

# Monsanto • ORGANIC CHEMICALS DIVISION

## PUBLIC RELATIONS REPORT

DECEMBER, 1969

G. E. Anagnostopoulos

R. E. [REDACTED]

C. R. Groninger

H. A. Hashbarger

S. A. Heininger

D. E. Marriner

John Mason

H. L. Minckler

H. M. Mitchell

J. A. Mullendore

F. T. Nemits

Arne Obel - AKRON

D. A. Olson

W. E. Schalk

L. D. Shand

J. E. Springgate

C. J. Smith

R. J. Stratmeyer

*Bill Papayorgis*

→ As the year closed, the English press generated numerous stories on the possible implication of polychlorinated biphenyls (PCB) as an environmental contaminant. Two incidents precipitated the activity -- a bird kill in the Irish Sea, and higher than usual seal deaths on the English coast. Most of the articles were sensational and inaccurate. The London public relations office handled press inquiries using the U.S. prepared position statement. Copies of articles were circulated to the PCB committee. English press activity and the Environment magazine article planned for January could lead the way for other U.S. media to indict PCB, whether scientifically correct or not.

A Metro-East Journal reporter and photographer toured the Krummrich plant. The visit resulted in a cover magazine article on the plant's pollution abatement program. It also emphasized the economic impact of the Krummrich plant on the local community.

Copy for the 1969 Annual Report was prepared with assistance from each of the business groups and final copy was submitted to "D" building. Eight photographs and identifications, to be used in the Annual Review, were checked and approved.

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MONS 034251

--2 PUBLIC RELATIONS REPORT (Organic Chemicals Division)

Preparations are under way for a New York press conference to announce Santicizer 711 and our plans to complete the Texas City plant complex which will manufacture the product. Meetings were held with the plasticizer business group to gather material for a news release and to anticipate possible questions by press representatives attending. The final decision to proceed and probable date for the conference await approval of the business group and division management.

Working with the legal department, one preparedness statement and a news release were drafted during the month in connection with two lawsuits under way. The news release will be issued to news media simultaneously with the filing of a lawsuit in January.

A news release and photograph announced the naming of Gene Jesse as Anniston plant manager to news media in the Anniston and Birmingham areas.

Press queries for the month -- nine; personnel announcements -- nine.

E. V. John

EVJ/stw

P. S. Attached is a recent report of Organic division news from The News Analysis Institute.

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