



Paraquat/PD Communications

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Atlanta, GA

PRIVILEGED & CONFIDENTIAL



Communications principles

Pre-litigation:

- ☐ Be reactive
- ☐ Be aware
- ☐ Be agile

Be reactive

Pre-litigation, in defensive mode:

- ❑ Respond as needed to new studies, media reports
 - standby statements
- ❑ Proactive posture may be warranted down the road

Be aware

Conduct communications audit:

- ❑ Syngenta communication tools
 - www.paraquat.com
 - “Press Kit” (external)—history, use, benefits, stewardship
 - Internal position paper: *Paraquat and its Relationship to PD*
 - Internal Q&A: *Paraquat, Neurotoxicity and PD*
- ❑ Third parties
 - activist web sites
 - Wikipedia
 - blogs
 - news sources

Be aware

Example of current messages:

- ❑ “Paraquat is not a neurotoxicity hazard”
(www.paraquat.com)
- ❑ “Paraquat is safe for consumers” (external press kit)

Be agile

Focus on readiness:

- ❑ Ensure consistency of messages in existing materials and among business functions
 - Example: Retro news release: “Retro gives new direct replacement for PDQ”
- ❑ Fill communications gaps:
 - key messages
 - elevator speech
 - corporate position paper for use internally/externally
 - internal Q&A (tough questions)
 - others TBD from audit

Be agile

Focus on readiness:

- ❑ Appropriate internal communication re: litigation
 - Timing?
 - Methods?
- ❑ Promote rapid response
 - sharpen intelligence-gathering on upcoming publications
 - organize to respond quickly
 - streamline approvals
- ❑ Identify & train issue spokesperson(s)

Preparation is key!

Special considerations

A few watch-outs:

- ❑ Train outlying teams on legal parameters, core messages
 - marketing, government relations
- ❑ Agree on messaging re: new Syngenta science
 - avoid back peddling
- ❑ Discuss Google “alerts” and reporting implications
- ❑ Agree on use of www.paraquat.com to disseminate key PD messages