

**From:** [Chassy, Bruce M](#)  
**To:** [HAMMOND, BRUCE G \(AG/1000\)](#)  
**Subject:** RE: EFSA Highlights  
**Date:** Wednesday, May 02, 2012 11:45:28 AM

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Bruce

the answer is yes we could work something out like this, but its a little more complicated

it might be better if we talked so i can explain my left hand is in a splint and keyboarding is literally a pain

when is a good time for you to talk?

bruce

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From: HAMMOND, BRUCE G (AG/1000) [bruce\_g\_hammond@monsanto.com]  
Sent: Wednesday, May 02, 2012 10:24 AM  
To: Chassy, Bruce M; VICINI, JOHN L (AG/1000)  
Cc: SACHS, ERIC S (AG/1000); Wayne Parrott; GLENN, KEVIN C (AG/1000); LEMKE, SHAWNA LIN (AG/1000)  
Subject: RE: EFSA Highlights

Monsanto recently provided a grant to the Univ of Illinois to support agricultural communication based on the press release below I wonder if something similar to this could be done for YouTube or other kinds of electronic outreach on GM safety, given the initiative in California to require labeling of foods containing GM crops

Monsanto has pledged a \$250,000 grant to the University of Illinois to be put toward an initiative between the College of Agricultural, Consumer and Environmental Sciences (ACES) and the College of Media, it was announced today

The grant will help establish an Agricultural Communications Program endowed chair that will strengthen communications for agricultural and rural development

“With the population expecting to reach 9 billion by 2030, Monsanto is doing its part by offering technology that will produce more crops per acre using fewer resources,” said Tami Craig-Schilling <<http://connection.monsanto.com/mymonsanto/person.aspx?guid=EA57F88-7824-4509-AB34-8FC57A794A99>>, Technology Communications lead “Effectively communicating farmers’ efforts to feed a rapidly growing population is another important part of the solution ”

The James F Evans Endowed Chair in Agricultural Communications will provide leadership for the joint program between the College of ACES and the College of Media by serving current and future agricultural communicators through courses, service initiatives, research and relationship building

“We appreciate Monsanto’s support in this effort,” said College of ACES Dean Robert Hauser “It would not be possible without the generosity of Monsanto and others who recognize the importance of informing students, the private sector, policy makers, and the public in general – here and worldwide – about the role of agriculture in addressing many of society’s most pressing issues ”

Craig-Schilling stressed the value of improving ag communication

“The rising importance of new media channels combined with the rapidly changing agriculture landscape indicates it is more important than ever that we talk about ag in an effective way,” said Craig-Schilling “University of Illinois is taking a positive step toward strengthening an already strong program and helping all those in agriculture become better communicators ”

Monsanto and the University of Illinois have a long history of collaboration on efforts to advance learning and research in agriculture Most recently Monsanto funded eight Monsanto Fellows in Plant Breeding representing support of 500,000

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From: Chassy, Bruce M [<mailto:bchassy@illinois.edu>]  
Sent: Tuesday, April 24, 2012 8:41 PM  
To: VICINI, JOHN L [AG/1000]  
Cc: HAMMOND, BRUCE G [AG/1000]; SACHS, ERIC S [AG/1000]; Wayne Parrott; Genevieve Bondy; Bartholomaeus, Andrew; Kate Walker; GLENN, KEVIN C [AG/1000]; LEMKE, SHAWNA LIN [AG/1000]  
Subject: Re: EFSA Highlights

John

Our YouTubes are a few minutes long (it varies) and are intended for lay audiences Definitely not what you are needing We did use experts, however, who could deliver 1 hr talks if we let them

Bruce

On Apr 24, 2012, at 8:34 PM, VICINI, JOHN L (AG/1000) wrote:

Bruce C

Bruce H and I were talking yesterday about some seminars he is orchestrating that are being videoed They are essentially 1 hr academic level seminars I was wondering how long and at what level are your You Tube videos?

John

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From: Chassy, Bruce M [<mailto:bchassy@illinois.edu>]  
Sent: Tuesday, April 24, 2012 12:46 PM  
To: HAMMOND, BRUCE G [AG/1000]  
Cc: SACHS, ERIC S [AG/1000]; Wayne Parrott; Genevieve Bondy; Bartholomaeus, Andrew; Kate Walker; GLENN, KEVIN C [AG/1000]; LEMKE, SHAWNA LIN [AG/1000]; VICINI, JOHN L [AG/1000]  
Subject: Re: EFSA Highlights

Bruce