E. V. John - World Headquarters

November 30, 1970

NOVEMBER PR REPORT
Polychlorinated Biphenyl

Mr. W. B. Papageorge - WPAPA

The Anniston Star, Anniston, Ala., somehow obtained figures from the FDA which showed unusually high levels of PCB in fish samples taken from Choccolocco Creek. A Star reporter contacted the Anniston plant for comments on the data and information about our PCB production operations there. Public relations prepared replies to specific questions.

Plant management convinced the reporter to visit the plant for a firsthand view of what the plant was doing to eliminate PCB escape to the environment. A factual front-page feature appeared in the Star Sunday, November 22, edition reflecting the value of cooperation with news media planning PCB stories.

Quoting both plant management and the Alabama Water Improvement Commission, the feature emphasized the PCB problem was relatively new, was being solved by Monsanto and, at this point, was no cause for public alarm.

E. V. John

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