

Subject: Biotechnology Information Campaign

Story summary: Beotechnology is playing an important role in agriculture but not without resistance from critics. To help consumers understand more about biotechnology, agribusiness is mounting a public information campaign.

TRT: 1:54

Suggested lead: Competing agribusinesses have come together in an effort to get biotechnology information to the public. Tom Steever reports.

Suggested supers: Brett Betemann
Monsanto
@ :23

Buffalo County, Nebraska
@ 1:00

Rod Gangwish
Nebraska Farmer
@ 1:04

Tom Steever reporting
@ 1:29

Biotechnology Information Campaign
Tom Steever reporting
May 22, 2000

<p>Protesters in Seattle</p> <p>Biotech soybean field</p> <p>c/u of biotech soybean plant</p>	<p>VO/ BIOTECHNOLOGY HAS RECEIVED A LOT OF PUBLIC EXPOSURE FROM CRITICS. NOW A COALITION OF BIOTECHNOLOGY COMPANIES HAS STARTED A PUBLIC INFORMATION CAMPAIGN PROMOTING THE SCIENCE.</p>
<p>Biotechnology commercial</p>	<p>SOT/ “A soybean crop yields a more bountiful harvest...a patient has a medicine she needs...a boy can survive a childhood disease.”</p>
<p>Brett Begemann Monsanto</p>	<p>SOT/ “The intent in the U.S. and in Canada is to help those consumers that haven’t made up their mind yet, sharing information with them about biotechnology, cause we see that they become more supportive as they hear more information.”</p>
<p>Begemann walking</p>	<p>VO/ THE COUNCIL FOR BIOTECHNOLOGY INFORMATION IS MADE UP OF COMPANIES THAT, AT ANY OTHER TIME, ARE VIGOROUS AGRIBUSINESS COMPETITORS.</p>
<p>Begemann</p>	<p>SOT/ “For any of us to be successful we need to help consumers understand more about biotechnology and coming together to do that is an effective way to communicate that.”</p>
<p>Commercial Magazine ad z-out web page z-out of Rod Gangwish</p>	<p>VO/ IN ADDITION TO PRIME TIME NETWORK TELEVISION, THE COUNCIL IS TELLING ITS STORY THROUGH MAGAZINE ADS AND A</p>

Buffalo County, Nebraska	WEB SITE. THEY'VE ALSO RECRUITED THE HELP OF A NEBRASKA CORN AND SOYBEAN GROWER.
Rod Gangwish Nebraska farmer	SOT/ "Farmers and the people involved in the biotechnology field need to tell the story of biotechnology and that's why I became involved."
Commercial Gangwish exits tractor	VO/ INSTEAD OF ACTORS, THE TELEVISION COMMERCIAL FEATURES REAL PEOPLE WHO HAVE BEEN HELPED BY BIOTECHNOLOGY. GANGWISH FEELS THE SCIENCE WILL HELP PRODUCE MORE FOOD ON SHRINKING ACREAGE.
Gangwish	SOT/ "I think part of that answer lies in the unfolding keys of biotechnology in the future."
Man in greenhouse Man in greenhouse Tom Steever reporting Gangwish checks planter	VO/ FOR NOW BIOTECHNOLOGY HELPS PRODUCERS RAISE CROPS MORE EFFICIENTLY AND WITH FEWER INPUTS. GANGWISH SAYS THAT IS BETTER FOR EVERYONE.
Gangwish	SOT/ "It's something that will benefit agriculture and it's something that, ultimately if it's benefiting agriculture, benefits our society."
Gangwish plants	VO/ THAT IS THE MESSAGE THAT THE COUNCIL FOR BIOTECHNOLOGY INFORMATION HOPES TO DELIVER TO THE CONSUMING PUBLIC. IN BUFFALO COUNTY, NEBRASKA, I'M TOM STEEVER.