Monsanto

FROM (NAME & LOCATION): Gary F. Barton - B1ND - 2889

DATE: August 14, 1978

CC:

SUBJECT:

REFERENCE:

TO:

D. R. Bishop	C2SC	J. E. McKee	A3NB
V. L. Eveloff	A3NC	L. A. Miller	B3SA
F. J. Fitzgerald	B3SA	E. T. Mollica	B3SA
J. R. Foehr	B3SA	J. T. Nolan	D1A
G. D. Ingenthron	A3NB	R. A. Stohr	B3SC
R. C. Isham	B1ND	J. C. Weber	B3SK
L. H. Johnson	A3NA	D. Wood	B3SD

FYI -- A syndicated column (attached) by Martha Angle and Robert Walters of the Newspaper Enterprise Association (NEA) which was critical of PCBs and the Chemical Facts of Life Program appeared recently in at least 76 newspapers across the country. In response to that column, individual auto-typed letters were prepared and sent by MIC Public Relations to editors at each of the papers to help set the record straight.

As the attached clippings indicate, the pick-up of Monsanto's response was widespread and very encouraging. Additional clippings based on the Monsanto response continue to arrive.

Gary F. Barton
Public Relations Manager

GFB:jt

Attachment

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