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Monsanto Anniston AI
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Anniston 1995 Community Relations Plan

(Select three to five communications goals in 1995 and beyond. Under each goal, identify objectives, key audiences, messages, tactics, resources, timetables and a method to evaluate progress toward accomplishing the goal.)

Goal #1: 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) Gain approval of emergency response agreement. 2) Increase funding for Anniston F.D. training. 3) Build cooperative relation with Calhoun County Emergency Response Agency.	Anniston $ and Personnel Anniston $ and Personnel Anniston $ and Personnel	1995 1995 1995		

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Goal #2: Enhance two-way communication with local community.

Objective A: Increase awareness of employee 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.	Develop and deliver updated communication on Monsanto-Anniston role in community.	Anniston $ and Personnel	1995		

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

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Community Leaders	Monsanto-Anniston is a valuable civic and financial contributor to community.	• Invite selected community leaders to visit plant. • Continue to encourage employee civic/charitable functions. • Continue involvement in business community associations.	Anniston $ and Personnel	1995		

Goal #3: 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 and Community Leaders	Monsanto supports science education.	• Continue support for Wellborn Adopt-A-School, Anniston/ County Tech Prep program.	Monsanto Fund, Anniston $ and Personnel			
2) Community-at-Large and Community Leaders	Monsanto actively supports local humanitarian efforts.	• Continue funding to United Way and UCP Center.	Monsanto Fund, Anniston $ and Personnel			
3) Community Leaders	Monsanto supports cultural activities in community.	• Continue support to Knox Concert Series.	Monsanto Fund and Anniston $			
4) Community-At-Large	Monsanto is committed to long term growth and viability of science education in community.	• Provide seed money (recurring) to Anniston Museum travelling science classroom.	Monsanto Fund			

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