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E. V. John - World Headquarters

July 28, 1970
PCB SUMMARY STATUS REPORT
Public Relations
July

Mr. W. B. Papageorge - WPAPA

A news release on Monsanto's recent actions to curb the use of PCB was distributed on July 16. It was primarily a rebuttal to recent stories that PCB caused birth defects, but included a complete background of voluntary actions taken to solve the PCB problem. Copies went to all news media who have carried PCB stories in the past two years.

Use of our story by the press has been light, so far, as evidenced by the attached Xerox copies.

MONSANTO MAGAZINE has been notified of the division's interest in a PCB story. I assume we have shelved, for the moment, our thought to present the story idea to the Wall Street Journal, science writers for AP and UPI, or to one of the trade publications.

E. V. John

/stw

Attachments