

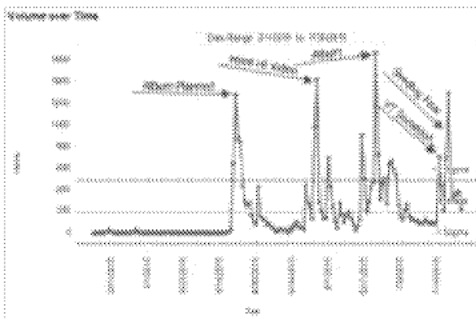
Message

From: CLAUSS, KELLY J [AG/1000] [/O=MONSANTO, ██████████]
Sent: 7/30/2015 5:39:01 PM
To: CLAUSS, KELLY J [AG/1000] [██████████@monsanto.com]; MADRAZO, JESUS [AG/1000] [██████████@monsanto.com]; DUNCAN, MELISSA S [AG/1000] [██████████@monsanto.com]; WILSON, THOMAS P [AG/1000] [██████████@monsanto.com]; SMITH, MARTHA A [AG/2074] [██████████@monsanto.com]; GAO, YONG [AG/6000] [██████████@monsanto.com]; REYNOLDS, TRACEY L [AG/1000] [██████████@monsanto.com]; PARRISH, MICHAEL [AG/1000] [██████████@monsanto.com]; DHUNJISHA, ASTAD [AG/1000] [██████████@monsanto.com]; REUWER, CARRIE [AG/1000] [██████████@monsanto.com]
CC: MOADE, JAMES R [AG/1000] [██████████@monsanto.com]; FLEMING, KELLY R [AG/1000] [██████████@monsanto.com]; SCHAUL, ANDREW [AG/1000] [██████████@monsanto.com]; OTT, LIZ [AG/1000] [██████████@monsanto.com]
Subject: RE: UPDATE: Seeding Fear / Neil Young

Following is an update on *Seeding Fear* and our shift in overall thinking about the communications strategy regarding Neil Young.

Context from the Fusion Center:

Twitter volume for “Neil Young” in relation to Monsanto or GMOs **returned to the normal volume range on Sunday** and never exceeded volume levels of previous album or tour-related events. Conversations mentioning Neil Young alongside Monsanto are being driven by three articles: [Rolling Stone](#), [The Guardian](#), and [Billboard](#). Sharing of these links accounts for about 3% of all links shared alongside Monsanto since the video was posted in terms of volume and about 9.3% of all impressions created by links shared alongside Monsanto since the video was posted. The follow-up [Rolling Stone article](#) containing Monsanto’s point of view accounts for about .8% and 3.8% of all Twitter volume and impressions created by links shared alongside Monsanto since the video was created. The more recent and positive [MSNBC article](#) accounts for a smaller share of the conversation since being posted yesterday.



On Facebook, as of today (Thursday), there are more than **3.8 million views of *Seeding Fear***, largely driven by the paid support put behind this video. (Reminder: Viewers would need to only view 3 seconds of this video to be counted as a view.) In addition to the view count, the video has been shared and liked more than 113K and 68K times respectively.

Following are updates on our engagement.

Brand Team Update / Perspective: We have not initiated paid promotion to combat the video. Our existing Facebook strategy leaves us well positioned with effective brand content to counter Neil’s advertising efforts in this forum. We reviewed existing video content and determined that it is not on brand nor intended for a consumer audience and should not be leveraged. From a Google perspective, search results indicate that people aren’t searching for additional news or information on this; however, our POV in media coverage, the BTR blog post and content added to .com last week are likely to reach anyone who does search for content.

Media Coverage: We have received no media inquiries this week, however, the facts in articles in key news outlets have been corrected. The most notable coverage this week is: [Neil Young vs. GMOs: Why the rocker’s latest cause is a sham](#), MSNBC, July 29, 2015

Digital Content on Monsanto Properties: We continue to work on Search Engine results for our web assets ([.com page on Michael White](#) and [blog on Beyond the Rows](#)) to ensure there is always a balanced telling of the Michael White story. We decided against an additional blog on Discover and additional video content. However, FH is currently reviewing footage provided by the legal team, and we are also developing a template that will, in the future, allow us to create a video response in a much tighter timeframe (IE 24 hours). **The results of our efforts include:**

- Monsanto's Facebook post (7/24) has reached ~35,500 people with 460 likes. This post is the 14th highest in total reach of unique users (35344), 19th highest in impressions (61593), and 19th highest in shares (101) – all without paid promotion. All higher performing Monsanto posts were boosted with paid promotion.
- Our direct response on Neil's Facebook post has earned 316 likes and 477 comments, with a rough ratio of about 80% positive comments to 20% negative comments.
- Our tweets last Friday generated 27 retweets, 15 favorites and 13k impressions.

The following captures our change in thinking about the communications program.

Our initial communications strategy assumed that Neil's engagement would be complete after his concert tour ended. With the surprising release of *Seeding Fear* and paid Facebook advertising to support amplification, we realize his resolve and intent are greater than initially suspected, and we are shifting our strategy to be prepared to respond to a sustained, anti-Monsanto campaign.

We have documented his past and future timeline, and further evaluated the lyrics on his album to develop a list of 20+ potential topics he may target. We are developing a plan to proactively produce content and response preparedness for the following six topics that seem most likely to be Neil's next targets:

- Labeling
- Hawaii / chemistry use, runoff and citizen rights
- Roundup Safety / farm worker health, autism, driven by GMOs
- Lawsuit against Mo Parr (seed cleaner) / Indiana and Troy Rausch
- Undue Political Influence / Citizens United, Clarence Thomas, politicians
- Patenting Life

In addition, we are closely monitoring discussions about the upcoming **30th Farm Aid concert in Chicago on September 19**. Young is a co-founder of the concert – along with Willie Nelson, John Mellencamp and Dave Matthews. (Media promotion of the 30th anniversary of Farm Aid started July 28 in [Billboard](#) and [Rolling Stone](#).) We have **reached out to the legal team** and are keeping them informed on Neil's activities in case any legal action is appropriate. They believe our response to date has been appropriately measured and tailored; we are sitting tight to see where this goes.

Next week, we will complete and share the full plan which includes the full timeline, scenario planning, etc. Please let me know if you have any questions on the plan or strategy, and feel free to reach out to James regarding the digital recommendations, Liz for information from a brand perspective or Andy for intel from the Fusion Center.

Kelly

From: CLAUSS, KELLY J [AG/1000]

Sent: Friday, July 24, 2015 3:58 PM

To: MADRAZO, JESUS [AG/1000]; DUNCAN, MELISSA S [AG/1000]; WILSON, THOMAS P [AG/1000]; SMITH, MARTHA A [AG/2074]; GAO, YONG [AG/6000]; REYNOLDS, TRACEY L [AG/1000]; PARRISH, MICHAEL [AG/1000]; DHUNJISHA, ASTAD [AG/1000]; REUWER, CARRIE [AG/1000]

Cc: MOADE, JAMES R [AG/1000]; FLEMING, KELLY R [AG/1000]; SCHAUL, ANDREW [AG/1000]

Subject: UPDATE: Seeding Fear / Neil Young

Musician Neil Young just posted a documentary video (~10 minutes long) on [Facebook](#) and [Youtube](#) titled, *Seeding Fear*, featuring Michael White, an Alabama farmer who was involved in intellectual property litigation with Monsanto. The video includes several falsehoods about Monsanto and about GMOs generally.

Following is the end-of-day wrap up.

Context from the Fusion Center:

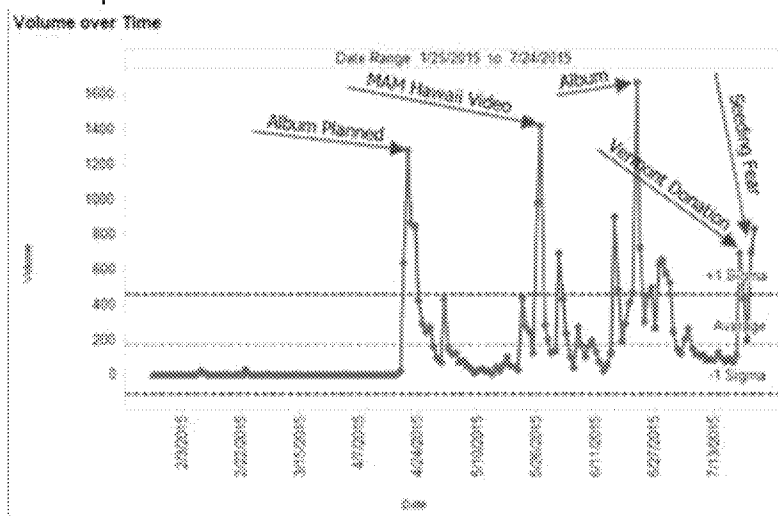
Young has more than 3 million fans on Facebook and the video has earned significant traction. On Facebook there were +165K views 5 hours after he posted the video and there are now over 939K views. Based on Facebook’s autoplay algorithm viewers would need to only view 3 seconds of this video to be counted as a view. **The Brand team is looking into the possibility that paid support has been put behind this video as there are reports that the video has appeared as “sponsored”.** In addition to the view count the video has been shared and liked over 30K and 24K times respectively – up from 11K yesterday.

On Twitter, conversations mentioning Neil Young alongside Monsanto are being driven by three articles: [Rolling Stone](#) , [The Guardian](#), [Billboard](#). Tweets and/or retweets of these articles have been made by Neil Young, Rolling Stone, Warner Bros. Records, Guardian Science, Guardian Environment, Guardian Music, Geoff De Weaver, various activist groups, and others.

Sharing of these links on Twitter accounts for about 10% of all links shared alongside Monsanto in the last 24 hours in terms of volume and about 28% (11 million) of all impressions created by links shared alongside Monsanto in the last 24 hours - this is currently the major topic of discussion in the Monsanto-space on Twitter. Young is about equal to labeling conversations in terms of volume, but far surpasses labeling in terms of impressions for the last 24 hours.

The follow up Rolling Stone [article](#) containing Monsanto’s point of view accounts for about 10% (6.7million) of all Twitter impressions created by links shared alongside Monsanto in the last 24 hours and in terms of volume comes in third place behind the original Rolling Stone article and The Guardian article.

Twitter volume for “Neil Young” in relation to Monsanto or GMOs did surpass the normal range yesterday and today – it matched the volume related to Young’s donation for labeling efforts in Vermont a few days ago, but did not reach the level of previous events like his album launch or tour announcement.



Following are updates on our engagement.

Update on Media Coverage: We have received no media inquiries, but did proactively reach out to the three outlets that represent the majority of online traction, as well as a handful of small publications that repeated the Rolling Stone article. We have not heard back from The Guardian, but following are links to updates from Rolling Stone and Billboard.

- Updated: [See Neil Young’s Monsanto-Themed Mini-Documentary ‘Seeding Fear’, Rolling Stone, July 23, 2015](#)
- [Monsanto Fires Back at Neil Young Over New Documentary, Rolling Stone, July 24, 2015](#)
- [Neil Young Shares Short Doc About Rare Farmer Who Survived Monsanto Legal Onslaught: Update, Billboard, July 23, 2015](#)

Employee Engagement Efforts: We've prepared employees to engage through an Issue Alert to key leaders and communicators (including CE regional colleagues), an article on Connection, and alerts to the Ambassadors Network and Social Squad.

Digital Content on Monsanto Properties: We created a new [web page on Michael White](#) that is fully optimized and leverages the language being used in real-time conversations about the video. In addition, there is a [blog on Beyond the Rows](#) to specifically address the misinformation in the video; another blog is planned for Discover. We're publishing on both MonsantoCo's and [Neil Young's Facebook pages](#), as well as on MonsantoCo's Twitter account. "Storytelling" video content is in the works for early next week.

This weekend, we will monitor reactions from key stakeholders, as well as Neil and Michael White. We will be staying in touch and engage when/where appropriate. Please let me know if you have any questions on the plan or strategy, and feel free to reach out to James regarding the digital recommendations.

Have a good weekend,
Kelly

Kelly Clauss
Issues Preparedness and Engagement Lead
(o) [REDACTED] (c) [REDACTED]