MONSANTO
FACSIMILE TRANSMISSION

DATE: September 12, 1995

TIME:

TO: Eric Brimer

COMPANY:

FAX #: 268- 1815

OF PAGES WITH COVER SHEET: 10

FROM: DIANE B. HERNDON

PHONE: 314/694-2915

FAX #: 314/694-6572

Monsanto Company
800 N. Lindbergh Blvd.
St. Louis, MO 63167
Phone: 314/694-1000

MESSAGE:

DSW 135745

MONSANTO

FACSIMILE TRANSMISSION

Monsanto Company
Carondelet Plant
8201 Idaho Avenue
St. Louis, Missouri 63111
Phone: (314) 577-1600
Fax: (314) 268-1815

DATE: 11 SEPTEMBER, 1995

TO: DIANE HERNDON

~~CO~~ COMMUNITY RELATIONS/ PUBLIC AFFAIRS

COMPANY: MONSANTO

CITY/STATE: ST. LOUIS, MO

FAX PHONE: (314) 694-6572

NUMBER OF PAGES: 9 (INCLUDING COVER SHEET)

MESSAGE: Appreciate the quick turnaround on this plan. Would like any improvements to achieve the funding objectives.

FROM: ERIC BRIMER -1720

Monsanto Chemical Company

PHONE: (314) 268-1845 MonNet: 526 -1845

FAX NO: (314) 268 - 1815

Sha
Paxda
Eric

Eric
Nice job -
Note a few
comments
Diane

DSW 135746

STLCOPCB4035723

Carondelet 1996 Community Relations Plan

Goal #1: Prepare community for "worst case" scenario information.

Objective A: Engage in an open dialogue with the Carondelet-Lemay Community Advisory Panel on "worst case" scenarios.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
Community Advisory Panel Members	Monsanto Carondelet is a very safe and environmentally sound plant. Our "worst case" scenario is not our most likely scenario. There is only one highly hazardous material in the plant - phosphorus. (No ammonia or chlorine is used in the plant.)	Select key personnel to discuss "worst case" scenario issues (ES&H, Plant Doctor, manufacturing).	$2,000/year for facilitator time, travel, and supplies. Time of plant personnel	Throughout 1996 and continuing well after EPA deadlines.	Feedback from CAP members and community sentiment once "worst case" scenario announcement is made.	$6,000 (P) ($2,000 annually)

Objective B: Maintain and enhance relationships with emergency responders and health care

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
Emergency responders (firefighters, ambulance, police)	We want our emergency responders to be thoroughly prepared.	Provide emergency response training to local fire dept. incident commanders, including hazardous materials response training.	Monsanto Fund sponsored Program $6,000 ($2,000/year) for 3 years	St. Louis City Fire Dept. '96 - 1 responder '97 - 1 responder '98 - 1 responder	Feedback and level of preparedness by emergency responders	$6,000 (F)
		Continue providing emergency response training to Carondelet Emergency Response Team members. Send 3 responders to hazardous materials response training.	Local Budget $6,000 ($2,000/year) for 3 years	Carondelet Emergency Responders '96 - 1 responder '97 - 1 responder '98 - 1 responder		$6,000 (F)

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SEP 11 '95 12:49 NO.006 P.02
DSM 135747
STLCOPCB4035724

Carondelet 1996 Community Relations Plan

Goal #1 (con'd): Prepare community for "worst case" scenario information.

Objective B (con'd): Maintain and enhance relationships with emergency responders and health care professionals.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
Emergency responders (firefighters, ambulance, police)	We want our emergency responders to be thoroughly prepared.	Conduct annual emergency response drill. In conjunction with training, invite on plant tour.	Plant salary cost Time of plant personnel	Fall 1996 and beyond	Feedback from emergency responders	$5,000 (P) approximately
Physicians and health care professionals	We want the surrounding community's health care professionals to be very knowledgeable about our plant's products and raw materials as well as our safety and health practices.	Provide risk management talks to physicians at Family Care Center and other health care groups in Carondelet and Lemay neighborhoods. After talks, invite them on a tour of the plant.	Time of plant personnel Supplies	Throughout 1996 and beyond	Feedback from physicians and health care professionals	$500 (P)
Physicians and health care professionals	The local health and medical services are capable of providing treatment for possible chemical exposure.	Provide annual funding supporting chemical exposure treatment, medical and educational services. Specific recipient: Family Care Center $1,000 (F)	Monsanto Fund sponsored Program $1,000 annually	Throughout 1996 and beyond	Feedback from physicians and health care professionals	$1,000 (F) for 1996 and beyond

Goal #2: Enhance dialogue with local community.

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Carondelet 1996 Community Relations Plan

Which Goal? 2? Enhance dialogue...

Objective A: Schedule Community Advisory Panel meetings which address a variety of topics.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
Community Advisory Panel (CAP) Members	Monsanto Carondelet is committed to the community panel process. This encourages open dialogue and will address issues of concern to the CAP.	Support ~~Allow~~ CAP is ability to ~~to follow its~~ charter. fulfill its Provide open forum for community concerns and issues. Provide information on multiple aspects of the plant through tours, visits, key speakers, and written information.	$S for facilitator time, travel and supplies Time of plant personnel	Continuing in 1996 and ongoing	(Facilitator costs in Goal #1) ?	$16,000 (P) annually

Carondelet 1996 Community Relations Plan

Goal #2 (con'd): Enhance dialogue with local community.

Objective B: Increase awareness about Carondelet Plant through educational visits.
+ the valuable production [illegible]

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
Neighbors/ community	The Carondelet Plant is a safe, secure neighbor and a valuable asset to the community.	Send invitations as a follow up to those who responded to plant's 1994 mailing of a question & answer brochure. Preselected dates will be offered as tour dates.	Time of plant personnel	1996 and beyond	Level of response. Questions asked	
Junior High/ High School students	"	Provide tours for school groups, especially science classes.	Time of plant personnel	Spring/Fall	Level of inquiry	
Community leaders	"	Invite on tours whenever appropriate.	Time of plant personnel	anytime		
Emergency Responders/ Health Care Professionals	"	Emergency Responders: Host tours in conjunction with fire training. Health Care Professionals: Extend tours after risk management talks.	Time of plant personnel	Fall 1995 and beyond anytime		
Community Advisory Panel	"	Host a tour whenever appropriate.	Time of plant personnel	anytime		

Carondelet 1996 Community Relations Plan

Goal # 3: Maintain Monsanto Carondelet plant's identity as a community resource within the Caron

Objective A: Continue providing science education, emphasizing chemistry and chemical products.

Audience	Message	Tactics	Resources	Timetable/ Responsibilites	Evaluation	Costs Plant/Fund
teachers/students	Chemicals are a part of our everyday life.	Present "chemistry lesson" to High School students. Emphasize the importance of the products at Carondelet Plant	Time of plant personnel Supplies	1996 and beyond	Survey teachers to find out response and top consider expanding next year.	$200 (F)
science teachers		Send two science teachers to the NSTA national conference to expand their science and environmental science education.	Monsanto Fund sponsored Program $1600 annually	1996, 1997, 1998	Talk with teachers to see if beneficial to their science teaching. Determine if should continue.	$1600 (F) (annually)
science teachers/ state legislature		Sponsor two teachers each year to the Teacher, Industry, and Environment workshop. Hold a T.I.E. workshop.	Time of plant personnel, supplies, and travel	1996 and beyond	Survey teachers to find out response.	$400 (F)
		Conduct workshop in Jefferson City, MO for state legislators, demonstrating value of plant products.	Time of plant personnel, supplies, and travel	1996 and beyond	Listen to legislative concerns and ask for feedback.	$200 (F)

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Carondelet 1996 Community Relations Plan

Goal # 3 (con'd): Maintain Monsanto Carondelet plant's identity as a community resource within the Carondelet-Lemay area.

Objective B: Effectively implement and communicate responsible financial support ~~with~~ which enhances the community's view of the plant as a good neighbor.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
community neighbors, and media	Monsanto is a real asset to the community.	Align United Way contributions with Fund donations. Specific recipients are: South City YMCA ($5,000) Salvation Army - Carondelet Community Center ($5,000)	Monsanto Fund donations	1996 and beyond	Does gift receive good media coverage and interest from the community* Are key community leaders aware + appreciative of the donation.	$10,000 (F)

Carondelet 1996 Community Relations Plan

Goal #4: In conjunction with local organizations, work to preserve the stability of the Carondelet neighborhood.

Objective A: Provide necessary financial support which improves the viability of the neighborhood, targeting home upkeep, medical services, and self-help/life skills support.

Audience	Message	Tactics	Resources	Timetable/ Responsibilities	Evaluation	Costs Plant/Fund
community neighbors, and media	Monsanto is committed to the long-term viability of the Carondelet community.	Provide contributions to established organizations with demonstrated achievement. Specific recipients are: Carondelet Community Betterment Federation (CCBF's-House Repair Program) $30,000 (N.A.P.) Carondelet Ecumenical Council of Churches $2,000 Grace Hill/PATCH (Carondelet Center) $1,500 Consolidated Neighborhood Services $1,500 Family Care Center $4,000	Monsanto Fund sponsored donations $30,000 (N.A.P.) (F) $9,000 (F)	Annually (1996, 1997, 1998)	Confirm local organization's effectiveness by annually reviewing their accomplishments.	$24,000 (F) ($15,000 N.A.P.)

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