Monsanto · ORGANIC CHEMICALS DIVISION PCB

PUBLIC RELATIONS REPORT

JULY, 1970

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The New York Times ran a story on July 15 quoting recent evidence that PCB causes birth defects in animals. In reply to this newest charge, and in an attempt to minimize the use of the story, the division issued a news release on July 16. Our story emphasized there is no evidence of birth defects caused by PCB. It stated the real reason why we had voluntarily withdrawn from certain markets. The Times story is being used broadly by daily newspapers. As each article appears, we send a copy of our news release to the editor. So far, only the Booth Newspaper chain (Michigan) has used significant portions of our release.

In a related action, the National Industrial Pollution Control Council (C. H. Sommer is a member) is interested in using Monsanto's action in controlling the uses of PCB as an example of what industry is willing to do voluntarily to solve environmental problems. The council is planning to prepare summary reports for the President, which could attract national interest.

Assistance was provided the Anniston plant in preparing replies to possible press queries regarding mercury pollution and the naming of Monsanto in a recent class action based on the 1899 Refuse Act. Our position statement on possible mercury losses from the Krummrich plant chlorine unit was also updated. Inquiries came from the St. Louis Post-Dispatch and KSD-TV regarding possible loss of mercury to the Mississippi River. Both decided to shelf stories until more details developed.

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EXHIBIT P-11 3-13-01

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The July issue of Plastics Technology prominently mentioned Monsanto plasticizers in a major feature, "Chemicals and Additives '70". The article resulted from interviews arranged by public relations and material submitted to the editors by members of the plasticizer marketing group. A telephone interview was arranged for Jack Lilly and Walt Waychoff with Modern Plastics, which should result in a similar feature in a special plasticizer section of that magazine planned for September.

A speech titled "Monsanto and Its Products" was updated for Howard Bergen to present to the 1970 Organic division new professional employes. Slides and copy depict Monsanto as others see us.

Teachers from around the country, attending a Webster College summer course on "The Environmental Crisis", visited the Queeny plant for a presentation on what industry is doing to solve pollution problems. Comments from visitors indicated they were impressed with the Queeny plant's extensive program.

During the month public relations answered eight press queries (benzoic acid, ortho- and para-dichlorobenzene, phenol, PCB (2), saccharin and mercury); issued four news releases; three announcements, and approved two papers for publication.

Work began on the 1971 public relations plan to be completed and submitted with the 1971 budget in September.

E. V. John

/scw

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