

Project Spruce: Carey Gillam Book DRAFT: 9.11.17				
Day	Activity	Lead	Additional Participants	Notes/Questions
Ongoing	Proactively background key glyphosate reporters			
wb 9.11.17	Paid placement of existing blog post on Carey Gillam when google search "Monsanto Glyphosate Carey Gillam"	Cole		
	Develop third party stakeholder list and identify engagement lead	Cole / FTI		
	Engage Pro-Science Third Parties (Sense About Science, Science Media Center, Global Farmer Network, CAPHR) *Identify independent spokesperson (spokespeople)	Cole	[insert Mon person responsible]	Proactive and reactive work and arrange supportive comments. Sense about science can do.
	Engage Industry & Farmer Customers (ASA, NCGA, individual customers, etc.)	Cole	[insert Mon person responsible]	
	Engage Regulatory Authorities via regulatory teams (EPA, EFSA, ECHA, PMRA) Ask regulatory authorities to engage	Cole	[insert Mon person responsible]	
	Finalize Key Message Document	FTI / Cole	Completed	
wb 9.17.17	Finalize website page content	FTI / Cole		
	Calls with the communication team and those three to talk about how they engage with external third parties to gain feedback from those people	Cole organising	FTI to host	[insert Mon people as above]
	Draft video script for Sara M, Jen L, and/or Scott P	FTI		
	Draft talking points for third parties based on calls above and 'how to post book reviews'	FTI		
wb. 9.24.17	Record video - Sara M, Jen L, and/or Scott P	Cole		
	Finalized briefing material for pro-science third parties; Equip with background information	FTI / Cole		
	Share links and information about how to post book reviews with industry & farmer customers	FTI / Cole		
	Draft on-the-record response statement from Scott Patridge	FTI		
	Finalize Issue Alert	FTI		
	Film video of Sara M, Jen L, and/or Scott P	Cole		
10-Oct	Website goes live. Paid placement of website replacing search for "Monsanto Glyphosate Carey Gillam"	FTI		
	Book Release Date 10 Oct			
	Pre-ordered copies arrive?	TBD		
	Issue alert distributed	Cole		
	All parties call	FTI / Cole / Sam		
Respond to media inquiries with statement [Scott on the record if needed]	FTI / Sam			
Media coverage circulated	FTI			

Collateral

Key messages
Website Content
Talking points for Monsanto people to engage with third parties x3
How to post book reviews email
Issue Alert
Video script
On the Record Statement