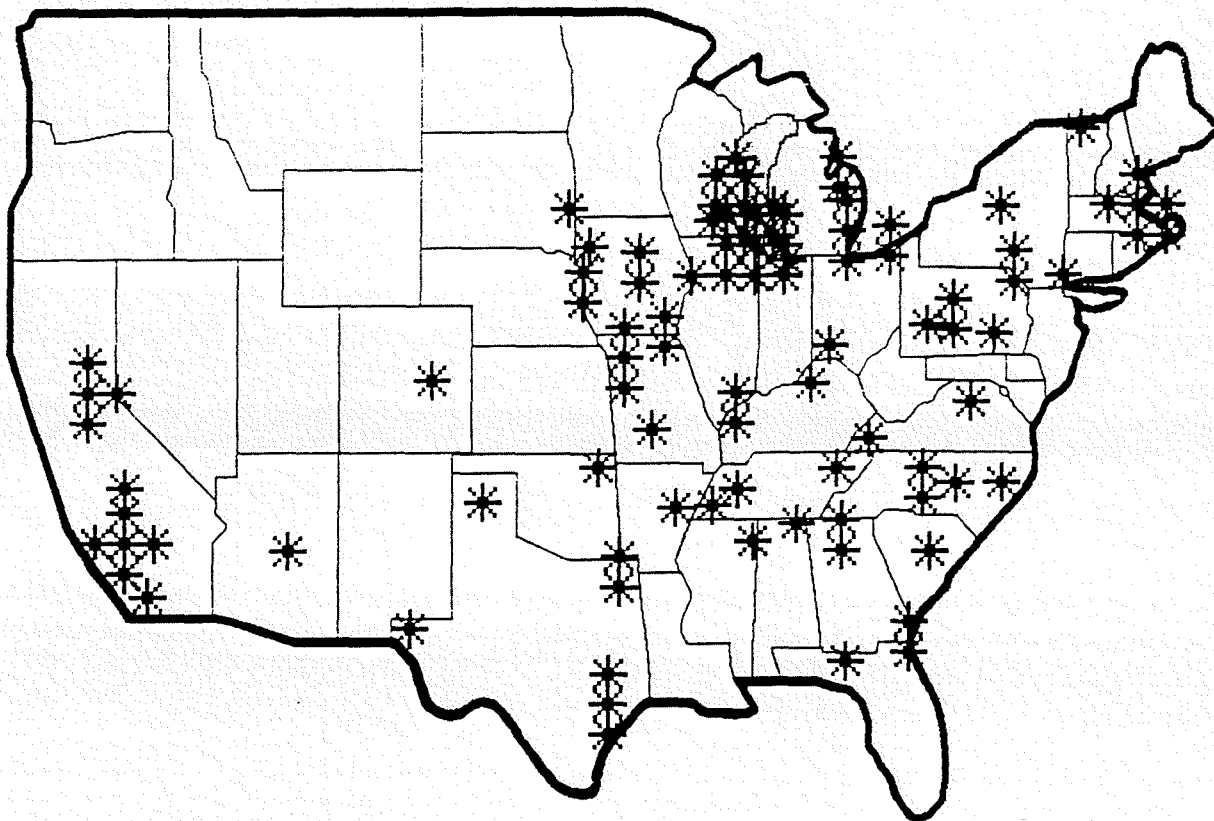
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RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
30	HUNTSVILLE, AL	AL	HUNTSVILLE TV STAR	HUNTSVILLE	10/17/92	8,800	35,100
32	COLUMBIA, SC	SC	ADVERTIZER-HERALD	SAMBERG	10/15/92	5,003	20,212
33	SPRINGFIELD, MO	MO	STAR	STEELVILLE	10/21/92	3,967	15,353
35	SOUTH BEND, IN	IN	FARM AND HOME NEWS	NAPPANEE	12/02/92	28,750	115,000
37	PRISTOL, VA	KY	HAZARD TIMES	HAZARD	10/02/92	2,498	5,332
38	JOHNSTOWN, PA	PA	SHOP RIGHT II	RIDGEWAY	10/26/92	17,230	59,110
38	JOHNSTOWN, PA	PA	SHOP-RIGHT	RIDGWAY	10/26/92	35,842	143,355
90	MADISON, WI	WI	SHARON REPORTER	SHARON	11/29/92	1,035	4,140
92	BURLINGTON, VT	VT	WVMT HOLIDAY TIMES	BURLINGTON	12/01/92	8,800	35,100
99	COLORADO SPRINGS, CO	CO	LAMAR TRI STATE TRAD	LAMAR	10/29/92	19,550	79,100
100	SIOUX FALLS, SD	SD	VALLEY SHOPPER	MILBANK	09/28/92	80,500	322,000
104	EL PASO, TX	TX	FLYER NEWS	EL PASO	11/11/92	9,800	35,200
105	GREENVILLE, NC	NC	ROTOVUE	JACKSONVILLE	11/12/92	8,800	35,200
116	TALLAHASSEE, FL	GA	ATKINSON COUNTY CITI	PEARSON	10/15/92	2,300	9,100
118	AMARILLO, TX	OK	DAILY HERALD	GUYMON	10/13/92	4,376	17,504
124	TYLER, TX	TX	MERCHANDISER	CENTER	10/06/92	9,200	36,800
124	TYLER, TX	TX	GROVETON NEWS	GROVETON	12/10/92	2,271	9,084
129	COLUMBUS, MS	MS	CHICKASAW TRADER	HOULKA	10/09/92	8,800	35,200
138	SIOUX CITY, IA	IA	ONAWA SENTINEL	ONAWA	09/24/92	2,760	11,040
142	BAKERSFIELD, CA	CA	LA BAY NEWS OBSERVER	BAKERSFIELD	11/27/92	20,700	82,800
181	JACKSON, TN	TN	LEXINGTON PROGRESS	LEXINGTON	10/21/92	9,545	38,130
195	CHARLOTTESVILLE,	VA	BULLETIN	CROZET	09/30/92	4,140	16,560
203	OTTUNWA, IA	MO	MARKETPLACE	KIRKSVILLE	10/04/92	5,000	20,000
203	OTTUNWA, IA	MO	MARKETPLACE	KIRKSVILLE	10/11/92	5,000	20,000
TOTALS:		98 CLIPS SO FAR				1,684,511	6,738,044

DSW 134942



This release has generated 392 newspaper articles in 29 different states, with a readership of 6,738,044 based on the fact that when releases offer a booklet, 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 20 of the top 50 markets, 42 of the top 100 markets, and 53 of the top 300 markets. There are 224 placements from the top 50 markets, 340 placements from the top 100 markets, and 392 from the top 300 markets. Listed above are clips sent to you and placements known to exist because when a story appears in one newspaper, it automatically appears in one or more others in that group.

The cost of buying this space would have been \$195,976.01.

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

DSW 134943