

1. 000000

COMM. NAME & LOCATION

D. R. Bishop - BLND

DATE September 23, 1976

CC: W. R. Corey

SUBJECT PCB SHUT DOWN RELEASE

REFERENCE

bcc G. F. Barton
J. E. McKee

TO E. H. Harbison, Jr.
R. G. Potter
W. W. Withers

I've attached a revised draft of our firm exit date news release.

You'll note that this has been greatly expanded to include a complete review of our history with respect to PCBs and, by design, includes several references to our actions aimed at assuring our customers are aware of the potential hazards of and precautions that should be taken in using and disposing of PCB-filled equipment.

Earlier today Mr. Withers and I discussed the benefits of including this senario to hopefully head-off the rush to join us in other class action suits. He may want to expand this specific section even further.

As I said earlier, the greater majority of news media contacts I talk with have little, if any, comprehension of the PCB dilemma -- all they know is that they are "highly toxic," "possibly carcinogenic," industrial pollutants. Almost every discussion with a new contact necessitates going back to square one!

Thus, this major news event gives us one more opportunity to articulate the consistently responsible position Monsanto has maintained throughout this controversy. In my opinion we would be remiss if we didn't fully exploit it.

In a conversation with David Wood, he pointed out that our Oct. 4 release date may well be preempted by someone in EPA or elsewhere on Sept. 30 when the EPA begins hearings in Washington to establish PCB discharge limits.

0204818

PCB-ARCH0743818

E. H. Harbison, etc.
September 23, 1976
Page 2

I think David has a good point, in view of this and the escalating legal situations, I would like to suggest that we distribute the release on Sept. 30 or even sooner if Mr. Fitzgerald can inform Mr. Train earlier than planned and if we can inform all our customers beforehand.

I await your comments.



D. R. Bishop

DRB:smt

Att.

0204819

PCB-ARCH0743819