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Atrazine Communications Strategy SAP—June 2003

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Factors Affecting Communications Strategy

- How to “frame” existing panel research on frogs.
- When (and where) to expect publication of next Hayes study implicating Bicep MAGNUM (atrazine + S-metolachlor).

Goals

- Protect the image of the company.
- Help ensure the science and regulatory processes are not interrupted.
- Help ensure the continued availability of atrazine in the US market and abroad.

Strategies

We must be prepared to be aggressive or reactive, depending on the situation.

Proactive—We will rely primarily on a third party (panel) to clarify the state of the science on atrazine and to carry the media torch with Syngenta providing background support.

Reactive—We will prepare for all scenarios, armed with appropriate communications tools to help us through them.

Tactics

- Continue to closely monitor various sources of information including media, web sites, chat rooms and political insiders.
- Identify and prepare spokespeople for Syngenta and atrazine panel
 1. Tim Pastoor for Syngenta
 2. Ron Kendall for Atrazine Panel, with back-up by other panel scientists
 3. Jere White for Triazine Network, with back-up by other key members
- Develop media packet to share with media in attendance at SAP.
 1. Updated atrazine fact sheets (Ford/Hill)
 2. Summary of panel studies (Hosmer/Ford)

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3. History of frog malformations (Hosmer/Hendley/Ford)
 4. Re-registration timeline (Ford)
 5. New farmer testimonials (Ford/Gibbs & Soell)
 6. Position statements on:
 - prostate/epidemiology study
 - drinking water
 - 6a2 reporting compliance
 - MoA (water monitoring)
 - amphibian research
 - NRDC allegation of collusion with EPA
 7. Syngenta's position on key SAP questions (Ford/Carter/McFarland)
- Update internal Q&A (Ford/Pastoor/Carter)
 - Develop fact sheets on environmental and human safety of S-metolachlor to have on standby in response to possible Hayes article (Phelps/Hill/Ford/Gibbs & Soell)
 - **Personally invite select media to attend the SAP. Target media who have demonstrated a balanced approach in covering the frog issue.**
 1. Richard Harris, NPR
 2. John McQuaid, Times-Picayune
 3. Neil Shah, Risk Policy Report
 4. Karen Werner, BNA
 5. Steve Milloy, Fox News
 6. **Alex Avery, Center for Global Food Issues**
 7. Jack Cushman, NYT
 8. David Hamilton, Wall Street Journal
 9. John Heilprin, Associated Press
 10. Others as appropriate
 - Coordinate internal announcement in advance of SAP to US employees.
 - Coach media spokespeople in key groups:
 1. Growers (Triazine Network, May 13-14)
 2. Science (Atrazine Panel, early June)
 3. Regulatory (early June)
 - Schedule regular, weekly 15- to 30-minute briefings with global atrazine issues team to update on SAP matters.
 - Create a summary of key SAP conclusions and distribute to agriculture trade media and ag editors at regional dailies.

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May 13, 2003