

MEDIA PULSE STORY ALERT

12/16/96

To: Diane Herndon, Monsanto***We can have a tape of these stories on your desk today!*****Fax: (314) 694-3889****(314) 694-2915****From: Gary Bradley****Date:** 12/13/9630FN
01:35:45**Station:** KDNL-Channel 30 (ST. LOUIS)**Program:** NEWS 30 AT 10**Keyword matched:** MONSANTO**Summary:** Chemical leak at MONSANTO PLANT in South St. Louis. C: The plant. C: Traffic control around the plant. SB: St. Louis Fire Capt. Ralph Break.**Date:** 12/13/964FN
10:04:00**Station:** KMOV - Channel 4 (ST. LOUIS)**Program:** NEWS 4 AT 10:00**Keyword matched:** MONSANTO**Summary:** An acid spill at a MONSANTO plant caused several streets in South St. Louis to be closed. C: police on the scene.**Date:** 12/13/96AFN
09:00:00**Station:** KPLR - Channel 11 (ST. LOUIS)**Program:** ST. LOUIS 11 NEWS**Keyword matched:** MONSANTO**Summary:** Breaking News: There has been a chemical spill at the MONSANTO plant at Germania and Alabama. V: Just In, with ST. LOUIS 11 logo. Some residents of the PARK CARONDELET APARTMENT complex say there access is limited due to the spill.**Date:** 12/13/96AFN
09:56:00**Station:** KPLR - Channel 11 (ST. LOUIS)**Program:** ST. LOUIS 11 NEWS**Keyword matched:** MONSANTO**Summary:** The chemical spill at the MONSANTO Plant is composed of Hydrochloric Acid, and has been contained. V: Just In, with ST. LOUIS 11 NEWS logo.**Date:** 12/13/965FN
10:00:00**Station:** KSDK - Channel 5 (ST. LOUIS)**Program:** NEWSCHANNEL 5 AT 10**Keyword matched:** MONSANTO**Summary:** A MONSANTO plant spilled hazardous chemicals, causing several streets to close. C: exterior of the plant. SB: Ralph Break, St. Louis Fire Dept. SB: Joyce Jordan, nearby store owner.**Date:** 12/13/962FN
01:36:10**Station:** KTVI - Channel 2 (ST. LOUIS)**Program:** 2 NEWSTEAM AT 10:00**Keyword matched:** MONSANTO**Summary:** Chemical spill at MONSANTO's CARONDELET PLANT. V: Detail map. C: Site of the spill. SB: Ralph Break, St. Louis Fire Captain. SB: Area residents. V: Hydrochloric acid.

KEY: SB-sound bite I-interview C-clip V-visual R-reader T-teaser

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Date: 12/13/96

2THG3

Station: KTVI - Channel 2 (ST. LOUIS)

06:41:00

Program: 2 NEWSTEAM EARLY**Keyword matched:** MONSANTO

Summary: John Auble and Paul Schankman talk live in the studio with Juli Niemann of HUNTLEIGH SECURITIES about this week in business. I: MONSANTO's split has been anticipated for some time. The company's growth will be in the Life Sciences Company.

Date: 12/14/96

30SN

Station: KDNL-Channel 30 (ST. LOUIS)

00:02:39

Program: NEWS 30 SATURDAY**Keyword matched:** MONSANTO

Summary: Chemical spill investigation continues at MONSANTO plant in South St. Louis last night. C: The plant. C: The plant at the time of the spill last night. SB: Craig Vanderburg, plant manager, says there was no danger to residents.

Date: 12/14/96

30SN

Station: KDNL-Channel 30 (ST. LOUIS)

01:10:45

Program: NEWS 30 WEEKEND**Keyword matched:** MONSANTO

Summary: Investigation continues into chemical spill last night at MONSANTO PLANT in South St. Louis. C: The plant.

Date: 12/14/96

5FG3

Station: KSDK - Channel 5 (ST. LOUIS)

06:00:00

Program: NEWSCHANNEL 5 AT 6AM**Keyword matched:** MONSANTO

Summary: Top Story: Things are back to normal this morning at the MONSANTO plant in South St. Louis after last night's hazardous material spill. Mike Owens reports. C: Footage of the site of the spill, with police and firefighters on the scene. SB: Capt. Ralph Break, ST. LOUIS FIRE DEPARTMENT, says The PARK CARONDELET APARTMENTS were checked for hazardous fumes. C: Footage of LOTTERY LIQUOR. SB: Joyce Jordan, owner, says the spill frightens her. SB: Larry Jordan, owner, says it would have forced evacuation if it were serious.

Date: 12/15/96

5SG3

Station: KSDK - Channel 5 (ST. LOUIS)

06:17:00

Program: NEWSCHANNEL 5 AT 6AM**Keyword matched:** MONSANTO

Summary: Business week in review with Bruce Barnhart. Repeated business stories, with MCDONNELL-DOUGLAS, MONSANTO, NEW YORK STOCK EXCHANGE prominent.

Date: 12/15/96

2SG3

Station: KTVI - Channel 2 (ST. LOUIS)

08:40:00

Program: 2 NEWSTEAM SUNDAY A.M.**Keyword matched:** MONSANTO

Summary: T: First MONSANTO decided to spin off its chemical division, and now RALSTON-PURINA may doing its dividing.

Date: 12/15/96

2SG3

Station: KTVI - Channel 2 (ST. LOUIS)

08:43:00

Program: 2 NEWSTEAM SUNDAY A.M.**Keyword matched:** MONSANTO

Summary: Rachelle Rowe talks live to ST. LOUIS BUSINESS JOURNAL editor Josh Gotthelf about this week in business. I: ENERGIZER BATTERIES are owned by EVEREADY, which is owned by RALSTON, which is thinking of selling. RALSTON will either sell or spin off ENERGIZER BATTERIES to

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enhance stock values. I: This is coming on the heels of MONSANTO spinning off its chemical business.
This trend pushes up share value ideally.

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