Monsanto

CORPORATE COMMUNICATIONS DEPARTMENT

Monsanto Company
800 N. Lindbergh Boulevard
St. Louis, Missouri 63167
Phone: (314) 694-1000

May 1, 1995

Connie Hancock
WJSU-TV-40
1330 Noble St.
Anniston, AL 36201-4697

Dear Connie,

Thanks for your assistance in assembling our 30-second public affairs TV spots to be aired on WJSU in May. The attached copy about science education can be narrated over footage of the birds of prey flying around a gymnasium with the kids enthusiastically pointing, laughing and learning.

Also attached is our Monsanto logo if you don't already have it. We had discussed possibly using our environmental logo, but given the subject, I believe the Monsanto logo is more appropriate.

Please call me if you have any questions: 314-694-2915. Please show the draft tape to Jack Mayausky for approval.

Sincerely,

Diane Herndon

Diane Herndon
Monsanto Public Affairs

cc: Jack Mayausky

DSW 133872

Science Education

The seeds of tomorrow's science are being sown today.

As a member of the scientific community, Monsanto's Anniston plant is meeting its responsibility to a future that will require more and more from science.

We support the Anniston Museum travelling classroom, Wellborn High School as our "adopted" school, and help fund science programs for Anniston and area county schools. We sponsored this "birds of prey" presentation to local schools. We also support the Tech Prep program which teaches manufacturing skills. Our employees give presentations at local schools, sit on boards of directors and assist with curriculum development.

Our children are our future. Let's give them the skills to help create a better world.

DSW 133873

Additional copies are available from:
Advertising & Design Services
Monsanto Company, St. Louis Missouri 63167
April 1992

Monsanto Red: PMS 485 or
4/C Process = 100% Magenta
100% Yellow

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