



FC Communications

Michael Santoro
3M Regulatory Affairs

**Exhibit
2083**

State of Minnesota v. 3M Co.,
Court File No. 27-CV-10-28862

3M Innovation

2083.0001



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Top Story

[Toxic Chemical Combo Found in Sodas & Juice Drinks](#)

28 FEB 2006 | In 1990, without notifying the public, the FDA asked beverage manufacturers to remove chemicals in soda and juice drinks that can combine to form the cancer-causing chemical benzene. Apparently many companies did not comply, and an ongoing FDA investigation has found benzene in juices and soft drinks. EWG is demanding that the FDA release its findings. In the meantime, we provide a [list of some products](#) with the problematic chemical mixture.

[EWG letter to FDA](#) | [WJLA video](#) | [FDA quietly investigating?](#)

Recent Investigations

[Teflon Safety](#)

[Minnesota Is New Ground Zero for PFC Pollution](#)

27 FEB 2006 | A new report shows 3M's Scotchgard-like chemicals have penetrated the water, soil, air, and wildlife around the 3M plant in suburban St. Paul, resulting in perhaps the

Policy Environment

[Study: Industrial Pollution Begins in Womb](#)

[Have Your Personal Care Products Been Assessed for Safety?](#)

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[Body Burden Pollution in People](#)

[Skin Deep: Health & Beauty Brands](#)

[Tuna Calculator How much is safe?](#)

[Tap Water Database](#)

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Address <http://www.ewg.org/reports/bodyburden2/> Go



www.ewg.org is the website for both Environmental Working Group and EWG Action Fund

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Discussions not available on <http://www.ewg.org/>

Windows taskbar showing the Start button, a row of application icons, the system tray with a 98% battery indicator, and the system clock displaying 9:49 AM on Monday, 3/20/2006. The taskbar also shows several open application windows, including 'JAA Executi...', '2 Internet Ex...', '4 Microsoft O...', 'Document1 - M...', and '~0913971.doc...'.



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Wednesday, March 01, 2006

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**FOR IMMEDIATE
RELEASE**
FEBRUARY 27, 2006
4:00 PM

**CONTACT: [Public Employees for
Environmental Responsibility
\(PEER\)](#) / [Environmental Working
Group](#)**

Chas Offutt [PEER] (202) 265-7337;
Anne Singer [EWG] 202-667-6982

3M Chemical Contamination Widespread In Minnesota New Report Finds Worst PFC Pollution in Nation around Twin Cities

WASHINGTON, February 27, Minnesota will find



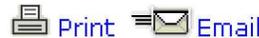

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News Releases

For Immediate Release: October 24, 2005
Contact: Chas Offutt (202) 265-7337



RECORD LEVELS OF TOXIC PFCs IN MINNESOTA FISH — Bioaccumulations in Food Chain Are Building; Fish Advisory May Be Needed

Washington, DC — Alarming high levels of a new toxic chemical have been found in Minnesota fish in the Mississippi River near a 3M disposal site, according to new state figures released today by Public Employees for Environmental Responsibility (PEER). The record high levels of the chemical found in the livers of predatory fish will be magnified in the livers of mammals, including humans, who eat those fish.

The chemicals are PFCs (perfluorochemical compounds) which bio-accumulate in living tissue and do not break down in the environment. PFCs tend to concentrate in blood and liver tissues of fish and mammals, with those concentrations growing each step up the food chain.

The PFCs found in the latest study were manufactured by 3M, which used the chemical in nationally distributed products, such as Scotchgard, Teflon, Stainmaster and Gore-Tex. While 3M began phasing out use of the chemical in 2000, it has already spread worldwide. Through 2002, 3M dumped as much as 50,000 pounds of the chemical per year into the Mississippi River from its

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start | 99% | 1:14 PM Tuesday 2/28/2006

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Fluorochemical Communications Activities: General Approach

- **Promote accurate reporting of the science and the facts of the issue**
- **Plan and prepare key messages**
- **Establish trust and credibility with reporters**
 - Be responsive to media requests
 - Open and honest communications
 - Be respectful of deadlines
 - Respond to follow up inquiries quickly

3M Key Messages



- Reasons for the 3M Production Phase-out:
 - Environmental Commitment
 - Sustainability at the Core
- Safety Message:
 - “No adverse human health effects expected based on 3M employee data and extensive research”
- 3M Actions:
 - Extensive research completed
 - Chemistry is well-studied
 - Continuing cooperation with global regulatory and science community
 - Openly sharing our knowledge locally and internationally
 - Reduction in use of PFOA

3M Information Resources & Messages

3M Website:

www.3M.com/pfos-pfoa

SPI Website:

www.pfoa-facts.com

U.S. EPA Website:

www.epa.gov/opptintr/pfoa



3M Innovation



PFOS-PFOA Information

- ▢ [What is 3M Doing?](#)
- ▢ [Human Health and the Environment](#)
- ▢ [Report on Drinking Water Near 3M Plants](#)

Information about PFOS, PFOA and 3M



Issues of chemical safety and environmental responsibility are the subject of increasing public interest. Government agencies in the U.S. and around the world are studying many compounds to determine the safe levels of these materials in the environment to protect human health. In recent years about 200 compounds, both man-made and other chemicals, have been found in the blood stream of the general population (according to U.S. data).

3M created this website to address two compounds currently being reviewed. These compounds are known as perfluorooctane sulfonate (PFOS) and perfluorooctanoic acid (PFOA).

"In more than 25 years of medical surveillance we have observed no adverse health effects in our employees resulting from their exposure to PFOS or PFOA. This is very important since the level of exposure in the general population is much lower than that of production employees who worked directly with these materials."
 - Larry Zobel MD, MPH, 3M Medical Director

Related Links

City of Oakdale:
www.ci.oakdale.mn.us

City of Lake Elmo:
www.lakeelmo.org
[Lake Elmo Newsletter - Special Water Report](#)
 (PDF, 2294 KB)

MDH:
www.health.state.mn.us
[Perfluorochemicals and Health](#)
 (PDF, 32 KB)

MPCA:
www.pca.state.mn.us

Conclusion:

Communications Tips & Messages



- **Develop your own messages on PFOA**
 - Rely on material in public domain (EPA statements, published studies)
 - Emphasize your own work with regulatory agencies & your own company's responsible actions regarding PFOA
 - PFOA is well studied, extensive research is in the public record
- **Respond openly to media requests**
- **Recognize the value of context and perspective in all communications**
- **Conduct communications and media training with your key spokespeople**

Recent EPA Communication Statement



- **Statement on EPA Website when final SAP Report issued**

“...it is premature to draw any conclusions on the potential risks, including cancer, from PFOA until all of this new testing is complete and the data are integrated into the risk assessment.”

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