

# Monsanto

CORPORATE COMMUNICATIONS DEPARTMENT

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

## MEDIA ADVISORY

Students in two East St. Louis elementary schools will have the opportunity to come face to face with nine varieties of falcons, hawks, eagles and owls when educators from the World Bird Sanctuary (WBS) present their Birds of Prey show this week. The wildlife exhibition is sponsored by Monsanto as a joint effort to reach area schoolchildren to explain the importance of wildlife in a healthy ecosystem and of preserving endangered species.

The Birds of Prey presentation will include a discussion of each of the birds' unique characteristics, prey and habitat. The birds will be carried throughout the audience, giving students a first-hand glimpse of these predatory birds. During the presentation, the birds will also be allowed to soar through the auditorium so students can view their spectacular presence.

Members of the media are welcome to attend.

**WHAT:** Birds of Prey presentation to East St. Louis area schoolchildren

**WHO:** Roger Holloway from the World Bird Sanctuary will present the exhibition, which is sponsored by Monsanto. Mr. Holloway will be available for interviews after the show.

**WHERE:** Hawthorne School gymnasium  
1600 N. 40th St.  
East St. Louis, IL

Brown School all-purpose room  
4850 Market Ave.  
East St. Louis, IL

**WHEN:** Thursday, May 18, 1995  
1:30 p.m. at the Hawthorne School (media can arrive at 1:00 p.m. to set up)  
2:30 p.m. at the Brown School (media can arrive at 2:00 p.m. to set up)

The visually-oriented exhibition will offer an excellent photo opportunity-as the birds soar above the crowd and interact with the students riding on the arms of the WBS educators.

For more information contact: Bryan Hurley at (314)694-8524

DSW 135444

STLCOPCB4035425

\*\*\* Transmission Result Report ( May. 18. 1995 10:30AM ) \*\*\*

T T I

| File | Mode   | Option | Address (Group) | Result | Page   |
|------|--------|--------|-----------------|--------|--------|
| 7892 | SAF_TX |        | 916183323647    | OK     | P. 2/2 |

## Reason for Error

1) Hang up or line fail  
3) No answer2) Busy  
4) No facsimile connectionMONSANTO  
FACSIMILE TRANSMISSION

DATE: 5/18/95

TIME: 11:30 AM

TO: SCOTT QUEEN

COMPANY: EAST ST. LOUIS NEWS JOURNAL

FAX #: 618-332-3647

# OF PAGES WITH COVER SHEET:

FROM: DIANE B. HERNDON

PHONE: 314/694-2915

FAX #: 314/694-6572

DSW 135445

STLCOPCB4035426

*Done*

MONSANTO  
FACSIMILE TRANSMISSION

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DATE: *May 18, 1995*

TIME:

TO: *PHOTO EDITOR / FEATURES EDITOR*

COMPANY: *BELLEVILLE NEWS DEMOCRAT*

FAX #: *618-234-9597*

# OF PAGES WITH COVER SHEET: *2*

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:

*Shows are this afternoon -  
Makes a great photo opportunity!  
Diane Herndon*

*Conf. # 7888*

DSW 135446

STLCOPCB4035427

done

MONSANTO  
FACSIMILE TRANSMISSION

DATE: May 18, 1995

TIME:

TO: PHOTO / FEATURES EDITOR

COMPANY: CAHOKIA DUPO JOURNAL

FAX #: 618 - 277-7018

# OF PAGES WITH COVER SHEET: 2

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:

Bards of Prey presentation makes  
great photo opportunity!

Diane Herndon

DSW 135447

Conf. # 7891

\*\*\* Transmission Result Report ( May. 18. 1995 10:21AM ) \*\*\*

T T I

| File | Mode   | Option | Address (Group) | Result | Page   |
|------|--------|--------|-----------------|--------|--------|
| 7891 | SAF_TX |        | 916182777018    | OK     | P. 2/2 |

## Reason for Error

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4) No facsimile connection

MONSANTO  
FACSIMILE TRANSMISSION

DATE: May 18, 1995

TIME:

TO: PHOTO / FEATURES EDITOR

COMPANY: CAHOKIA DUPO JOURNAL

FAX #: 618 - 277-7018

# OF PAGES WITH COVER SHEET: 2

FROM: DIANE B. HERNDON

PHONE: 314/694-2915

FAX #: 314/694-6572

DSW 135448

STLCOPCB4035429

MONSANTO  
FACSIMILE TRANSMISSION

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DATE: 5/18/95  
TIME: 11:30 AM  
TO: SCOTT QUEEN  
COMPANY: EAST ST. LOUIS NEWS JOURNAL  
FAX #: 618-332-3647  
# OF PAGES WITH COVER SHEET:

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:

Just a reminder -  
Presentation is this aftn.  
Media advisory sent earlier in the  
week  
Great photo opportunity!  
Diane Herndon

DSW 135449

STLCOPCB4035430

**MEDIA GUIDE**  
**FOR WORLD BIRD SANCTUARY PRESENTATION**  
**May 18, 1995**

**BELLEVILLE NEWS-DEMOCRAT**

Greg Edwards, Editor  
P.O. Box 427  
120 S. Illinois  
Belleville, IL 62222  
(618)234-1000  
FAX: (618)234-9597

*probably not  
will try  
(faxed again)*

**CAHOKIA-DUPO JOURNAL**

Scott Queen, Managing Editor  
1815 Delmar  
Granite City, IL 62040  
(618)877-7700  
FAX: (618)876-4240

*ESL office  
2 77-7000*

*618-277-7018 fax*

*TERRY or BRUCE*

*WILL TRY*

**EAST ST. LOUIS MONITOR**

Mr. Ernest Mercel, Editor  
1501 State St.  
East St. Louis, IL 62205  
(618)271-0468

*314 682-5113 MR RIDDLE - PAGER*

*NO - will interview Scott of JLL  
this after*

**EAST ST. LOUIS NEWS JOURNAL**

Scott Queen, Managing Editor  
c/o Eastside Publications  
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Cahokia, IL 62206  
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FAX: (618)332-3647

*faxed - phone doesn't work*

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**ST. LOUIS POST-DISPATCH**

Belleville, IL Bureau

208 N. Illinois St.

Belleville, IL 62220

(618)235-7100

FAX: (618)235-7945

BOB KELLY

ROBERT

235-0260 / 235-8919 - GOODRICH

Went to  
MARGARET GELLERMAN  
may attend

**KMOV-TV**

One Memorial Drive

St. Louis, MO 63102

(314)621-4444

FAX: (314)621-4775

**KPLR-TV**

4935 Lindell Blvd.

St. Louis, MO 63108

(314)454-6340

FAX: (314)454-6430

**KSDK-TV**

1000 Market St.

St. Louis, MO 63101

(314)421-5055

FAX: (314)444-5164

**KTVI-TV**

5915 Berthold

St. Louis, MO 63110

(314)647-2222

FAX: (314)647-8960

DSW 135451

STLCOPCB4035432



# CONFIRMATION NOTICE

**Event:** Birds of Prey Presentation

**Date & Time:** May 18, 1995 Afternoon

**Location:** Board of Education, School District #189

1005 State Street, East St. Louis, IL 62201

## FAX TRANSMITTAL

|                         |                                                              |
|-------------------------|--------------------------------------------------------------|
| <b>Date &amp; Time:</b> | May 2, 1995 11:00AM                                          |
| <b>To:</b>              | Daine Herrendon                                              |
| <b>Company:</b>         | Monsanto                                                     |
| <b>Fax No:</b>          | (314) 694-8572                                               |
| <b>From:</b>            | Donnie Wallace                                               |
| <b>Company:</b>         | Board of Education, District #189 , East St. Louis, IL 62201 |
| <b>Fax No:</b>          | (618) 583-8372                                               |
| <b>Phone No:</b>        | (618) 583-8242 Beeper # (618) 583-0828                       |
| <b>No. of Pages:</b>    | 1                                                            |

**Message:**

| SCHOOL             | ADDRESS                | PRINCIPAL                | PHONE #        |
|--------------------|------------------------|--------------------------|----------------|
| → BROWN SCHOOL     | 4901 MARKET AVENUE     | ELITOR WALLACE           | (618) 332-8811 |
| → HAWTHORNE SCHOOL | 1600 NORTH 40TH STREET | DR. STEPHANINE CARPENTER | (618) 583-8433 |

ROGER HOLLOWAY

225-4390

WBS

ESL.- MAY 18 aftn

**Monsanto Earth Day 1995 Project**  
**The World Bird Sanctuary Partnership**

A unique environmental education program sponsored by Monsanto and presented by the World Bird Sanctuary will be implemented between February and April 1995 in 10 Monsanto plant communities as a commemoration of the 25th anniversary of Earth Day.

Monsanto is committed to environmental enhancement and sustainability. This project reinforces this corporate direction while building on existing plant environmental initiatives, contacts with local schools and the unique resources of the World Bird Sanctuary, headquartered in St. Louis.

Two educators from the Sanctuary will visit schools and community groups near our plants to discuss the importance of wildlife and preserving endangered species. They will be accompanied by nine varieties of falcons, hawks, eagles and owls.

Programs will be tailored to suit the age level of the audience and local environmental interests/concerns. In Illinois, the emphasis might be on the reintroduction of the Barn Owls. In Louisiana, the focus might be wetland conservation.

Lesson plans and educational handouts will be supplied to the schools by plant personnel prior to the visit by the Bird Sanctuary teams. The local plants will also describe efforts to manage company property to benefit nature -- one of the elements of the Monsanto Pledge, the company's environmental vision.

Locations to be visited include:

Augusta, Ga.  
Anniston, Al  
Chocolate Bayou, TX  
Decatur, AL  
Greenwood, SC  
Indian Orchard, MA  
Luling, LA  
Muscatine, IA  
Pensacola, FL  
Sauget, IL

MONSANTO  
FACSIMILE TRANSMISSION

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DATE:

TIME:

TO: JOHN KAMINSKI

COMPANY: Wgk

FAX #: 537-6342

# OF PAGES WITH COVER SHEET:

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:

John -  
These are the two schools  
which will receive bird presentations.  
Roger Holloway at the World Bird Sanctuary  
is providing advance info to schools. Check  
in with him at 314-225-7390. We should  
also do a media advisory. I'll draft one.  
Diane Herndon

DSW 135454

STLCOPCB4035435

Author: RUSSELL F SACKETT at MONWGK01  
Date: 4/28/95 3:38 PM  
Priority: Normal  
TO: KEITH S MILLER  
TO: JOHN P KAMINSKI  
TO: DIANE B HERNDON at MONCOM01  
Subject: Re: World Bird Sanctuary

----- Message Contents -----

Diane:

Russ is out of the office this afternoon. Let me check with him Monday morning and one of us will get back with you.

Another possibility for contacts would be the science teachers we sponsored to the National Science Teachers Association meeting in March. We sponsored a teacher from East St. Louis High School, Lincoln High School and Cahokia High School.

Debbie Mitchem

\_\_\_\_\_  
Reply Separator

Subject: World Bird Sanctuary  
Author: DIANE B HERNDON at moncom01  
Date: 4/28/95 11:20 AM

The World Bird Sanctuary has the afternoon of Thursday, May 18, available if we would like them to make presentations to schools in East St. Louis. Monsanto already paid for the Sanctuary to visit 10 plant communities, including Krummrich. If school is still in session, we should arrange this visit before summer break begins.

I know Keith is out until Wednesday of next week, but if someone else could give me the go-ahead to contact the ESL schools and a contact (Ms. Donnie Wallace is on the Board of Education of ESL and serves on WGK's CAP. Would she be a good place to start?) I'll be glad to get the ball rolling.

--Diane Herndon

DSW 135455

STLCOPCB4035436

Bcc: L. Drake - C2SB  
D. Herndon - A2SP

# Monsanto

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The Agricultural Group  
800 N. Lindbergh Boulevard  
St. Louis, Missouri 63167  
Phone: (314) 694-1000

May 3, 1995

Alandra Byrd  
Operation New Spirit  
771 Vogel St.  
East St. Louis, IL 62205

Dear Ms. Byrd:

The Crop Protection Unit of Monsanto is pleased to be able to donate four gallons of concentrated Roundup and a backpack sprayer for use in your urban gardening project.

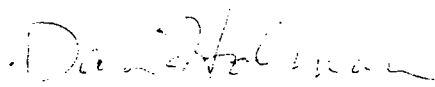
The concentrated Roundup has been shipped, and the backpack sprayer should arrive by May 5 or May 8.

I understand that a professional horticulturist will be working with you initially. He will probably be aware that he and anyone else who might apply the product should always follow label instructions and wear protective clothing to include long sleeves, hat, protective eye wear and gloves. Users should also be aware that Roundup is a non-selective herbicide, meaning it will harm desirable plants as well as weeds, so care should be taken to ensure that only target plants are sprayed. You should also expect a delay of about a week before plants are dead.

I hope the Roundup will help you clear garden spots this spring. It is also our recommendation that it be used again in the fall to eradicate any perennial weeds and grasses that may be in your garden plots after harvest.

We wish you the best of success with your project and are glad we could help.

Sincerely,



Dan Holman  
Communications Manager

John,  
My advice: wear thick clothes. Also, wear a hat to protect against  
airborn debris and watch where you step.

Here are some talking points to get you started. You may wish to  
personalize more. You should keep your remarks very short since each  
presentation will only be 30 minutes (that's all the time the schools  
could afford). If we do get any media, though, try to introduce  
yourself to them and give them more info than your two minutes will  
allow.

Talking Points:

Thanks for allowing us to be with you today.

Monsanto is proud to sponsor this presentation by the World Bird  
Sanctuary. You will hear about Birds of Prey and their importance to  
the ecosystem. You will also be able to see the birds up close as  
well as watch them fly through your auditorium

For all living things to remain healthy, they must be in balance  
with each other. That includes the birds, the environment, and us.  
This balance is important to Monsanto and we are working to operate as  
compatibly with nature as possible.

We are also committed to our communities and particularly,  
education of our young people. That's why this program fits so well.

If you have any questions about Monsanto, please see me after the  
show, or send me a note. I'd like to hear from you and will respond.

Without further delay, I'd like to introduce Roger Holloway with  
the World Bird Sanctuary.

---

Reply Separator

---

Subject: BIRDS

Author: JOHN P KAMINSKI at MONWKG01

Date: 5/16/95 3:25 PM

PLEASE SEND WHATEVER YOU THINK MIGHT BE INTERESTING...DO THESE THINGS  
BITE?

AM I SUPPOSED TO WEAR A PIRATE COSTUME AND PUT ONE ON MY SHOULDER?

WHAT IS THE PROPER ETIQUETTE TO BE FOLLOWED?

I AM LOOKING FORWARD TO YOUR ANSWERS TO THESE AND MANY MORE QUESTIONS  
ABOUT BIRDS....EVERYBODY KNOWS THE ENVIRONMENTAL STUFF.....BUT SEND  
IT ANYWAY...

JOHNK

DSW 135457

STLCOPCB4035438

# Monsanto

FROM  
Bryan Hurley  
Environmental Communications  
(314) 694-8524  
FAX: (314) 694-6572

DATE: May 12, 1995

cc: John Kaminski

SUBJ: Media Advisory for May 18 Birds of Prey Presentation

TO: Elitor Wallace, Principal, Brown School

Accompanying this notification is a copy of the media advisory that we would like to send to the media concerning the Birds of Prey presentation May 18 at the Hawthorne School and Brown School in East St. Louis. Please review it and, if any changes are necessary, notify me immediately. We plan to mail these out on Monday, May 15.

Also accompanying the media advisory is a list of the media who will receive the release. Again, please review it and notify me of any changes. Thank you for your assistance.

DSW 135458

STLCOPCB4035439

FOR IMMEDIATE RELEASE

CONTACT: Diane Herndon  
314-694-2915

Keith Miller  
618-271-6390

MONSANTO DONATIONS HELP  
BEAUTIFY EAST ST. LOUIS

EAST ST. LOUIS, May 11, 1995 -- East St. Louis residents are sprucing up their community, planting gardens where vacant lots once stood and destructing abandoned buildings that pose a fire and crime threat. Monsanto Company assist the community with these projects, donating Roundup herbicide for the gardens, and \$10,000 for building demolitions.

"We are part of this community and committed to doing our share to help our neighbors meet their goals," said Russ Sackett, plant manager. Monsanto is

- Focus on \$10,000 for demolishing abandoned buildings
- Why are these buildings being razed? importance of destroying these ~~homes~~ old structures to ensure safe community
- Part of overall goals - Operation New Spirit?
- Get a quote from Alandra or Vanessa and Calvin Jones
- Make up quote for Russ Sackett, W&K plant manager

DSW 135459

STLCOPCB4035440