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Monsanto • ORGANIC CHEMICALS DIVISION

PUBLIC RELATIONS REPORT

OCTOBER, 1969

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October 18 and 19 were cyclamate/saccharin days, respectively. The FDA ban on cyclamates late Friday evening caught the news media and trade press with the name Monsanto in their files as a producer of cyclamates. Our official exit from this market in 1967 was never widely broadcast. Our name was removed from a Time magazine article as the story was going on the press. Other media were also notified. The following day, the food and fine chemicals business group and the Public Relations Department in St. Louis and New York provided information on saccharin to the Wall Street Journal and the New York Times for articles to appear on Monday. Early in the week, a cross section of trade, business and daily media called for information on saccharin. Each received facts and comments as prepared. Presently, one in-depth feature on sweeteners is in process by the Wall Street Journal.

A memo to plant managers, communicators and field offices alerted key Monsanto personnel to the growing PCB controversy. The memo outlined a plan for handling possible inquiries from any source by contacting either the Medical Department or Public Relations Department in St. Louis. An up-dated position statement on polychlorinated biphenyls was prepared during the month and copies provided to the PCB committee and task force members. The task force report on the future of Aroclors was completed.

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--2 PUBLIC RELATIONS REPORT (Organic Chemicals Division)

A bird kill in the Irish Sea during the month sparked new interest on the continent in PCBs as a possible pollutant. Birds which were examined contained many parts per million of PCB. Nature magazine is planning an article for an up-coming issue. This was the publication which printed some of the original research findings that have become a foundation for opposition arguments on PCBs.

News releases prepared in October covered a rubber chemical expansion announcement in Spain. Distribution was made on November 7. A plasticizer price reduction story emphasized our leadership in pricing of Santicizer 140, 148 and triphenyl phosphate, three phosphate ester plasticizers.

A paper on "Synthetic Fluids for High Capacity Traction Drives" by W. C. Hammann, presented at the ASLE/ASME lubrication conference in Houston, and a news release distributed at the conference have generated an inquiry from Product Engineering, a McGraw-Hill publication. A copy of the paper has been sent to the editor.

Press queries for the month: OP&D on phthalic anhydride; Chemical Week on propylene and derivatives; numerous media on saccharin/cyclamates. Personnel changes required 10 announcements.

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