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EXHIBIT 13

White House Writers Group documents with beginning Bates numbers SYN04750092, SYN04750156, SYN04750097, SYN04588112, SYN04755679, SYN04756389, SYN04752600, SYN04754110, SYN04751180, SYN04756310, SYN04755605, SYN04750236, SYN04756236, SYN04755033, SYN04754853, SYN04753543, SYN04753567, SYN04753737, SYN04753756, SYN04753542, SYN04756162, SYN04756215, SYN04754885, SYN04753769, SYN04755451, SYN04750338, SYN04753493, SYN04756413, SYN04755934, SYN04755257, SYN04756407, SYN04753802, SYN04754106, SYN04586049, SYN04753374, SYN04753368, SYN04755118, SYN04755935, and SYN04756168

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Syngenta Confidential

Request for Proposal

Statement of Work

The Syngenta Crop Protection Legal Department intends to select one agency for public relations, issues management and possibly paid media, as appropriate, for support in connection with atrazine, a corn herbicide which is currently the subject of litigation in the Midwest, ongoing attack from activists and inquiry from the news media and others (the "Atrazine Issues Management"). The current litigation is a potential class action case or multistate litigation primarily in the Midwest.

Atrazine is an important product of Syngenta Crop Protection, and the company is the leader in crop protection products (by market share) in the U.S.

The chosen agency will develop a 12-18 month plan for a public relations and issues management strategy to protect and promote the Syngenta brand and atrazine herbicide in light of the Atrazine Issues Management concerns, including communications with respect to litigation. A key concern is the potential for more restrictive federal and/or state regulations and legislation of this and similar products (these products are already among the more heavily regulated marketed products). This would reduce our Freedom to Operate.

Scope of Work

Following is a summary of activities the selected agency will be expected to undertake during the course of the engagement, either on an ongoing basis, or as needed. This is not an exhaustive or definitive list but, rather, a set of minimum expectations. The successful agency will provide concrete examples of success in the following areas of their proposals.

- **Strategic communications counsel:** The successful agency will demonstrate the ability to add significant value as a key advisor to the organization. Of particular value in this assignment are insights and experience in the areas of:
 - issue, reputation, and crisis management;
 - "first strike" mentality and rapid response media expertise
 - third-party/ally cultivation and development;
 - leveraging academic and opinion research;
 - development of effective, persuasive themes and messages;
 - strategic planning;
 - and the use of objective metrics to monitor performance.
- **Primary research:** Agency should have the ability to conduct targeted, primary research to determine strategy and approach with key audiences.
- **Social media development and management:** As an area of increasing importance, creative and effective experience in the use of digital media as a communications tool will be required. The successful agency will have demonstrated experience using social media and other web-based applications in all forms for the benefit of advocacy, working to advance and elevate issue positions, not products. This also includes traditional Website design and creation.
- **Media relations:** The agency will serve as the direct support for our in-house legal and communications professionals and, as such, must have the demonstrated ability and capacity to deliver sustained and coordinated visibility at national, state and local levels. Credentials should include experience with print, broadcast and digital and

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emerging media on behalf of clients with comparably complex, long-term goals. This includes general monitoring, analysis, trend identification, and message development. A team should be oriented for "first strike opportunities" and rapid response actions.

- **Third-party spokesperson development:** Syngenta recognizes that third parties need to be nurtured well in advance of when they may actually be needed, especially in a crisis situation. The organization also needs a network of general, everyday "go to" sources comprising civic and opinion leaders, community-based organizations, non-profits, advocacy groups, and others who recognize and appreciate the essential nature of our industry and all of its applications and benefits. There are times that the organization cannot move quickly enough to respond, or other sensitivities preclude it from doing so. The agency should demonstrate its ability to recruit/cultivate and manage the relationships of those who may speak for us when appropriate.
- **Media buying in embattled states (cost permitting):** The program should have the flexibility to shift as rapidly as the litigation and regulatory climate. The agency should be able to undertake local and sometimes regional media-buying activities, be experienced in planning and directing issue advocacy advertising campaigns and be knowledgeable of relevant publications and broadcast media, their audience influence, and strategic value. Advertising dollars must be made to go as far as possible and a well-reasoned, targeted approach is highly valued. This includes digital media.
- **Staff support:** The scope and scale of the project may require significant staff support and the agency is expected to have the capacity to provide such support as needed and directed.
- **Existing Advocacy Websites**
Various advocacy Websites would become the responsibility of the agency for any future design, content and navigation. The agency also will be expected to develop and manage a stakeholder/ support network database as well as maintain a current database of news and trade media for clips. This would include strategic assessment and management of www.atrazine.com and www.atrazinefacts.com to reflect developing scenarios.

Audiences

Primary:

Media
Potential Jurors/Citizens of Illinois and other targeted states
Employees
Farmers
Retailers/Distributors
Ag industry groups
Town/city officials
University researchers

Secondary:

State/federal legislators
State/federal regulators
Public health officials
Community Water Systems

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Company background

Syngenta

An industry leader, Syngenta Crop Protection is committed to meeting the increased demand for food, feed and fuel. Our vast portfolio of products helps growers control the weeds, insects and diseases that threaten yield on farms across America. Through an investment of more than \$2.6 billion-a-day in research and development, we continue to bring novel products to market and improve the quality of our lives – with an eye on long-term productivity of the land and protection of the environment.

Atrazine

Atrazine is a selective corn herbicide that has been used successfully by farmers to kill grasses and broadleaf weeds for more than 50 years. For information about atrazine, see www.atrazine.com.

Agency Presentation

Agency presentations will be conducted in Greensboro, N.C., September 28 – 30, 2009. Agencies are asked to submit written proposals for advance review by September 21. Agencies will be contacted with assigned times and dates for in person presentations in Greensboro the week of September 21. Though each agency may bring anyone necessary to conduct the presentation, Syngenta requires that it meet and interact with those people responsible for servicing the account on a day-to-day basis—particularly the senior-most strategist in charge of the overall account and project.

Each agency will be allotted a total of 90 minutes – 60 minutes for presentation and 30 minutes to answer questions. Syngenta will provide the following presentation equipment in the designated conference room: LCD projector, TV/VCR/DVD player and flip charts.

Agency presentations should be sure to include the following:

- A plan for overall reputation preservation and freedom to operate specific to atrazine in light of the Atrazine Issues Management concerns. The plan should include:
 - Media strategy, including print, radio, social and TV, if appropriate and within budget
 - Community involvement strategy
 - Third-party/ally recruitment and deployment
 - Strategy for legal communications and scenarios
 - Suggestions on primary research, if deemed necessary
- Ability to assess and respond to various scenarios that will impact reputation and freedom to operate. Be sure to address:
 - Possible counter moves company should be prepared for
 - Case studies of previous work done that relate to class-action and/or multistate litigation and reputation issues management
- National level perspective with ability to home in on localized events and markets
- Recommendations for building the Syngenta brand with positive emphasis on the contribution of atrazine

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Proposal Format

To facilitate review and comparison of proposals received, agencies are asked to organize their response documents as follows:

1. Agency description. Briefly describe your firm, including its practice areas, key clients, recommendation testimonials when available, organizational structure, headcount, and office location(s).
2. Qualifications. Describe in detail your firm's in-house capabilities, and provide a review of recent and/or current work with similar size, complexity, and requirements. These case studies should:
 - a) demonstrate successful experience developing and implementing long-term, multifaceted public affairs campaigns with similar budget levels;
 - b) illustrate your firm's experience in understanding, reaching out to, and establishing two-way communications with a highly diverse audience on multiple issues in a way that produces measurable desired changes in both opinion and behavior;
 - c) showcase the establishment/preservation of an effective brand identity/equity and image for a complex public interest issue; and
 - d) document your firm's experience in developing strong, issues-based social media/digital media programs that are capable of integrating grassroots coalition networks;
 - e) define how you measure program success and client satisfaction in each of the above.
3. Situation analysis. Identify and briefly assess the primary reputational challenges facing Syngenta and atrazine and what role a public information/education and awareness campaign can realistically be expected to play in addressing them, using the channels identified here, as well as any other pertinent ones. Describe your approach to developing a strategic communications program and how strategy determines which tactics are relevant to a given audience. Your proposal should assess what the other side's strategy might include.
4. Scope of work. Discuss in detail how your firm would approach both "Atrazine Issues Management" and specifically the pending litigation. As needed for illustration, include examples of relevant previous and/or current work in task/activity category. It is not expected that your response to this proposal will produce a final plan. It is expected, however, that your response will share the insight and ideas to give us confidence in your abilities (e.g. capabilities, experience, strategic and tactical insights) to be our partner.
5. Staffing. Describe how your firm would organize and staff this project, including a discussion of anticipated roles and responsibilities of both dedicated and as-needed personnel. Identify and provide professional biographies of key staff that will be accountable on a day to day basis.
6. Budget estimate. Using as a guideline the estimates provided in this request for proposal (and keeping in mind that, like the scope of work described, these estimates are subject to change); briefly outline your firm's estimated budget projection (based on a 12-month program). This should include labor, production, and out-of-pocket costs, to the extent that they can be identified at this point. Proposals will be considered on how the agency will deliver maximum value for the fee arrangements. Given the current and rapidly shifting

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economic climate, agency should submit a flexible program budget that can accommodate a 15% reduction, while still achieving outlined activities and results. Note that these projections are non-binding and will be used solely for comparison purposes in evaluating proposals received; a final budget for this assignment will be developed and agreed upon on execution of a contract.

Conflict of Interest

The agency must disclose any accounts that it currently services which may be perceived to be a conflict of interest. The agency should also identify any prior work it has performed, or proposals it has submitted, for Syngenta or any of its divisions or prior incarnations.

Confidentiality

In no case should confidential information be included in the proposal unless a prior confidentiality agreement has been executed with Syngenta.

Preliminary Project Budget

It is expected that during 2010, the Syngenta project spend will be approximately \$300,000-\$500,000.

The agency will service the Syngenta account on a project basis only. If it is deemed appropriate that a retainer fee is necessary, then please explain in detail the rationale in the RFP response as well as during the presentation.

Submission and Selection Process

Syngenta is not responsible for any costs incurred by you in the preparation of your response to this RFP. Syngenta reserves the right to accept or reject any proposal without the assignment of reasons for doing so. Syngenta views the chosen proposal as a starting point for jointly developing a detailed scope of work and project plan. Proposals must be received no later than close of business September 21, 2009, and addressed to: Alan Nadel, Esq., Syngenta Crop Protection, 410 Swing Road, Greensboro, NC 27409, phone 336 632 6492.

Please deliver four hardcopies as well as an electronic copy. Finalists will be asked to make an in-person presentation to Syngenta staff and will be provided instructions and a suggested presentation format when they are notified; the presentation will take place in Greensboro, NC, September 28 - 30, 2009. A specific date and time will be communicated to agencies during the week of September 21. A selection will be made shortly thereafter, and the agency should be prepared to begin work within two (2) weeks from notification of selection.

Please contact Sherry Duvall Ford at 336 632 6107 by Monday, September 14, if you intend to participate in this RFP process.

Thank you for your interest.

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WHITE HOUSE
WRITERS GROUP

Response to Syngenta Crop Protection Legal Department
Request For Proposal

September 21, 2009

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Agency Description

White House Writers Group is a strategic communications consulting firm based in Washington, DC. Our members are seasoned communications advisors who have worked at the highest levels of business and government. The firm offers a full range of communications services, from thought leadership to grassroots campaigns, with specialized practices in litigation communications, finance, defense, online media, and corporate responsibility.

Our current and past clients include over 60 Global Fortune 500 companies, such as Syngenta, Chrysler, Verizon Communications, Microsoft, Marriott, and Northrop Grumman.

I have worked with Clark Judge and Josh Gilder since our days together in the Reagan White House. I have worked with the White House Writers Group on major class actions and antitrust litigation. I cannot speak highly enough of the firm's communications expertise and its ability to make complex, highly technical legal arguments accessible to the media, regulatory and political audiences, and lay public.

-- John P. Schmitz, Partner, Gray & Schmitz LLP

We are a "principals only" firm. Client engagements are organized and executed by a senior staff of more than twenty communications experts.

For large-scale, broad-based campaigns, we typically partner with trusted individuals and firms to extend our reach.

In this assignment, should we be selected, our strategic partner firm will be DDC, a full-service issue advocacy and grassroots mobilization firm with 160 employees in its Alexandria, Virginia headquarters—plus a nationwide network of more than 800 public affairs field teams and grassroots outreach specialists.

Our established partner in media relations is Quinn Thomas Public Affairs, a firm with specialized experience engaging Non-Governmental Organizations and the trial bar through aggressive third party activity and has a demonstrated track

record in slowing, and even reversing, activist momentum in anti-corporate campaigns. The firm has six professionals who support its current workload and has a presence in Washington, DC and the West Coast.

As Assistant General Counsel at Chrysler Corporation, I worked closely with the White House Writers Group, which served for more than a decade as our lead litigation communications consultant, principally on class action and product liability litigation. I came to rely on their keen insights, quick, strategic thinking, rapid response to crisis situations and great skill in communicating to both broad public audiences and targeted legal audiences.

-- Steve Hantler

TenCAPITOL is our established partner in online, print, and broadcast paid media campaigns. With roots in electoral politics, TenCAPITOL is a nationally recognized public affairs advertising agency with deep ties to national and state civil justice reform organizations. Comprised of five senior staff and based in Reston, Virginia, the firm provides full service, strategic, creative and placement services for a range of corporate and association clients. They are particularly skilled at adapting strategy, tactics and resources on a moment's notice in order to gain a competitive advantage.

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Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch Qualifications

We have extensive experience working with clients on multi-faceted, multi-year communications campaigns with a focus on reputation enhancement and civil litigation.

Syngenta Corporation

We have been working with Syngenta Corporation since January 2009 on a thought leadership/branding campaign that has included:

- High-level speeches for CEO Mike Mack, Head of Business Development Robert Berendes, Head of Global Public and Governmental Affairs Sarah Hull
- Elite dinners with Washington influentials for Mike Mack and COO John Atkin
- Organizing a major fall 2009 conference with the American Enterprise Institute on pesticides and the EU precautionary principle at which Mike Bushell, Head of Jealott's Hill International Research Center, will deliver the keynote presentation
- Securing the participation of Syngenta in a three-year research and modeling project by the Center for Strategic and International Studies on the interaction of food, water and energy and critical agricultural biotechnology

Litigation Communications

Chrysler

For more than a decade we served as the lead litigation communications consultant to the DaimlerChrysler/Chrysler Corporation. Our team was deeply involved in every major lawsuit the company faced, including complex product liability cases that directly threatened sales of the company's leading products; class action litigation that put the company's reputation at risk; and asbestos-related litigation that involved coordination of a multi-state campaign to protect the company. As lead litigation communications consultant, we helped develop the in-house communications protocols Chrysler used

to identify and prepare for key cases; created key documents for use before and after trial; managed rapid response activities at all stages of litigation; and provided strategic counsel on all communications matters related to litigation.

Our work included the coordination between the legal and public affairs teams; development of critical public messages that were consistent with the company's legal strategy; assistance with media training for legal spokesmen; and testing of critical messages in mock-jury settings. We were invited to attend Chrysler's semi-annual conference of outside counsel to deliver a presentation on how to effectively communicate complex, scientific issues to lay juries and non-expert judges. At the invitation of Chrysler's head of litigation, we also drafted both opening and closing statements in major cases and created PowerPoint decks for use in trial and mediation.

In addition, we helped conceive and implement several safety campaigns aimed at highlighting the importance of personal responsibility for wearing seat belts and driver responsibility for obeying red lights – both issues often of major importance during lawsuits.

At all stages of this engagement, our work required us to go up against many of the nation's most powerful and publicly-savvy plaintiffs' and class action law firms.

Mercedes-Benz USA

In preparation for possible antitrust action by the U.S. Department of Justice:

- Reviewed all legal documents in the case
- Researched the recent history of their industry and their company's marketing and sales practices
- Interviewed senior executives and legal counsel;
- Developed critical messages to defend the company's reputation and created an "event tree" gaming out possible scenarios and responses based on the known trigger points in the case
- We recruited and media-trained one of the nation's leading antitrust scholars to act as a third-party spokesperson for the company

Microsoft

Hired by Microsoft to oversee all communications of its third party economic and legal experts in the landmark antitrust case, *US v. Microsoft*, including:

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- Drafting articles for legal journals and mainstream publications
- Booking media tours for economists and law professors at key moments in the case
- Creating third party messaging and themes

Appellate Experience

Served as communications consultant in the appeal of a number of cases involving trial bar attacks on major companies or entire industries, most of which have been argued before the U.S. Supreme Court, including:

- *Stoneridge v. Scientific Atlanta*
- *Credit Suisse v. Billing*
- *Bell Atlantic v. Twombly*
- *Verizon Communications v. Trinko*.

Environmental Experience

U.S. Sugar

Consulted with the United States Sugar Corporation and through it the Florida sugar industry throughout a six-year struggle over the future of the Florida Everglades.

- Working with the general counsel (now CEO) of U.S. Sugar, designed a proposal for removing phosphorus in farm runoff from the Everglades Agricultural Area into the Everglades
- Helped determine strategy in negotiations with the state and federal governments that led to the proposal becoming (with federal blessing) Florida law
- Managed the successful campaign to defeat a proposal to overturn the law through referendum

The law based on our proposal became the foundation of all Everglades clean-up activity and to date remains the only plan that has actually been implemented.

Grassroots and Third Party Development

American Petroleum Institute (API)

Built a base of grassroots advocates to provide a reliable source of support and to complement API's on-the-ground grassroots efforts on specific bills. In an increasingly hostile political environment, these advocates needed to be managed independently of

the member companies in order to provide API maximum flexibility and agility in responding to policy challenges.

Together with API, developed the Partnership for America's Energy Security, an independently branded coalition, closely and publicly aligned with API, to be an active and engaged community, able to be mobilized by API in response to industry issues.

Recruited advocates for the industry and activated them to take action in highly successful issue mobilizations. Highlights include:

- Recruited more than 80,000 advocates
- Generated nearly 30,000 targeted communications to Congress in three weeks
- Increased the membership by 20,000 advocates in 2009 alone

Card Check

Worked with coalition of business interests opposed to the Employee Free Choice Act (EFCA), or "Card Check," to develop and execute an issue advocacy campaign focused on defeating the legislation.

Targeting Members of Congress in 11 states, the campaign included:

- In-district grassroots activation of influential community members—such as business leaders, local elected officials, etc.—to directly contact key Members of Congress, resulting in **more than 1,000 contacts with legislators and/or senior staff members**
- Local coalition-building efforts led by in-district political field teams to create organized, local-level opposition to Card Check in key states, generating:
 - Anti-EFCA resolutions in various state legislatures
 - Joint letters to key Members of Congress
 - Local press conferences and rallies
 - State-level polling
- Blog relations seeking to educate key bloggers about the issue, facilitate favorable posts, and conduct blogger conference calls on the issue (including one with Senator Jim DeMint (R-SC), generating **more than 200 blog posts opposing EFCA**.)
- Strategic partnerships engaging senior leaders of major national organizations to participate in the

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campaign as media surrogates, as members of key grassroots coalition, and in earned media activities

Presently, EFCA may lack the votes to sustain a cloture motion.

Online Outreach, Social Media, and Technology Management

Our team deploys some of the most powerful and flexible grassroots capabilities on the market to:

- Create dynamic advocacy websites, designed to educate audiences and generate emails, faxes, letters, and phone calls to legislators directly from the website
- Manage grassroots databases that enable organizations to coordinate advocate relationships, launch calls to action, track participation in realtime, generate detailed reports on the concentration of political assets, and more

F-22 Fighter Jet

Led a recent social media campaign to promote the benefits of the F-22, including:

- Creating a YouTube channel for the F-22 featuring videos of the fighter jet in action, generating thousands of views and online discussions
- Using social media platforms such as Twitter to create constructive dialogues about the F-22
- Increasing mentions by 700 percent on one social media platform over a two-month period

The Hoover Institution

Promoted online current affairs program, boosting its average daily viewership from 500 to nearly 10,000 viewers, through:

- Blogger relations and cultivation
- Engaging in ongoing online conversations relevant to the program
- Creating 30- and 60-second teasers that were syndicated across the top 10 major online video networks
- Establishing and running an interactive Twitter campaign to drive viewership
- Pitching scholarly institutions and media outlets

- Establishing a Facebook group and developing relationships with loyal viewers while also regularly reaching out to thousands of others targeted Facebook users based upon the show's content and their interests
- And recommending high-value niche guests that would assist in raising the program's profile through their own promotion efforts

Civil Justice Reform Advocacy

Work on civil justice reform advocacy campaigns spans some fifteen years. Current work includes helping the American Justice Partnership with:

- Media relations
- Social media (AmericanCourthouse.com, WackyWarnings.com)
- Drafting speeches for legal audiences and testimony before state legislatures
- Op-eds in national and state daily papers
- The promotion of academic studies documenting the economic impact of lawsuit abuse
- Providing communications counsel for more than 80 state legal reform advocacy organizations

Media Relations

Have led local, state, regional, and national media relations campaigns designed to maximize media cycles and leverage surrogates and news hooks in support of objectives.

Client engagements include:

American Tort Reform Association

Worked with the ATRA to promote its annual Judicial Hellholes report. Madison County, IL was on ATRA's watch list last year.

International Wood Products Association

Engaged the media to provide balanced, accurate and fair analysis on the issue of acceptable levels of Formaldehyde found in imported wood products.

Center for Consumer Freedom

Shed light on flawed research, questionable motivations and nefarious histories of activists and NGOs. This includes many public health debates related to agribusiness, GMOs, animal research and obesity.

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U.S. Chamber

Developed and executed a nationwide editorial board campaign targeting over 75 members of the U.S. House of Representatives. The campaign included the development and dissemination of research materials, third-party surrogate promotion, and direct outreach to editors.

National Restaurant Association

Worked with NRA members to develop and distribute response messages to activist campaigns to tax, regulate and litigate the industry in response to misguided public messages on the impact of restaurant foods and practices relating to public health.

Washington/Capitol Hill advocacy

Regularly engage Washington press, media placements in widely-read Capitol Hill publications include *The Hill*, *Roll Call*, *Politico*, *National Journal* and many Washington-based environmental and public health media outlets.

Paid Media Campaigns

Extensive paid media campaigns with many midwestern groups, including the Illinois Civil Justice League and the Texas Civil Justice League (regularly goes toe-to-toe with Dallas-based Baron & Budd on legislative issues in Austin). Multi-state paid media campaigns include efforts on behalf of leading national legal issue advocacy groups like the American Justice Partnership, American Tort Reform Association and US Chamber Institute for Legal Reform.

Representative Midwest paid media campaigns:

Illinois

Educated southern Illinois residents about the link between Madison County jackpot justice and the then crisis of doctors fleeing the state. Public anger led to the election of a pro-reform Supreme Court justice from southern Illinois and recognition from Madison County Chief Judge Ann Callis of the need for structural changes in the Madison County court system.

Texas

Created successful campaign by one of Texas' leading legal reform groups to defeat trial bar efforts to expand the state's *Qui Tam* or False Claims Act. Prevailed against a coalition of legislators elected

with millions of "Democratic Trust" dollars – a PAC which was headed up by Baron and Budd founder, the late Fred Baron.

Michigan

Defeated efforts by the trial bar and pro-regulatory activists to eliminate FDA drug immunity. Passage would have made the pharmaceutical industry liable for products that had already been approved by the Food and Drug Administration. Campaign featured a highly targeted multi-platform paid media effort in key legislative districts.

Wisconsin

Developed and implemented multiple paid media campaigns on key legal issues, budget battles, and Attorney General and Supreme Court rulings. Defeated trial bar efforts to repeal joint and several liability reforms. Highlighted lead paint rulings that held manufacturers liable even when there was no proof that their product was used. Effort led to shift in makeup of the State Supreme Court from a pro-trial bar majority to a pro-legal reform majority. Efforts featured both multi-market statewide paid broadcast media and micro-media campaigns focused on narrow geo and demo targets.

Multi-State Lawsuit Abuse Tax

Conceived, created and executed "Lawsuit Abuse Tax" campaign that branded lawsuit abuse as an economic crisis impacting middle class families. Multi-state campaign was centered on a broadcast television effort that fed viewers to a dynamic website that captured information on many thousands of supporters. Effort prepped the battlefield for local partners who followed up with campaigns designed to elect pro-reform Supreme Court candidates in targeted states.

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Atrazine EXPOSED Situation Analysis

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Will seek to find a "whistle-blower" either in-company, in-state, at EPA, or at a local water district to claim cover-up and retribution.

Companies have a lot at stake in the outcome of media battles over litigation: corporate reputation, product image, sales, a constricted regulatory environment, stock price, and the risk of copycat lawsuits.

To date, Syngenta enjoys an excellent corporate reputation, unfettered by the type of baggage that is carried by Monsanto and other companies. In our work with Syngenta, we have found that this unblemished record provides the company credibility with regulators and environmental NGOs not enjoyed by its competition. Importantly, Syngenta has not had to expend the vast resources others have in order to repair damage to their brand caused by highly contentious legal or regulatory disputes.

This is a war that has a lot of fronts. One of the fronts is the battle for the hearts and minds of the American people.

— Member of the Castano Group, plaintiffs' attorneys that led the assault against the tobacco industry

Under Trial Lawyer Assault

Syngenta faces a proven trial lawyer strategy. Any defendant can count on trial lawyers to attack both the company's product and the company's integrity.

Attack the Product

Opponents will attempt to undermine the science, calling the methods regulators use "antiquated" and "inadequate" (if not unduly influenced by industry). They will work to establish atrazine as "unsafe at any level." To solidify their case, trial lawyers:

- Will seek to undermine the EPA, its scientific standards, its processes, and its regulatory oversight. Their aim will be to scare career bureaucrats, now under a new, Democratic administration, to soften or even reverse EPA's position on atrazine.

e.g. Someone like Paul Watzka, a former employee at the Minnesota Pollution Control Agency, who claims he was fired for speaking out against atrazine. Following his dismissal from MPCA, Watzka joined UC Berkeley biologist Tyrone Hayes, MN State Senator John Marty and MN State Representative Ken Tschumper for a public event decrying the use of atrazine in the state.

- Will escalate their attack with further accusations like the ones Stephen Tillery has already made:

"Their main argument is that the EPA has established that atrazine is safe. What the lobbying records will show is that Syngenta and its trade associations were inside the room when the EPA made that decision. They had special access. Environmental groups didn't have that kind of access. The public didn't even have that kind of access."

Attack the Company

Opponents will characterize Syngenta as a greedy, foreign company that is willing to poison the water that America's children drink for the sake of profit.

As we have already seen, opponents will attempt to broaden dramatically the discovery process in hopes of finding a run-of-the-mill communication that they can turn into a "smoking gun." This will be a memo, email or some other routine communication taken out of context to "prove" that Syngenta knew all along that atrazine was dangerous but continued to produce and market it anyway. One such example is their citation of Syngenta's tracking of prostate cancer levels among its employees in the company's atrazine plant (see no. 11 in class action complaint, p. 4).

This strategy is well worn precisely because it works, time after time.

As you well know, the opposing counsel in this case has teamed up before, notably in *Graham v. Shell Oil Co. and Exxon Mobil Co.*, *Village of East Alton v. Plasa Mot. Fuels, Inc. and Thomas Oil Co., Inc.* That, and other MTBE litigation, may well provide the roadmap of what we can expect in this case, especially Baron & Budd and Tillery's successful undermining of the

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EPA. They alleged EPA had not adequately assessed MTBE's risks, that the EPA's regulatory process was compromised, and that internal company documents established corporate guilt.

Future Risks

The risk, of course, is that this case will metastasize into something much larger and that lawsuit filings will spread to many more states. For example, the NRDC atrazine report provides a list of potential target states beyond Illinois and the five states mentioned in the *New York Times* article (Indiana, Kansas, Missouri, Iowa, Ohio): Nebraska, Minnesota, Wisconsin, Kentucky, Tennessee. The company could well face multiple filings in each state or state class action filings.

Demonizing can be a very profitable business for a lawyer. Sunny's Dallas firm, Baron & Budd, was built by Frederick Baron, 57, who made a fortune suing asbestos makers. Now the firm is using similar legal tactics, led by Sunny, to secure lucrative fees from MTBE litigation: stretching product liability theories; lobbying Washington; elbowing aside rival trial lawyers; fighting, if need be, with a client; and relying on shaky scientific evidence.

-- Forbes, November 2004

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Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch Scope of Work

Provide accurate, easily digestible information on issues such as the EPA's regulatory process, Syngenta's full cooperation with it, atrazine's safety, the importance of herbicides and agricultural technology generally to America's agricultural/export economy, and the devastating economic impact a negative judgment would have on Syngenta's customers and farming communities.

Our Approach

Our communications program must be as thoroughly gamed out as the strategy of Syngenta's trial lawyer opponents. As with all litigation communications, our planning will be done in close coordination with Syngenta Crop Protection's legal counsel and communications team. The following represents our initial high-level thoughts.

Goals

- Protect the company's brand and reputation.
- Reinforce atrazine's reputation for safety and its value to farmers regionally and to the nation's agricultural industry.
- Advance legal strategy outside the courtroom by:
 - Building strong public awareness of the economic costs and social ramifications if the litigation succeeds
 - Exposing the true nature of the opposition and the reputational costs to Madison County, Illinois – just emerging from its "judicial hellhole" status – that would result from a victory for trial lawyer firms from Texas and Missouri

To advance these goals, we propose a two-pronged approach, one led by the company, the other by third-party spokespeople and organizations.

The Company

How the company communicates and responds to press inquiries and trial lawyer attacks will be as important as what it says. In all its communications the company must be fact-based, responsive, and accessible.

We will work with the company to:

- Develop company spokespeople, on the ground in Madison County, and eventually other target states.
- Manage litigation communications. Consulting closely with company attorneys to understand in detail the underlying legal issues, we will create an event tree based on foreseeable eventualities and prepare by developing messages and strategies dealing with them. This allows the legal team to fully vet communications well in advance and accelerates responses in crisis situations.
- We will provide media training for attorneys and other company spokespersons (researchers, scientists, executives) as necessary.

Third Party Recruitment & Development

We will draw on deep and extensive relationships with leading national economic, agricultural and environmental policy leaders in prestigious think tanks, policy journals and top-tier universities. Simultaneously, we will mobilize field teams to build an impressive roster of atrazine advocates, with a primary focus on influencing Illinois citizens, as well as citizens of plaintiff water districts in Indiana, Iowa, Kansas, Mississippi and Ohio.

Third party voices include farmers, local retailers and distributors, Granges, farm bureaus, and ag industry groups, including corn (and sugar cane and grain sorghum) growers and allied industries that rely on corn as a key input, such as pork, beef and other producer groups. We will also engage allies in the tort reform movement (both in Illinois and nationally) and develop academic allies who can speak on the science as authoritative, independent third parties. Our efforts will include identifying supportive state and local officials, e.g. state legislators or city council members who disapprove of a city's participation as a plaintiff.

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Third party allies will carry policy arguments, illustrating with their first-hand experience how vital herbicides are to farms, businesses and communities; and, if these suits are successful, what the cost will be, e.g. the effect on local employment, the squeeze on tight profit margins and potential bankruptcy of family farms, erosion of the tax base with its effect on schools and other services, and individual families (food costs). We will seek to use third party allies to strip away plaintiffs from the class action or, failing that, to shake up the plaintiffs and complicate life for the attorneys.

The media rarely will look into the motivations of corporate critics. Third party organizations can shed light on the agendas driving NGOs/activist groups and the profit motivations of the trial bar.

Depending on need and financial resources available, we can develop a national spokesperson, someone who is as adept at portraying local impacts as he/she is in addressing the economic, environmental and agricultural issues at stake.

Themes

Clearly, as you can see from the above, every message we carry will contain the safety of the products, the soundness of the science and EPA regulatory process, and the economic cost to farmers, communities and ordinary families should this litigation prove successful.

It will be important to make the opposing counsel part of this story: digging into the trial lawyer firms' past cases, highlighting their questionable practices, and putting the two firms on trial in the media, through our farmers' associations, tort reform advocates and other allies. The narrative we will seek to establish: trial lawyer millionaires seeking another big payment at the expense of farmers and families.

On a national level it will also be important to fold atrazine into issues of broad public concern (mitigating global warming, feeding the world, biofuels). These issues can serve as hooks for editorial board meetings, op-eds, media interviews, and meetings with state/federal legislators.

National, Regional, Local Media

We recommend a two-fold approach to media: rapid response and a sustained local and regional campaign.

Rapid response

Regularly canvas the news for coverage related to Syngenta and atrazine, coordinate with appropriate spokespersons and third parties, and prepare rapid response to reporters, editors and letters-to-editor within 24 hours. Remain on call to provide strategic counsel for Syngenta and develop statements/reaction to news developments over the course of the litigation process.

Local Campaign in Madison County, IL and Midwest States

Key local media contacts

Develop a thorough list of key local media in Midwestern states (agriculture, business, editorial page, radio/TV), prepare a top-tier list of reporters regularly covering the class action suit for regular communications from third party groups.

Proactive news development

Coordinate with third party groups to develop a communications timeline that regularly feeds the news with local events, study announcements, and other newsworthy communication products.

Op-eds

Because of the complexity of the issue, an aggressive op-ed strategy should be pursued to set the record straight on atrazine. An op-ed pipeline will be developed for third-party organizations based on a broad array of messaging and will be targeted to mainstream news, business publications and key trades. Published op-eds will then serve as a marketing tool to garner additional local media coverage on TV/radio, etc.

Editorial Boards

Cultivate/educate local editorial boards and work with reporters to fully bring them up to speed on the science and facts of the case, as well as the larger issues at stake, i.e. the economic impacts to their communities.

Radio/TV

Deliver a benchmark number of bookings on news/talk radio, farming networks and local TV each month.

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Developing and Managing Advocacy Website

We should keep in mind that media is not just a vehicle to disseminate our message but also an important audience that we have to engage and educate. It is particularly important that we prepare them in advance for predictable trial lawyer tactics so that, for example, when the inevitable "smoking gun" appears, they see it for what it is – a typical trial bar ploy rather than some new, dramatic game changer in the case. We would look to tort reform allies to carry this type of message.

Academics/Think Tanks (Local & National)

The trial lawyers are already drawing upon the support of a set of academics (i.e. UC Berkeley biologist Tyrone Hayes) and activists (i.e. NRDC). We will need to develop credible experts who can speak to the press and produce independent reports and studies in support of atrazine's safety and economic importance. Our efforts may include:

- Identify local university economist/agronomist to author study. Examine what severe restrictions on herbicides would mean to the local economy and farmer incomes.
- Hold public seminar at local land grant college/university with academic experts and press to explore these issues.
- Enlist national think tanks as public policy allies. E.g. Follow-up on the pesticide conference White House Writers Group organized at the American Enterprise Institute in Washington, DC (see above). Second conference would examine the atrazine case as part of the overall effort to import the EU's precautionary principle as a regulatory standard in the U.S.

Congress

It will be critical to head off political support for the case and the trial bar's attempts to "turn" EPA, by engaging senators and members of congress from target states and alerting them to the significant economic impact a change in regulation would have on their constituents. Our goal would be to get several of them to take a public stand in support of farmers, EPA standards, and atrazine safety.

We recommend developing a new, consolidated website that would serve as the core online location for Syngenta's third-party spokespeople, an informational warehouse for Atrazine-related news, and an advocacy resource for the targeted audiences of this effort. After carefully assessing and reviewing the content housed on both www.atrazine.com and www.atrazinefacts.com, we would migrate that information to the new website.

The new campaign website would be designed to serve the following purposes:

- Consolidate www.atrazine.com and www.atrazinefacts.com under one address, distinct from the Syngenta corporate website
- Design the website to appeal to the primary and secondary audiences of this initiative, with graphical treatments to reinforcing key messages
- To bolster the database of supporters for Syngenta, the website would provide an avenue for registration for potential supporters and advocates
- In the event of future stakeholder activations, the website would serve as a foundation to target federal or state legislative bodies, state governments, the executive branch, or regulatory agencies
- An information center housing containing media clippings, press releases, fact sheets, and white papers

See the appendix for a sample homepage highlighting the type of information and creative development that we would employ for Syngenta.

Social Media

Our three-tiered approach includes monitoring, responding, and engagement.

Monitoring

Develop a comprehensive monitoring system of online sources (including social networks, blogs, forums, and websites of mainstream media) to

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develop an on-going "influence map" of those engaged in relevant conversations and segment them into three groups: committed opponents, "turnables," and allies.

A daily or weekly digest will report on the trends and temperature of the conversation and provide an analysis focused on specific outlets and individuals as well as a broad overview.

Beyond identifying influential individuals and digital properties, we will also be noting the flow of information. When new press on Syngenta is published online (e.g. the NYT article), we will follow their dissemination path and identify the key players involved in its spread for future engagement.

Responding

Because the opposition is making arguments based upon factual oversimplification and corporate vilification, the challenge will be to deliver responses that online users are willing to digest and see as authentic and trustworthy. Therefore, we will focus on responding through third-party allies (i.e. farm groups and tort reform organizations) in addition to using Syngenta and our staff. Depending on the circumstances, we might consider using Syngenta engineers or customers, as part of the online response effort. We will train all spokespeople in proper online response techniques, identify which online entities warrant a response, and create talking points for those conversations.

Engagement

The next step in our social media strategy: identify opportunities for Syngenta and its allies to proactively engage the previously targeted key constituencies, e.g. arranging interviews between spokesmen and the editor of *Gristmill* (a major online environmental news and blog site), hosting an online symposium where both supporters and skeptics can be brought together, or an online listening tour with major environmental media outlets.

Paid Media and Primary Research

Depending on resources, we will create a paid media strategy founded on primary research. It is our strong belief that the company should not expend the resources necessary for an effective paid media campaign without first testing campaign themes and messaging with focus groups.

When developing the paid media strategy we would do the following:

- Identify the key persuadable target audiences.
- Use research to learn how they see any given issue.
- Develop research based messaging to demonstrate shared values with those target audiences.
- Design dynamic paid media campaigns to reach those audiences in ways and places that give our messages resonance. There is no boilerplate approach. We have created all digital, all electronic and hybrid campaigns based on the strategy and budget for any given project.
- Measure audience impressions and impact through a series of metrics based on the unique media mix for each project.
- Validate or modify strategy, media mix and messages based on those measurements

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Staffing

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Roundtable and the National Association of Manufacturers. Has led major efforts on a range of issues including telecom and high technology issues, antitrust enforcement and mass tort litigation.

Below is the list of the team that will lead our effort. We are a "principals only" firm, meaning that the professionals below will be actively engaged at all stages of the project. Josh Gilder and Kendall Bentz, who manage our current Syngenta account, will serve as your day-to-day contacts, others listed below will serve in roles as designated.

Clark Judge

Team lead, Campaign Strategy

Founder of WHWG. Has assisted some of the nation's most prominent businesses in developing public positions and communications strategies for responding to regulatory challenges, promoting legislation, marketing high-end professional services, and pursuing mergers and acquisitions. For political clients has written numerous nationally televised speeches, primarily during presidential campaigns. In the White House, served as Speechwriter and Special Assistant to both President Ronald Reagan and Vice President George Bush. Graduate of Harvard Business School.

Josh Gilder

Team lead, Campaign Strategy & Management, Message & Content Development

Founding member of the WHWG and Senior Director. Has worked on thought leadership campaigns, grassroots mobilization, crisis and executive suite communications for Fortune 50 and other clients in defense, finance, hospitality, telecommunications, pharmaceuticals, high-tech and others sectors. Consultant to six Presidential primary and general campaigns. Served as a senior speechwriter for President Ronald Reagan and the Principal Deputy Assistant Secretary of State for Human Rights under President George H.W. Bush.

Kendall Bentz

Team lead, Campaign Strategy & Management, Message & Content Development

Senior Director, WHWG. Joined WHWG in 1995. Brings experience organizing and executing corporate communications campaigns on high-stakes issues. Past and current clients include Syngenta, Verizon Communications, Deloitte Consulting, Marriott, and Western Union, as well as some of the nation's most influential trade associations such as the Business

Todd Benjamin

Lead, Third Party Development, Field Operations

Has more than a decade of experience in grassroots and field operations. As DDC's Vice President of Field Operations, supervises the activities of DDC's national field network, which identifies and mobilizes high-level community support for our clients' campaigns. Previously served as the Director of Field Operations at The Direct Impact Company. In that capacity, managed field initiatives on such issues as health care, defense, international trade, telecommunications, and legal reform. Prior to that, served on the Forbes 2000 presidential campaign, where he started as the Regional Political Field Representative and later became a Candidate Aide. Also coordinated field initiatives for Representative Rodney Frelinghuysen's (R-NJ) 1996 and 1998 congressional campaigns.

Doug Badger

Lead, Media Relations

Has worked at the intersection of government, business, and campaigns for nearly 20 years. As a high-ranking appointee in the White House, helped to negotiate and pass through Congress groundbreaking international trade agreements. As a Chief of Staff in the United States Congress, helped manage the press, policy and political operations for a member of the House Elected Leadership and senior member of the powerful House Ways and Means Committee. As a campaign manager, built and operated statewide and congressional campaigns. For the last five years has developed and run national, regional, and state public affairs campaigns.

Jon Melzer

Co-Lead, Interactive/Social Media

Has more than a decade of experience helping large corporations, leading associations and major non-profit organizations manage their brands and campaigns online. Experience includes initiatives for such issues as health care, automotive, the environment, animal rights, energy, technology, telecommunications policy, and consumer issues. DDC's Director of Online Campaigns, has deep expertise in Internet marketing and recruitment, web development and design best practices. Incorporates audience-appropriate social media and marketing strategies into clients' public affairs and advocacy campaigns. Prior to joining DDC, served as director

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of new media for FD Dittus Communications, integrating new media strategies with public affairs and public relations campaigns. Prior to that position, was a senior consultant for Issue Dynamics (now Amplify Public Affairs), led development of online campaigns leveraging emerging new media technology to build grassroots and third-party stakeholder support.

Adam D'Luzansky

Co-Lead, Interactive/Social Media

Associate Director, WHWG. Leads the development of online and social media strategies for WHWG. Counsels clients on the implications and opportunities of online and social media for their business, collaborates closely with clients on online tactics and strategy, and assists in the development and creation of new online communications tools. Currently manages online campaigns for the Hoover Institution, the American Justice Partnership, the Children & Families Commission of Orange County, CA, and has advised dozens of other corporations, trade associations and non-profit organizations in their online advocacy.

Cliff Pintak

Lead, Paid Media & Primary Research

Cliff Pintak, Principal, TenCAPITOL, has led media and grassroots campaigns in two dozen states. He has worked on major industry issues and positioning efforts, presidential races, state legislative campaigns, and statewide independent expenditures. Pintak's experience includes working with groups like the American Tort Reform Association, Stand Up for Steel Coalition, Electronic Industries Alliance, United Defense and similar groups and corporations. An expert in moving public opinion on complicated issues like legal reform, Cliff spearheaded the creation of the highly successful U.S. Chamber of Commerce "Judicial Education" effort and has created several large campaigns designed to reform our courts.

Mike Burita

Media Relations

Has fifteen years of strategic political and public relations expertise advising clients inside and outside of Washington D.C., with a primary focus on message development and earned media strategy in public policy debates, industry communications, branding campaigns and general name recognition. In 2005, was honored with three Gold Awards as well as the Grand Prize for Best Media Campaign of the Year from *Bulldog Reporter*, a respected public relations industry trade publication. Delivered keynote address

on the anatomy of a winning media campaign to 600 of his professional colleagues.

Jeff Morris

Third Party Recruitment & Development, Field Operations

Senior Field Manager of Field Operations, DDC. Oversees and manages the activities of a national field network, identifying and mobilizing high-level community support for clients' campaigns. Has decade of experience in grassroots and field operations. Prior to joining DDC was Director of State Outreach at Freddie Mac. In that capacity, managed Freddie Mac's nationwide state government initiatives and legislative priorities during the most tumultuous housing crisis in United States history. Previously served as a Director of Field Operations for DCI Group, LLC. Earlier in his career, managed field operations for United States Senator Susan M. Collins' (R-ME) 2002 campaign and spent two years in her Washington, DC office as her Director of Constituent Services.

Kevin Stach

Strategic Counsel, Content Development

Senior Director, WHWG. Provides strategic communications counsel to many of the firm's top clients. Led WHWG's decade-long relationship with the DaimlerChrysler/Chrysler Corporation. Specializes in crisis communications, litigation communications and other high-risk communications efforts. During his tenure at the WHWG, has been engaged in many high-profile legal, legislative and regulatory battles. Prior to joining the WHWG, served in senior communications and policy positions on the presidential campaigns of Bob Dole and Jack Kemp and spent eight years on Kemp's personal staff.

Sarah Wurrey

Interactive/Social Media

Online Campaigns Manager, DDC. Has nearly a decade of experience in politics, public affairs, and online campaigns strategy. Prior to joining DDC, worked for a media intelligence firm specializing in online monitoring and social media analysis. While in this role, helped shape social media monitoring strategies for corporate clients in the energy, telecommunications, and non-profit fields, and launched an online industry magazine devoted to new media and the changing communications landscape. Earlier in her career, worked for the DCI Group as account manager focusing on grassroots, on media campaigns for pharmaceutical, automotive and technology industry clients, managed the firm's writing network and advised on campaign messaging.

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Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch Budget Estimate

The recommendations we have outlined will need to be scaled to fit your resources. Some elements will need to be instituted at the outset of the campaign, others can be phased in, and some are optional depending on campaign priorities and your resources. Savings can also be accomplished in close cooperation with Syngenta staff and personnel on some parts of the execution.

Based on our prior experience with campaigns of this type we have developed the following budget estimate. It assumes the primary focus of our effort will be in Illinois, with an emphasis on Madison County and the surrounding region. While much of the initial work will be replicable, expansion into a multi-state campaign may require additional resources, depending on the number of total states and level of intensity.

For this type of campaign we recommend a monthly retainer arrangement. This allows our team to commit the resources necessary to provide quick response in crisis situations, to provide ongoing strategic advice to the client, and to sustain the development of campaign assets and messages over the long term. It also allows us to execute a comprehensive strategy, rather than simply carry out ad hoc assignments as needs arise.

Budget Estimate

Day-to-Day Campaign Management & Strategic Communications Counsel:

- includes litigation communications, third party, and company communications
- \$10,000/month

Messaging and Content Development For Company and Third Parties:

- litigation backgrounders, press kit, op-eds, product safety and other factsheets, etc
- \$9,500/month

Third Party Recruitment/Development:

- \$16,000 for two-month development in Illinois

Third Party Network Management:

- \$5,000/month follow-on management in Illinois

Media Relations:

- \$10,000/month (emphasis in Madison County and S. Illinois)

Advocacy Website:

- Assessment, Redesign, and Management of Coalition website:
 - \$20,000 (one-time fee)
- Advocacy Website hosting and annual license:
 - \$12,000 (one-time fee)

Social Media:

- \$3,000/month

TOTAL MONTHLY: \$37,500

TOTAL ONE-TIME FEES: \$48,000

GRAND TOTAL: \$498,000

Paid Media and Primary Research

- See Appendix A

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APPENDIX A

Budget Addendum: Paid Media and Primary Research

Paid Media and Primary Research

Primary Research, Focus Groups

Recommendation of four if targeted to Southern Illinois only and six to eight if there is a need for statewide Illinois data.

- Cost per focus group: \$8,000 + travel & expenses.

Paid Media

Illinois is a large state that provides a variety of advertising mediums at a wide range of price points. We will want to answer some key questions before an appropriate advertising strategy can be crafted:

- What is the highest priority for which advertising can bring added value: Protecting the brand? Influencing the issue debate? Highlighting key facts that will be debated in the courtroom? Exposing the motives of the plaintiff's bar? Building support for the economic harm arguments?
- Should advertising try to influence the broad public – the most expensive option – or should it focus on opinion elites, possible supporters like farmers, targets of the plaintiffs like water district and municipal officials or others?
- Does the effort need to have statewide impact or can paid advertising focus on Madison County where the case will be heard?
- Will paid advertising be led by third party advocates, focusing on litigation communications? Or will advertising be led by the company, focusing on product support and generating company goodwill?

Until this discussion can occur we would like to provide you with a sense of the scale of costs associated with several advertising mediums. Once a strategy is defined we will identify the best opportunities and scale them to best achieve our goals.

Medium: Cable television

Television remains the most dynamic ad medium. Cable provides niche program opportunities that can reach audience members with very specific interests i.e. news junkies, foodies, home improvers, sports fans, stay-at-home moms, etc. Because audience slices are narrow it takes much longer to get broad-based message penetrations than does broadcast television.

Sample media buy: 40 spots/week x 4 news networks weekly = 160 spots week

- Statewide: \$175,000 weekly
- Statewide without Chicago & suburbs: \$70,000 weekly
- Illinois suburbs in St. Louis market: \$30,000 weekly

Medium: Broadcast Television

Broadcast television combines the dynamism of TV ads with the best ability to reach a wide audience quickly. If you need to impact large segments of public quickly it is the best fit. That impact comes at a high price.

Sample media buy: 250 Gross Rating Points/week. The average target viewer would see our ad roughly 2.5 times over the week.

- Statewide minus St. Louis: \$350,000 weekly
- Chicago & suburbs: \$300,000 weekly
- Statewide, without Chicago/St. Louis and Chicago/St. Louis suburbs: \$50,000 weekly

Medium: Statewide Radio Nets

Illinois has two statewide radio networks. The Illinois Radio Network is comprised of 49 stations from all across the state representing a mix of formats including rock, oldies, country and news-talk. Illinois agricultural radio network is made up of forty stations throughout the state with an emphasis on rural communities.

Sample media buy:

- Illinois Radio Network 40 spots/week: \$25,000
- Agricultural Network 40 spots/week: \$16,000

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Medium: Spot Market Radio

placed. Estimated media placement costs do not include production of TV, radio, web spots or travel and expenses.

Radio can also be targeted to specific media markets. Advertising time is similar to a commodity – the bigger the market with more listeners, the higher the cost.

Sample media buy: 150 Total Rating Points/week. The average listener would hear our ad roughly 1.5 times over the week.

- Statewide, with St. Louis/St. Louis suburbs: \$85,000 weekly
- Chicago/Chicago suburbs: \$50,000 weekly
- Statewide, without Chicago/St. Louis and Chicago/St. Louis suburbs: \$35,000 weekly

Medium: Digital

The digital world offers several opportunities that could be a good fit for this effort. Keyword advertising allows our ads to target people searching words relevant to our objectives, i.e. Atrazine. Virtually every local TV station, radio station and newspaper has its own website. Many newspapers will allow us to only advertise when a viewer clicks on a story about a particular issue we think will attract our target audience, i.e. health, environment, water, herbicides, local government, etc. National news sites targeted by zip code, key issues and demographics could also be leveraged effectively. Finally, after doing a blog inventory we may choose to advertise on those covering our issue, attracting political activists or those that attract potential supporters, i.e. agricultural issues.

Sample buy: This analysis is very technical and cannot be performed until our strategy is developed but a weekly budget of \$5,000 - \$15,000 is a rough placeholder.

Medium: Print

At this time we do not recommend print as part of ongoing efforts. Newspaper websites would be a critical part of our digital media campaign. Local daily newspapers could be leveraged as full-page ads for one-time announcements and publications that target farmers, municipal water officials, and other coalition partners could also prove cost-effective. Costs will be determined as targets/timing are identified.

All estimates are based on planning rates and are subject to change. Actual rates will vary based on available inventory and demand for that inventory at time order is

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APPENDIX B

Sample Advocacy Website Homepage

PARTNERSHIP
AMERICA'S ENERGY SECURITY

Take a stand for domestic energy

Join us

Energy isn't a dirty word. We need real leadership to change the way we think about energy.

Real solutions and conditions. Forward thinking means creating jobs with everyone.

To promote domestic policy that meets energy needs.

We are in the beginning of a political battle over the long-term energy security of this nation. Some leading economic thinkers in the industry argue we determined to move from the development of domestic oil and natural gas by imposing a tax, and to change that will protect oil and domestic supplies, but it could create jobs by increasing our dependence on foreign oil. Additionally, widespread misconceptions about the role of oil and gas in our nation's energy policy threaten to set back the growth and development of a diversified, stable domestic energy portfolio.

Make an informed choice. We work with energy consumers to protect interests by all partners over the next 20 years. We need all the affordable energy that we can develop. Learning about energy, the investment and the fact that you can do to help secure America's energy future.

We need your help.

- [Increase Restrictions on U.S. Exports to Canadian Oil Refiners](#)
- [Senators Lead Forum](#)

More ways to get involved

- [Join the Partnership](#)

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From: Tedder Melinda USGR
Sent: Wednesday, September 23, 2009 9:27 AM
To: Ford Sherry USGR; Calderon Susan USGR
Subject: RE: ATTY CLIENT PRIVILEGED & CONFIDENTIAL - Invitation to bid in RFP with Syngenta

Thanks!

Melinda Tedder C.P.M.
Procurement Manager
Goods & Services
Syngenta Crop Protection Inc.
Tel (336) 632-6160
Fax (336) 632-2910

From: Ford Sherry USGR
Sent: Wednesday, September 23, 2009 10:04 AM
To: Tedder Melinda USGR; Calderon Susan USGR
Subject: FW: ATTY CLIENT PRIVILEGED & CONFIDENTIAL - Invitation to bid in RFP with Syngenta

fyi

From: Adelman Jessica USWS
Sent: Tuesday, September 08, 2009 12:57 PM
To: Quarles Beth USGR; Ford Sherry USGR; Nadel Alan USGR; Minehart Paul USGV
Subject: FW: ATTY CLIENT PRIVILEGED & CONFIDENTIAL - Invitation to bid in RFP with Syngenta

FYI – this went out a few minutes ago. It was sent to the following:

1. David Bartlett; Levick Strategic Communications dbartlett@levick.com
2. Jeff Eller; Public Strategies Inc. jeller@pstrategies.com
3. Josh Gilder; White House Writer's Group jgilder@whwg.com
4. Ryan Grillo; DCI Group rgrillo@dcigroup.com;
5. Susan Ruland; Tate & Powell (DC arm of Webber Schandwick) sruland@powelltate.com;
6. David Shapiro; Brunswick dshapiro@brunswickgroup.com;

I am happy to send my background notes as to 3-6 (Sherry and Alan interviewed 1 & 2) or if you choose, perhaps best to let the proposals speak from themselves vs. any preconceived notions.

Per previous email, our process is as follows:

- 1.) Weed down to 3-4 firms to invite for face-to-face pitches after we get written proposals on 9/21
- 2.) Conduct face to faces Sept 28-30th
- 3.) Select and GO!

Thanks everyone for getting this turned around so quickly. I think we'll end up with a good firm through this hard work - JCA

From: Adelman Jessica USWS
Sent: Tuesday, September 08, 2009 12:49 PM

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Cc: Nadel Alan USGR; Ford Sherry USGR

Subject: ATTY CLIENT PRIVILEGED & CONFIDENTIAL - Invitation to bid in RFP with Syngenta

At request of Syngenta counsel, Alan Nadel, I am circulating attached RFP.

The Syngenta Crop Protection Legal Department intends to select one agency for public relations, issues management and possibly paid media, as appropriate, for support in connection with atrazine, a corn herbicide which is currently the subject of litigation in the Midwest, ongoing attack from activists and inquiry from the news media and others (the "Atrazine Issues Management"). The current litigation is a potential class action case or multistate litigation primarily in the Midwest.

Syngenta is not responsible for any costs incurred by you in the preparation of your response to this RFP. Syngenta reserves the right to accept or reject any proposal without the assignment of reasons for doing so. Syngenta views the chosen proposal as a starting point for jointly developing a detailed scope of work and project plan. **Proposals must be received no later than close of business September 21, 2009, and addressed to: Alan Nadel, Esq., Syngenta Crop Protection, 410 Swing Road, Greensboro, NC 27409, phone 336 632 6492.**

Please deliver four hardcopies as well as an electronic copy. Finalists will be asked to make an in-person presentation to Syngenta staff and will be provided instructions and a suggested presentation format when they are notified; **the presentation will take place in Greensboro, NC, September 28 – 30, 2009.** A specific date and time will be communicated to agencies during the week of September 21. A selection will be made shortly thereafter, and the agency should be prepared to begin work within two (2) weeks from notification of selection.

Please contact Sherry Duvall Ford at 336 632 6107 by Monday, September 14, if you intend to participate in this RFP process.

If you have any questions, please contact either Sherry Duvall Ford or myself.

JCA

Jessica C. Adelman
Vice President & Head
Corporate Affairs NAFTA
Syngenta
1399 New York Ave., NW
Suite 750
Washington, DC
20005
USA

phone +1 202 347 8348
fax +1 202 347 8758
mobile +1 202 360 8922

Jessica.Adelman@syngenta.com
www.syngenta.com

CONSULTING SERVICES AGREEMENT

THIS CONSULTING SERVICES AGREEMENT is effective as of October 1, 2009 between White House Writers Group, Inc. ("WHWG"), with an office at 1025 Thomas Jefferson St., NW, Washington, D.C. 20007 and Syngenta Crop Protection, Inc. ("Customer") with an office at P.O. Box 18300, Greensboro, North Carolina 27419-8300.

RECITALS:

WHEREAS, Customer desires to procure certain services from WHWG from time to time; and

WHEREAS, WHWG desires to provide such services to Customer on the terms set forth below.

AGREEMENT:

WHWG and Customer agree as follows:

1. Services.

1.1 WHWG shall perform for Customer public relations consulting, research, writing, message management, and campaign management services (the "Services"). Research shall not include opinion research such as focus groups and polling commissioned by WHWG which will be billed separately to Customer.

1.2 The Services shall be in support of the Customer's Legal Department in the matter of Holiday Shores v. Syngenta, and such related matters as the WHWG and the Legal Department may from time to time agree upon.

2. Payment for Services and Expenses.

2.1 Customer shall pay WHWG for the Services according to the following schedule: \$73,500 for the month of October 2009; \$41,500 for the month of November 2009; \$38,500 for December 2009 and every month thereafter through the termination of this agreement.

2.2 WHWG shall bill the client monthly. Customer shall pay the amounts payable to WHWG hereunder within 30 days after the date of each invoice submitted to Customer by WHWG. In the event of any dispute with regard to a portion of an invoice, the undisputed portion shall be due and payable as provided herein.

2.3 Customer shall reimburse WHWG for all reasonable expenses incurred by WHWG in the performance of the Services, including, without limitation, travel and lodging expenses, on-line research fees, out-of-town couriers, and other normal and customary expenses. Billed expenses will not include taxis and courier within Washington, D.C., telephone or fax charges.

2.4 WHWG shall add to any charges payable by Customer under this Agreement amounts equal to any and all applicable taxes, however designated, incurred as a result of or otherwise in connection with this Agreement or the Services, including, without limitation, state and local privilege, excise, sales, and use taxes and any taxes or amounts in lieu thereof paid or payable by WHWG, but excluding taxes based upon the net income of WHWG.

3. Customer Responsibilities.

Customer understands that WHWG's performance is dependent on Customer's timely decisions and approvals by Customer. WHWG shall be entitled to rely on all decisions and approvals of Customer in connection with the

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Services; changes in such decisions and approvals are subject to Section 1.2.

4. Work Product.

Title to all work, reports, photographs, presentations, writings, ideas, designs and other information in any form that are created, developed, written, conceived, reduced to practice or made by WHWG (whether solely or jointly with others) as a result of or in connection with the Services performed hereunder (collectively, "Work Product") shall reside in Customer and shall constitute the sole property and Confidential Information of Customer and its affiliates and shall be subject to the confidentiality obligations set forth in Section 6 herein. WHWG shall make full disclosure to Customer of all such Work Product. WHWG agrees that all Work Product that is copyrightable subject matter shall be considered "work made for hire" within the meaning of the copyright laws of the United States and that Customer is and shall be the sole author of the Work Product and the sole owner of all rights therein in perpetuity.

5. Proprietary Materials.

In the course of performance hereunder, WHWG may use products proprietary to it. Such proprietary products are WHWG Confidential Information for purposes of Section 6. Customer shall not have or obtain any rights in such proprietary products other than (i) a right to use such proprietary products as authorized by WHWG from time to time solely for purposes of performing the Customer Responsibilities or (ii) pursuant to WHWG's standard license for such proprietary products.

6. Confidential Information.

6.1 WHWG warrants that it is presently, and will remain, for the period of this Agreement and any extension thereof, free from any commitments that would create a conflict of interest impeding the completion of its obligations hereunder. WHWG agrees that the secrecy provisions contained in this Agreement will apply to all arrangements entered into by WHWG and third parties. WHWG also agrees to notify Customer of any new agreements with third parties in the general area of this Agreement and certifying to Customer the absence of any conflicts of interest arising therefrom.

6.2 Without Customer's prior written consent, WHWG agrees not to use or disclose to others, and will regard and preserve as confidential, all information obtained by it in connection with or resulting from work hereunder. WHWG shall keep strictly confidential the substance of its discussions and conversations with, and its advice to, Customer personnel relating to this consultancyship, except that this Agreement shall not apply to any information which:

- A. is generally available to the public;
- B. becomes public information other than by an unauthorized act or omission by WHWG;
- C. as shown by written records, was known to WHWG prior to its receipt of such information from Customer; or
- D. is received by WHWG from third parties who were entitled to receive and transfer such information without obligations of confidentiality to Customer.

6.3 Upon expiration or earlier termination of this Agreement, WHWG agrees, if requested by Customer, to return or destroy all information received from Customer that is confidential or proprietary in nature, or which impacts upon any trade secrets of Customer, including documents that incorporate all or part of any such information, without retaining any copy or part thereof.

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6.4 WHWG shall inform all their employees of their obligation to abide by the terms of these secrecy provisions of this Agreement.

7. Warranty.

7.1 WHWG warrants that its Services will be performed in a professional and workmanlike manner in accordance with applicable professional standards. WHWG shall reperform any work not in compliance with this warranty brought to its attention within a reasonable time after such work is performed.

7.2 THE PRECEDING IS WHWG'S ONLY WARRANTY CONCERNING THE SERVICES AND ANY WORK PRODUCT AND IS MADE EXPRESSLY IN LIEU OF ALL OTHER WARRANTIES AND REPRESENTATIONS, EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY OR OTHERWISE.

8. Indemnification.

8.1 Customer shall indemnify and hold harmless WHWG and its partners and employees from and against any loss, claim, damage, or liabilities (or actions in respect thereof that may be asserted by any third-party) that may result from any third-party claims arising out of or relating to the Services or any use by the Customer of any deliverable item and will reimburse WHWG for all expenses (including reasonable attorneys' fees) incurred by WHWG in connection with any such action or claim, except to the extent any such claim is finally determined to have resulted from the gross negligence or willful misconduct of WHWG.

8.2 To receive the foregoing indemnities, WHWG must notify Customer in writing of a claim or suit promptly and provide reasonable cooperation (at Customer's expense) and full authority to defend or settle the claim or suit. Neither party shall have any obligation to indemnify the other under any settlement made without the indemnifying party's written consent.

9. Employees.

WHWG reserves the right to determine which of its personnel shall be assigned to perform Services, and to replace or reassign such personnel during the term hereof; provided, however, that it will, subject to scheduling and staffing considerations, attempt to honor Customer's request for specific individuals.

10. Independent Contractor.

Each party is an independent contractor with respect to the other and as such will not have any authority to bind or commit the other. Nothing herein shall be deemed or construed to create a joint venture, partnership, or agency relationship between the parties for any purpose.

11. Limitation on Liability.

11.1 The limit of WHWG's liability (whether in contract, tort, negligence, strict liability in tort, or by statute or otherwise) to Customer or to any third-party concerning performance or nonperformance by WHWG, or in any manner related to this Agreement, for any and all claims shall not in the aggregate exceed the fees and expenses paid by Customer to WHWG hereunder with respect to the work involved. Customer's exclusive remedy for any claim arising out of this Agreement and the parties' relationship shall be for WHWG, upon receipt of written notice, to use its best efforts to cure the breach at its expense.

11.2 In no event shall either party be liable for consequential, incidental, or punitive losses, damages, or expenses (including, without limitation, lost profits or savings) even if such party has been advised of the possible

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existence of such losses, damages, or expenses. Any action by either party hereunder must be brought within two years after the cause of action arises.

11.3 The allocations of liability in this Section 11 represent the agreed and bargained-for understanding of the parties, and WHWG's compensation for the Services reflects such allocations.

12. Termination.

12.1 Either party may at any time and without cause terminate this Agreement and/or any Appendix by giving 30 days prior written notice of termination to the other party. In the event of such termination, Customer shall pay WHWG for all Services rendered and expenses incurred by WHWG prior to the date of termination. In the event of termination by Customer hereunder, Customer shall also pay WHWG for any demobilization or other costs resulting from or remaining due to such early termination.

12.2 Either party may, upon giving 30 days prior written notice identifying specifically the basis for such notice, terminate this Agreement or any Appendix for breach of a material term or condition of this Agreement or the applicable Appendix as the case may be, provided the breaching party shall not have cured such breach within the 30 day period. In the event of such termination, Customer shall pay WHWG for all services rendered and expenses incurred by WHWG prior to the date of termination.

12.3 In the event of a dispute or alleged breach subject to Section 12.2, the parties will work together in good faith to resolve the matter internally by escalating it to higher levels of management, and then, if necessary, use a mutually-agreed alternative dispute resolution technique prior to resorting to litigation. The foregoing shall not apply to disputes involving confidentiality or infringement of intellectual property rights (in which case either party shall be free to seek available remedies in any forum).

12.4 The terms of Sections 4.1, 5, 6, 8, 11, and 12 shall survive termination of this Agreement or completion of any Appendix.

13. Severability.

If any court of competent jurisdiction, arbitrator, mediator, or provider of alternative dispute resolution to whom both WHWG and Customer agreed to submit a dispute for binding resolution shall find any term or provision of this Agreement invalid, illegal, or otherwise unenforceable, the same shall not affect the other terms or provisions hereof or the whole of this Agreement, but such term or provision shall be deemed modified to the extent necessary in the court's or the other binding arbiter's opinion to render such term or provision enforceable, and the rights and obligations of the parties shall be construed and enforced accordingly, preserving to the fullest permissible extent the intent and agreements of the parties set forth herein.

14. Notice.

Any notice or other communication given pursuant to this Agreement shall be in writing and shall be effective either when delivered personally to the party for whom intended via messenger, overnight courier, or facsimile, or five days following deposit of the notice or other communication into the United States mail (certified mail, return receipt requested, or first class postage prepaid), addressed to such party at the address set forth on the initial page of this Agreement. Either party may designate a different address by notice to the other given in accordance herewith.

15. Nonassignability.

Neither WHWG nor the Customer may assign any of its rights, obligations, or duties hereunder or any interest herein without the prior written consent of the other party.

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16. Third Party Beneficiary

Nothing contained in this Agreement is intended to confer nor shall confer upon any person (other than the parties hereto) any rights, benefits or remedies of any kind or character whatsoever, and no such person shall be deemed a third-party beneficiary under or by reason of this Agreement.

17. Complete Agreement

This Agreement and its Appendices set forth the entire understanding between the parties hereto and supercedes all prior agreements, arrangements, and communications, whether oral or written, with respect to the subject matter hereof. No other agreements, representations, warranties, or other matters, whether oral or written, shall be deemed to bind the parties hereto with respect to the subject matter hereof. Customer acknowledges that it is entering into this Agreement solely on the basis of the agreements and representations contained herein, and for its own purposes and not for the benefit of any third-party. This Agreement may not be modified or amended except by the mutual written agreement of the parties.

18. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the District of Columbia


19 Execution in Counterparts

This Agreement may be executed in any number of counterparts and by the parties hereto in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first written above.

WHITE HOUSE WRITERS GROUP, INC.

SYNGENTA CROP PROTECTION, INC.

By 

By Valdemar L. Fischer *AM/mw*

Title President

Title President

Date October 30, 2009

Date 11-19-09

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From: Eileen Doherty [edoherty@whwg.com]
Sent: Wednesday, October 14, 2009 4:50 PM
To: Nadel Alan USGR
Cc: Ford Sherry USGR; Goldsmith Steven USGR
Subject: Oped for local ***Attorney/Client Privileged and Confidential***
Attachments: Holiday Shores oped.doc

****Attorney/Client Privileged and Confidential****

Alan,

As you requested, we have attached an oped drafted for the local market. As you know, Chris Robling and Jeff Morris will be working in concert with your SGRM folks to reach out to third parties who can serve as signers for the pieces we will be drafting.

In the circulation/editing process at Syngenta, it will be most helpful if we get one set of edits back to us. More oped's will be coming in the days ahead.

Eileen

Eileen Doherty
Senior Director
White House Writers Group
1025 Thomas Jefferson Street, NW
Washington D.C. 20007
202-783-4600 - office
202-360-0583 - cell

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From: Ford Sherry USGR
Sent: Thursday, October 22, 2009 11:07 PM
To: Nadel Alan USGR
Cc: Eileen Doherty; Goldsmith Steven USGR; 'kreeg@reeglawfirm.com'; Mark Surprenant
Subject: FW: Backgrounder, Fact Sheet and Petitions**Attorney Client Privileged and Confidential**
Attachments: Atrazine Backgrounder Draft 10-15.doc; AtrazineFactSheetDraft10-15.doc; CFF nationwide Coalition Sign-Up Form draftJGeds.doc; CFF State Coalition Sign-Up Form draftJGeds.doc

Importance: High

Alan—My edits are noted on the backgrounder, fact sheet and nationwide coalition form (the statewide is the same). Let me know of any questions.

Eileen—Good job on these. I like that you're using footnoted references but would like to see the original sources, some of which you can find on www.atrazine.com. Let me know which ones you need, and we can help. Attorneys and Steve still need to weigh in.

Best,
Sherry

From: Eileen Doherty [mailto:edoherty@whwg.com]
Sent: Thursday, October 15, 2009 7:44 PM
To: Nadel Alan USGR
Cc: Ford Sherry USGR; Goldsmith Steven USGR
Subject: Backgrounder, Fact Sheet and Petitions**Attorney Client Privileged and Confidential**

Alan,

At your request we have provided the following documents:

- Atrazine Backgrounder
- Atrazine Fact Sheet
- National Coalition Sign Up Form
- Statewide Coalition Sign Up Form

The backgrounder and fact sheet have been developed for a number of uses – briefing material for writers to get up to speed, reporter information, media packets, etc. Please note that in the Atrazine Backgrounder, the items we've specially marked to be checked are ones we heard in the presentation last week, and we just want to draw attention to them to make sure they are correct.

The national and statewide sign up forms have the name "Coalition for Farmers and Families". This is a placeholder and the name can be changed to whatever name you may prefer.

Many thanks,

Eileen

Eileen Doherty

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Senior Director
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1025 Thomas Jefferson Street, NW
Washington D.C. 20007
202-783-4600 - office
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From: Ford Sherry USGR
Sent: Wednesday, October 28, 2009 3:35 PM
To: Carroll Beth USGR; Goldsmith Steven USGR
Cc: Nadel Alan USGR
Subject: RE: FINAL OPED's **Attorney/Client Privileged**

I assume this would come out of the same budget as our other comms efforts, but Alan will need to verify.

Also, approval of this op-ed occurred while I was out last Friday. I notice it contains the "3000 gallons a day" reference from Tim that is inconsistent with our other "21,000 gallon" reference. This should be fixed before distributing to a third party.

From: Carroll Beth USGR
Sent: Wednesday, October 28, 2009 4:22 PM
To: Ford Sherry USGR; Goldsmith Steven USGR
Cc: Nadel Alan USGR
Subject: FW: FINAL OPED's **Attorney/Client Privileged**

Here's the 3rd party question.....I can probably ask Alex Avery but do we have any method for handling funding the 3rd party?

From: Mike Burita [mailto:mikeb@quinthomas.com]
Sent: Wednesday, October 28, 2009 11:00 AM
To: Carroll Beth USGR
Subject: FW: FINAL OPED's **Attorney/Client Privileged**

Hi Beth – Hope you are well. It was nice seeing you in person again last week.

I've attached an oped that we are aiming to place on behalf of a third party in a DC based publication in advance of the SAP, most likely the Washington Times. The goal is to reach out to our likely DC allies (anti-regulatory, pro-ag, free market, conservative bloggers, etc.)

Elizabeth Whelan or the other gentleman at ACSH strike me as the best person to byline this piece. I know you're extremely busy, but I was hoping that you might be able to help me with a quick intro to them so I can follow up to see if they're interested in signing.

Thanks!

Mike Burita
202.420.9361

----- Forwarded Message

From: Eileen Doherty <edoherty@whwg.com>
Date: Tue, 27 Oct 2009 11:53:27 -0400
To: Doug Badger <doug@quinthomas.com>, Mike Burita <mikeb@quinthomas.com>, "dave.flakne@syngenta.com" <dave.flakne@syngenta.com>
Subject: FINAL OPED's **Attorney/Client Privileged**

Doug, Mike and Dave,

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Attached are the three op ed's regarding the November 3 SAP. The first two are the regional op ed's for Minnesota and Iowa. It'd up to you guys to determinw which on goes to which signer/news outlet.

The third is for a Washington DC paper. Doug and Mike, do we have a signer for this one/ Possible placement is the Washington Times?

Eileen

----- End of Forwarded Message

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IMMEDIATE ASSIGNMENTS

I. Madison County, On Ground, October 28th:

- In Court
 - Identify spokesperson(s) (*Syngenta attorney (Kurt Reid) and JT (Chris Robling?)*)
 - Message alignment for spokesperson(s) (*WHWG*)
 - Statement on court house steps for spokesperson: messages center around safety, science; costs; out of state trial attorneys (*WHWG*)
 - Post hearing statement by Syngenta (*WHWG AND Syngenta*)
- In local media:
 - Themes:
 - company themes: safety (6000 studies; most studied molecule on planet), science, cost to farmers, community, households (food costs; not just corn, hamburgers, BBQ, chicken, table sugar) (*WHWG, contributions by all*)
 - third party themes: all of the above, plus really an attack on farmers; terrible thing for neighbor to attack neighbor; terrible thing for out-of-state trial attorneys to come in and attack our farmers/industries; terrible think for Tillery to continue trashing the reputation of county; Holiday Shores continues to stand by the safety of its water even as suing (*WHWG, contributions by all*)
 - Op-eds – identify local papers and signers (*JT, QT and DDC*)
 - Op-eds – write (*WHWG*)
 - Editorial, which editorial pages are friendly (*JT and QT*)
 - Articles: Quotes from local/state spokesperson (*JT and QT*)
 - Articles: Messaging for spokespersons (*WHWG*)
- Regional Media:
 - Write Op-ed in Chicago/St. Louis papers (*WHWG*)
 - Identify third party signer (*entire team*)
 - Identify third party spokespersons to be made available to interested reporters (*DDC a JT*)
 - If editorial pages friendly, briefing for them beforehand (*JT and QT*)
- In national media:
 - NY Times: send statement and respond if asked (*Syngenta*)
 - WSJ Editorial page pitch to take notice (*WHWG*)
- Radio tour (ag radio/print: target, corn/sugar regions) (*WHWG to set up with a vendor at additional cost pending Syngenta approval*)
- Radio tour spokesperson(s) (*if approved, entire team*)

II. EPA Over the Next 60 Days:

- Identifying and Recruiting Allies (corn & sugar groups) to approach:
 - Media
 - Congress
 - EPA
 - Other farm groups (*DDC and JT*)

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- Other contacts (*WHWG*)
- Company to participate in public comment
 - Help draft (*WHWG*)
- Hayes
 - File comments with EPA? (*Syngenta outside attorneys for regulatory affairs*)

LONG TERM ASSIGNMENTS/RESPONSIBILITIES

WHITE HOUSE WRITERS GROUP

Message document on Atrazine

- WSJ editorial board
- One-pagers for recruitment
- Develop rapid response capacity
- Develop op-eds
- Develop social media plan
- Approach possible national spokespersons: Clayton Yeutter, John Block, Thomas Dorr, Raymond Calamoro
- Recruit tort reform groups as third parties

DEMOCRACY DATA ADVOCACY

- Ag community allies/Illinois/nationally
 - FOIA request
 - Communicate with farmers in region
- Website/social media
- Recruit tort reform groups as third parties

QUINN THOMAS

- Lists
- Set up national/regional/local briefings
- Media tours

JAYNE THOMPSON AND ASSOCIATES

- Set up local/regional briefings

TENCAPITOL

- Propose media buy: Theme 1, Way of Life; Focus, Atrazine; Sponsor, Syngenta or corn growers; Theme 2, Children of the World (feed; climate change, etc.)

SYNGENTA

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- NYT: protest to Ombudsman/editors
- Post briefing materials and exchanges with all reporters
- Corporate strategies (BASF)
- Internal communications to keep employees up to date on all activities

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IMMEDIATE ASSIGNMENTS

I. Madison County, On Ground, October 28th:

- o In Court
 - Identify spokesperson(s) (*Syngenta attorney (Kurt Reid/Reeg) and JTA (Chris Robling?)*)
 - Media training refresher for Kurt Reeg (JTA)
 - Message alignment for spokesperson(s) (*WHWG/JTA/KR*)
 - Statement on court house steps for spokesperson: messages center around safety, science, costs, out of state trial attorneys (*WHWG/JTA/KR*)
 - Post hearing statement by Syngenta (*WHWG/JTA/KR/AND Syngenta*)
- o In local media:
 - Themes:
 - company themes: safety (*nearly 6,000 studies; most studied molecule on planet*), science, cost to farmers, community, households (food costs; not just corn, hamburgers, BBQ, chicken, table sugar) (*WHWG, contributions by all*)
 - third party themes: all of the above, plus really an attack on farmers; terrible thing for neighbor to attack neighbor; terrible thing for out-of-state trial attorneys to come in and attack our farmers/industries; terrible thing for Tillery to continue trashing the reputation of county; Holiday Shores continues to stand by the safety of its water even as suing (*WHWG, contributions by all tailored by JTA*)
 - Op-eds – identify local papers and signers (*JT, QT and DDC, and SYT, state govt. mgra.*)
 - Op-eds – write (*WHWG*)
 - Editorial, which editorial pages are friendly (*JT and QT*)
 - Articles: Quotes from local/state spokesperson (*JT and QT*)
 - Articles: Messaging for spokespersons (*WHWG*) [is this SYT or 3rd party?] |
- o Regional Media:
 - Write Op-ed in Chicago/St. Louis papers (*WHWG*) [*Springfield?*]
 - Identify third party signer (*entire team*)
 - Identify third party spokespersons to be made available to interested reporters (*DDC, a JT*)
 - [if editorial pages friendly], briefing for them beforehand (*JT and QT*)
- o In national media:
 - NY Times: send statement and respond if asked (*Syngenta*)
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- o Radio tour (ag radio/print target, corn/sugar regions) (*WHWG to set up with a vendor at additional cost pending Syngenta approval*)
- o Radio tour spokesperson(s) (*if approved, entire team*) |

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Comment: [SG1]: Under to us based on provided text – please expand on call.

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Comment: [SG2]: Need additional clarification on this here.

Comment: [SG3]: What if they're not friendly?

Comment: [SG4]: Need additional clarification. We have links to ag radio networks if needed.

II. EPA Scientific Advisory Panel on November 3

- Website update – atrazinefacts.com
- Prepare media packet

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- Messaging document
- On-ground at SAP – media/activist relations
- Media teleconference on Nov. 2?
- 1st party spokespeople
- Identifying and Recruiting Allies (corn, sorghum & sugar groups) to approach (coordinate with SYT SGRMs and federal lobbyists:
 - Media
 - Congress
 - EPA
 - Other farm groups (DDC and JT)
 - Other contacts (WHWG)
- Company to participate in public comment
 - Help draft (WHWG)
- Hayes
 - File comments with EPA? (Syngenta outside attorneys for regulatory affairs)

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III... EPA Over the Next 60 Days:

- Identifying and Recruiting Allies (corn & sugar groups) to approach:
 - Media
 - Congress
 - EPA
 - Other farm groups (DDC and JT)
 - Other contacts (WHWG)
- Company to participate in public comment
 - Help draft (WHWG)
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 - File comments with EPA? (Syngenta outside attorneys for regulatory affairs)

LONG TERM ASSIGNMENTS/RESPONSIBILITIES

WHITE HOUSE WWRITERS GROUP

- Message document on Atrazine
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 - Develop rapid response capacity
 - Develop op-cds
 - Develop social media plan
 - Approach possible national spokespersons: Clayton Yeutter, John Block, Thomas Dorr, Raymond Calamoro
 - Recruit tort reform groups as third parties

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ATTORNEYS AT LAW

DEMOCRACY DATA ADVOCACY

- Ag community allies/Illinois/nationally
 - FOIA request
 - Communicate with farmers in region
- Website/social media
- Recruit tort reform groups as third parties

QUINN THOMAS

- Lists
- Set up national/regional/local briefings
- Media tours

JAYNE THOMPSON AND ASSOCIATES

- Set up local/regional briefings

TENCAPITOL

- Propose media buy: Theme 1, Way of Life; Focus, Atrazine; Sponsor, Syngenta or corn growers; Theme 2, Children of the World (feed; climate change, etc.)

SYNGENTA

- NYT: protest to Ombudsman/editors
- Post briefing materials and exchanges with all reporters
- Corporate strategies (BASF)
- Internal communications to keep employees up to date on all activities

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From: Eileen Doherty [edoherty@whwg.com]
Sent: Friday, October 30, 2009 4:08 PM
To: Ford Sherry USGR; Goldsmith Steven USGR
Subject: Sound Science
Attachments: AtrazineSound ScienceDraft10-26.doc

Sherry,

The Sound Science document is attached. Please note that we did make a change in the title and the first subtitle – just so we weren't repeating Sound Science twice.

Let me know if this is okay and we can make it final and start reproducing it for the media packet. And the Fact Sheet looks fantastic - nice job, Steve.

So this leaves us with only the FAQ needing to be approved for purposes of the media packet. Might I get that tonight along with Syngenta letterhead?

Eileen

Eileen Doherty
Senior Director
White House Writers Group
1025 Thomas Jefferson Street, NW
Washington D.C. 20007
202-783-4600 - office
202-360-0583 - cell

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WHITE HOUSE WRITERS GROUP

Oct. 30, 2009

Privileged and Confidential, Prepared at the Request of Counsel

MEMORANDUM

To: Dr. TIM PASTOOR
From: JOSH GILDER, EILEEN DOHERTY
Re: Nov. 3rd SAP

NPOC: Activists w/ an agenda
Hit + run tactics that
alarm
agenda-driven source.

Questions and Answers

We've prepared some tough questions for you. Some you will be able to answer off the top of your head. Some may require development with you today in our call.

Whatever the question, we recommend that you find a way to return to one or more of three essential points.

- *"This is an extraordinary, hastily convened SAP that turns the scientific process on its head."*
- *"Every study grounded in sound science confirms that atrazine is safe to humans and gentle on the environment—and is a boom to farm state economies and consumers."*
- *"Not all studies are created equal. One study cited by atrazine critics can just as easily show ill effects are associated with tornadoes or lightening. Another is from a scientist who refuses to share his data and who has been the subject of brutal criticism from the EPA. This so-called science—this conjecture—doesn't meet the guffaw test."*

Keywords and Phrases

"Rush to judgment"

"Sound science versus alarmist conjecture"

"Guffaw test"

- "If we can't register atrazine, can't register anything"
- Hit and run
- Pulled over for going under the speed limit.

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"Hastily convened SAP"

"Extraordinary, without precedent"

"Insult to EPA scientists and careful methods"

"A media event, not a scientific investigation"

"A MAP—'Media Advisory Panel'"

"EPA in the past listened to the best scientific advice—they didn't take their cues from media and activist groups that want to ban modern farming methods."

"Science never comes out well when it's tried in the media."

"This isn't a Hollywood movie. People's livelihoods are on the line here."

"If you want to know how safe atrazine is, ask a farm family."

Questions

Why won't Syngenta say unequivocally that atrazine poses absolutely no health effects to humans?

Oh, so you won't unequivocally say there is no effect on humans?

Can you name a single study—not financed by Syngenta—that finds that atrazine poses *no threat* to human health or the environment?

Lisa Jackson has said that EPA is finally getting back on track. Isn't this an implicit admission that discredits past rulings? Clearly Jackson feels a sense of urgency about your product. Shouldn't Syngenta?

Rohr and McCoy's 2009 metastudy is the most rigorous and comprehensive review of 19 studies finding impaired immune function and altered development. And you would shut the door on investigating all of this?

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With all of these studies that suggest problems, why on earth would you object to a careful review? Shouldn't EPA look into all this carefully?

You keep talking about safety levels, but Syngenta's focus is on *average* levels. New science suggests that peaks at critical times during gestational development can have terrible effects on fetuses. *And that's not worth investigating?*

You keep saying that atrazine is safe. But nobody knows what chemicals do in combination. Are you trying to get EPA to shut the door on investigating how atrazine might work in combo with other chemicals?

Several recent rat studies showed disturbing developments. One such study, Kirby and Storfer in 2009, showed that a mixture of atrazine with other chemicals led to impaired immune functions. Now that's *recent* science. Why shut the door on investigating this?

You extol the EPA and its process as the great arbiter of science. But past SAPs have criticized EPA for not considering all the relevant data.

- The panelists of the 2003 cancer SAP said it was "misleading" for EPA to only consider prostate cancer when there were many other cancer risks.
- In 2007, the SAP said that the Syngenta-financed studies on which EPA's conclusion was based (that atrazine did not adversely affect amphibian development) was not a reliable basis for extrapolating in the wild?

So how can you say that a process that EPA's own scientists criticize as incomplete was thorough?

Didn't Syngenta expect an SAP on atrazine next year anyway? If so, why object to this? We're only progressing on the same timeline, aren't we?

The European Union banned atrazine over links to prostate and breast cancer. Why shouldn't the U.S. follow suit?

Isn't it true that Syngenta itself largely financed the studies you cite? And that the EPA has relied largely on Syngenta-financed studies?

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If there is no problem, why are the citizens of Holiday Shores suing?

In Indiana, Pigeon Creek had a staggering 237 ppb in their water. Fifty-four water systems had peak concentrations above what EPA considers safe. You're going to tell me that *that's* not worth investigating?

If you lived in Pigeon Creek, Mount Olive or Evansville, would you allow your pregnant wife or daughter to drink unfiltered tap water?

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From: Adam D'Luzansky [ADluzansky@whwg.com]
Sent: Tuesday, November 17, 2009 4:24 PM
To: Goldsmith Steven USGR
Cc: Eileen Doherty
Subject: RE: Syngenta Daily Snapshot 11.13.09
Attachments: image001.jpg

Steve,

We do have ideas at the ready on how we can amplify the supportive content on the web. Our priority is for that amplification to take place as far from Syngenta's name as possible. To date, the corn growers have been engaging in an active Twitter retweet campaign, of their own accord, and that has been very good thus far. Once we launch the website in the next week or so, we will have a platform that we control, but is not Syngenta branded, which will then allow us to take our amplification efforts to the next level.

Let me know if you want further details and we can put a quick call together in the next day or two.

Best,

Adam

From: steven.goldsmith@syngenta.com [mailto:steven.goldsmith@syngenta.com]
Sent: Tuesday, November 17, 2009 5:10 PM
To: Adam D'Luzansky
Subject: FW: Syngenta Daily Snapshot 11.13.09

Adam – hope you're well. Have you thought about how to amplify this sort of supportive content on the web yet as Randy and co. have suggested? I'd like to make sure we address that as part of the digital media strategy.

Thanks.
Steve

From: Ford Sherry USGR
Sent: Tuesday, November 17, 2009 10:27 AM
To: Bachmann Jane USRE; Carroll Beth USGR; Goldsmith Steven USGR; Minehart Paul USWS; Razo Carly USGR; Schulz Michele USGR; Shaw Jennifer USGR; Shaw Judy CAGU
Cc: Adam D'Luzansky
Subject: FW: Syngenta Daily Snapshot 11.13.09

From: Randy Krotz [mailto:randy.krotz@v-fluence.com]
Sent: Sunday, November 15, 2009 10:59 PM
To: Ford Sherry USGR; Stanbrook Lionel CHBS
Cc: Susan Luke
Subject: Syngenta Daily Snapshot 11.13.09

Daily Snapshot

1

CONFIDENTIAL INFORMATION - SUBJECT TO PROTECTIVE
ORDER IN ATRAZINE LITIGATION

SYN04756236

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Summary of Items reported⁽¹⁾:

Syngenta PRODUCT BRAND—Atrazine: (1 references-aggregated; 1 relevant and influential items reported)

- [Hudson Institute fellow criticizes EPA's decision to launch another review into atrazine](#)

Issues, Related—Regulatory Issues: (1⁽²⁾ reference-aggregated; 3 relevant and influential items reported)

- [Sustainable farming NGO distributes call-to-action regarding food safety, anti-large ag bill](#)
- [Advocacy political organization contends proposed cap-and-trade legislation will benefit farmers, environment](#)
- [DOJ, USDA set workshop schedule to address competition concerns in agricultural industry](#)

Issues, Related—Environmental Effects: (1 references-aggregated; 1 relevant and influential item reported)

- [Reuters content gains international visibility claiming farms and the potential link to GHG emissions is at Issue in U.N. Copenhagen climate talks](#)

Issues, Related—Pesticides: (2 references-aggregated)

1. Subject: Hudson Institute fellow criticizes EPA's decision to launch another review into atrazine

Content Source: Government
Content Type: News/Announcement
Distribution Type: Web 1.0 - News
Primary Media Type: Static

URL:

http://www.hudson.org/index.cfm?fuseaction=publication_details&id=6589&pubType=HI_Opeds

Online Influence⁽³⁾: High

**Appears in Visible
Online Environment⁽⁴⁾:**
No

Slant⁽⁵⁾: Favorable

Traction:

Center for Global Food Issues
<http://www.cgfi.org/category/commentary/>
MichNews
<http://www.michnews.com/>

Summary: Dennis Avery, senior fellow for the Hudson Institute in Washington, DC., criticizes the Environmental Protection Agency's decision to conduct another multi-year regulatory review of the safety of atrazine even though it just finished a comprehensive study three months ago that determined atrazine "is not likely to cause cancer in humans" and does not affect the reproductive development of frogs and other amphibians.

In light of EPA's announcement, Avery contends politics is "overriding" science and that atrazine continues to be a safe, effective tool farmers have relied on for over fifty years. Without it, the commentary asserts food prices and soil erosion will likely increase as less sustainable farming and more environmental degradation occurs.

Analysis: This is the kind of third-party content that helps inject balance into the overwhelmingly negative online environment regarding atrazine.

Recommendations: v-Fluence is available to discuss amplification options.

Relevant content excerpt⁽⁶⁾:

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Extreme Activists take the reins at EPA

✪ by Dennis T. Avery, Alex Avery (11/13/09)

The Environmental Protection Agency, in a George Orwellian move, has just announced that it has suddenly decided to put the herbicide atrazine through yet another regulatory wringer, despite having just completed a comprehensive, multi-year regulatory review of the safety of atrazine begun in 1994. Only three months ago the EPA announced that after reviewing hundreds of scientific studies, atrazine "is not likely to cause cancer in humans" and does not affect the reproductive development of frogs and other amphibians. Atrazine has been used safely for more than 50 years in the U.S. and has been upheld as safe by the World Health Organization and the governments of Canada, France, the UK and others.

The timing suggests that politics is the overriding concern. Atrazine was already slated for a 2010 human health review, but no such headline impact has ever been found. The new team didn't dare bet on finding a human health flaw now. Instead, they decided to re-do the just-completed review process, betting that they can produce enough new smoke to deregister atrazine on some lesser charge. Since the review process still requires a series of expert review panels, EPA needed to start immediately or risk losing their Obama chance.

Atrazine is one of the most widely used herbicides, helping farmers control weeds while protecting topsoil from erosion via no-plow and other conservation cropping methods. Without herbicides, farmers must use plows and other bare-earth weed control methods that lead to far greater soil erosion and far more fossil fuel use. Atrazine is a critical tool in the no-plow revolution: it helps combat resistance to other weed killers, maintain high soil organic carbon levels in our fields (supposedly something the EPA promotes) and protects rivers and streams from sediment pollution (another environmental good). Economic studies show atrazine provides more than \$2 billion in direct economic benefits to our nation, even beyond the benefits in soil sustainability and stream pollution prevention.

So why should you care if farmers lose atrazine? Because it will mean higher food costs, more soil erosion, less sustainable farming, and more environmental degradation. It'll mean putting more of our farming eggs in fewer baskets. As we've learned with the unwelcome but inevitable return of bed bugs to our major cities, needlessly eliminating pesticides from society's toolbox leaves us more vulnerable to the scourges of nature.

With world population still growing and overall food demand set to double over the next 40 years, we need all the farming tools we have (and more) just to keep our heads above the rising tide of farm product demand. We're all in this struggle together and the farmer's loss hits our environment and pocketbooks.

The atrazine witch hunt is being driven primarily by the Natural Resources Defense Council, a powerful eco-activist group that simply won't take no for an answer. Review after review by the EPA, starting in the 1980s, has found that atrazine poses no health risk to humans or other risk to wildlife. Yet the NRDC knows that actual evidence is simply unnecessary; all they need is enough concocted public fear to cow the EPA into reacting to the politics.

They've done it before. Nearly twenty years ago, the NRDC perpetrated one of the biggest scams ever on the American public, claiming that a product called alar, used in growing apples, was the "most potent cancer-causing agent in our food supply." NRDC ranted that alar was a "cancer-causing agent used on food that the EPA knows is going to cause cancer for thousands of children." Alar, it turns out, was far less a cancer risk than tap water or peanut butter, as the EPA's own Scientific Advisory Panel finally ruled.

Why did NRDC perpetrate the fraud? According to boasts from the NRDC's public relations firm, it was all an elaborate (and highly successful) fundraising scheme. When their lies were exposed—sadly too late to save mass parental anguish over supposedly poisonous apple juice or to save apple farmers tens of millions in market losses—the NRDC equivocated. "We never said there was an immediate danger," they said as they laid blame on journalists who "muddled" their report and

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the public who "overreacted."

The NRDC is now trying to do to atrazine what they did to alar. Make no mistake, the NRDC (and current political operators within the EPA) will continue to go back to the scientific wishing well until they "frighten" the EPA into banning atrazine. This time around, the herbicides makers and corn farmers aren't backing down. Will we stand up with them for sound science, or allow the further politicization of our regulatory agencies?

Background: DENNIS T. AVERY is an environmental economist and senior fellow for the Hudson Institute in Washington, DC. Alex Avery is director of research and education at the Hudson Institute's Center for Global Food Issues

2. Subject: Sustainable farming NGO distributes call-to-action regarding food safety, anti-large ag bill

Content Source: NGO - Advocacy

Content Type: Call to Action

Distribution Type: Web 1.0 - Email

Primary Media Type: Static

URL: The National Sustainable Agriculture Coalition: <http://sustainableagriculture.net/take-action/>

Online Influence: High	Appears in Visible Online Environment: No	Slant: Negative
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Traction:

Mark Crispin Miller: <http://markcrispinmiller.com/2009/11/help-protect-our-food-and-family-farms/>

Living La Vida Locavore: <http://www.lavidalocavore.org/diary/2737/action-food-safety-is-needed-but-not-at-the-expense-of-sustainable-ag>

Summary: Advocacy organization The National Sustainable Agriculture Coalition distributed a call-to-action alert asking its supporters to contact members of the Senate Health, Education, Labor, and Pensions (HELP) Committee and urge them to pass S. 510, the Senate version of major food safety legislation already passed by the House.

Though the bill mostly focuses Food and Drug Administration regulations on food, it does include several modifications to the nation's large-scale food processing system and corporations as well as includes additional funding for organic and sustainable agriculture.

Analysis: Several pro-organic farming stakeholders have expressed support for this bill. The bill is up for committee vote Wednesday November 18th and negative content is likely to continue at least until then.

Recommendations: No action recommended at this time.

Relevant content excerpt^[7]:

ACTION ALERT!

November 12, 2009

FOOD SAFETY PROPOSALS MUST PROTECT FAMILY FARMS, SUSTAINABLE & ORGANIC AGRICULTURE

CALL MEMBERS OF THE "HELP" COMMITTEE BEFORE NOVEMBER 18!

The Senate Health, Education, Labor, and Pensions (HELP) Committee will mark up S. 510, the Senate version of major food safety legislation already approved by the House of Representatives, next