W. G. Krummrich 1997 Community Relations Plan

Goal #1: CONTINUE OUTREACH CONCERNING WORST CASE SCENARIOS

Objective A: **Educate Community Advisory Council on worst case scenarios**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Community Advisory Council	We manufacture and distribute our products safely, our goal is zero effect on the environment and the community	1. Provide facilitator for CAC. 2. Review who is on the panel and begin to engage new participants. 3. Enhance status of CAC in the community and utilize members to spread our message.	Time of plant personnel	Continuing in 1997		$-0-

DSM 138020

STLCOPCB4037977

Objective B: **Maintain and enhance relationships with local emergency response committee**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Local Emergency Response Agencies	It is critically important that the community have thoroughly prepared emergency responders and proper equipment.	1. Continue to remain visible and active in revitalizing the LEPC.	Time of plant personnel	1997 -> - Plant Fire Chief	Feedback and level of preparedness by local emergency responders	$-0-
		2. Discover a source of funding for the LEPC	Time of plant personnel	1997 - Gen. Supt. Env. Affairs		$-0-
		3. Elevate status of LEPC in community.	Time of plant personnel	"	Media attention/ community feedback	$-0-
		4. Reinform community about community alarm.	Time of plant personnel	"		$-0-
		5. Sponsor community emergency response drill.	Monsanto Fund	Fall 1997	Media attention, feedback and level of preparedness by responders.	$5,000 (F)

DSW 138021

STLCOPCB4037978

Goal #2: ENVIRONMENTAL JUSTICE

Objective A: **Youth Programs**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
At-risk youth, Community	Monsanto supports the total community effort to motivate, educate and prepare youth to become productive, responsible citizens	Assist as needed as Jackie Joyner-Kersee Youth Center fundraising continues and Center is built.	Time of plant personnel	Ongoing	Success of fundraising efforts/ construction of Center	$-0-
At-risk youth	Education, knowledge of your culture and service to the community are important	Continue funding Bakari Institute in East St. Louis Assist in developing other methods of financial support for organization	Monsanto Fund Time of plant personnel	Summer 1997 Gen. Supt. ES&H	Expanding the number of children reached?/ Media coverage of programs and events/Other means of support	$5,000 (F)
Youth , Community	Understanding how business works is important to inner-city youth	Continue funding GEMM Centre (Youth Activities Center - business-oriented training)	Monsanto Fund	Spring 1997	Feedback/media attention/number of youth reached	$8,000 (F)
At-risk youth	Recreational activities are important, as well as learning conflict resolution methods	Continue to support Wyman Center activities for ESL youth	Monsanto Fund	Spring 1997	Number of children served	$2,000 (F)
Youth, Community	Racial diversity requires understanding and appreciating others, and learning to work and live together in harmony	Fund a Racial Harmony program in Belleville, a community-oriented effort to promote harmony among racial and ethnic groups	Monsanto Fund	Fall 1997	Community response, number of participants, feedback/media attention	$5,000 (F)

DSW 138022

STLCOPCB4037979

Objective B: **Health Services**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
East St. Louis community and physicians	It is important the citizens of East St. Louis have a well-equipped hospital facility	Fund community program sponsored by St. Mary's Hospital	Monsanto Fund	Winter 1997	Media attention/Feedback from hospital	$5,000 (F)
Belleville/Metro-East communities	Health and wellness information and activities are important to Monsanto and to the community	Fund a health and wellness program sponsored by Memorial Hospital in Belleville	Monsanto Fund	Spring 1997	Community participation/ media attention	$8,000 (F)

Objective C: **Continue to expand relationship with local political structure**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
City and county politicians and state and national politicians from the area	Monsanto is a real asset to the community Expand focus of plant beyond East St. Louis into other surrounding areas	Continue/expand dialogue with targeted audience and participate, where practical, in supporting efforts important to the community	Time of plant personnel	Ongoing	Feedback from targeted audience, increase in number of contacts or requests for assistance	$-0-

DSW 138023

STLCOPCB4037980

Objective D: **Community**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Community	WGK wants to help with the issues people in the community think are important	Discuss with Community Advisory Council the important issues in all surrounding communities	Time of plant personnel	Ongoing	Feedback and support for our programs	$-0-
Community	Monsanto is interested in helping East St. Louis with its most pressing problems	Gateway Initiative - focus on issues in most need of assistance	Monsanto Fund	1997	Feedback from community/media attention	$10,000
Metro-East Community	The Krummrich Plant continues to maintain its position as the largest contributor to United Way on the East Side	Bridge the potential gap between 1996 WGK United Way campaign goal of $82,000 and actual money received from WGK employees remaining after major reorganization.	Monsanto Fund	1997		up to $10,000

DSW 138024

STLCOPCB4037981

Goal #3: PREPARATION FOR SAUGET SITES BEING LISTED ON NATIONAL PRIORITY LIST

Objective A: **Develop and utilize a communications plan**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
Community, governmental agencies, community leaders	Monsanto is moving to resolve long-standing environmental issues in the area. There is no threat to humans, health and the environment	1. Continue to apprise Community Advisory Council, employees and local community leadership of issues	Time of plant personnel	Ongoing	Feedback from community, media slant on subject	$-0-

Goal #4: MAINTAIN/IMPROVE LEADERSHIP POSITION IN THE EAST SIDE COMMUNITY

Objective A: **Community Relations/Community Activities**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
East Side community, governmental agencies, community leaders	Monsanto is supportive of the East Side community as a whole	Support Leadership Council activities in education, East St. Louis, and community/ economic development by participation and funding	Monsanto Fund Plant employee involvement	Spring 1997 Ongoing	Perception of WGK as a leader in the East Side community in non-business related activities	$10,000 (F)
Cahokia community	Monsanto/WGK is interested/supportive of East Side community activities	Support Cahokia community program	Monsanto Fund	Spring 1997	Perception of WGK in Cahokia area/support by community	$5,000 (F)

DSW 138025

STLCOPCB4037982

Goal #5: INCREASE WGK'S IDENTITY AS A COMMUNITY EDUCATIONAL RESOURCE

Objective A: **Education**

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant / Fund
High school students	Monsanto supports education about the free-enterprise system	Continue to provide Junior Achievement recruiters and sponsor JA companies at ESL Center	Time of plant personnel	Ongoing	Student participation, feedback from JA	$-0-
Community schools/teachers/ students/media	Science education is important to Monsanto and the community	Science Fair Sponsorship at SIUE-East St. Louis Center	Monsanto Fund	Winter 1997	Feedback from teachers and SIUE-ESL, media attention	$5,000 (F)
Cahokia schools/teachers	Computer technology is integral to success in today's business world and students must be prepared.	Participate on Cahokia School District Technology Committee to provide expertise in developing a district-wide computer master plan.	Time of plant personnel	1997	Feedback from administrators and success of plan	$-0-
Community Schools	Monsanto is supportive of math, science, computer and environmental education because of its importance in our world	1. Continue sponsorship of BAC programs	Monsanto Fund	Spring 1997	Media attention, feedback from college and teachers, support and use by community at large	$8,000 (F)
		2. Sponsor two science/math scholarships at BAC	Monsanto Fund	Fall 1997	College recognition, student participation	$2,000 (F)
High school students/community/ teachers	Curriculum must prepare students to enter the career world.	Work with Cahokia School District to fund and provide technical expertise in an Education-to-Career initiative	Time of plant personnel Monsanto Fund	1997	Feedback from administrators/ teachers and success of program	$8,000 (F)

STLCOPCB4037983

DSW 138026