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FAX TRANSMISSION

DATE: 9/18 NUMBER OF PAGES 2 (including cover)

TO: Todd Stern

COMPANY:

FAX NUMBER: 456-2215 DIRECT NUMBER:

FROM: Mike Berman

MESSAGE/INSTRUCTIONS:

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456-2215

Clinton Said To See Global Warming As Top Priority

President Clinton appears to be seizing on global warming as a principal issue for the rest of his administration, according to top environmental leaders who met with the president and a cadre of top environmental advisers and Cabinet members Monday.

ENVIRONMENT

"He's realizing the historic legacy nature of this issue," said Alden Meyer, director of government relations for the Union of Concerned Scientists. "He's persuaded that this is the environmental issue he's going to be judged on 50 years from now."

Clinton told the CEOs of 13 environmental groups — including the National Wildlife Federation, the Natural Resources Defense Council and the Sierra Club — that he will decide before Oct. 20 on a negotiating position the United States will take at the December United Nations summit on global warming in Kyoto, Japan.

Clinton argued the current international treaty, which commits industrialized nations to cut their pollution to 1990 levels, is not enough to solve the climate change problem.

But he acknowledged Senate demands that the world's developing countries also be included in any international pollution control agreement.

Environmentalists advised Clinton to push for an aggressive global warming pact.

"We said he should go for something strong and then launch a multi-year campaign to build public support for it," Meyer said. "Anything that could get through the Senate next year is probably not worth doing" because of the dominance of conservative Republicans, Meyer added.

Several administration officials support that approach, but Clinton has not decided what level of pollution controls he will endorse.

Also at the meeting were Vice President Gore, Interior Secretary Babbitt, EPA Administrator Browner, National Economic Council Director Gene Sperling, Council on Environmental Quality Chairwoman Kathleen McGinty and White House science adviser John Gibbons.

energy usage by 2020

Press

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FAX COVERSHEET

TO: Todd Stern 202-456-2215
FROM: David Harwood
DATE: November 18, 1997

PAGES (including cover) ____4____

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MESSAGE:

U/S Wirth asked that you be sent a copy of the final release, FYI.

TED TURNER NAMES TIM WIRTH TO OVERSEE GIFT IN SUPPORT OF UN CAUSES

TURNER TAKES NEXT STEP ON $1 BILLION PLEDGE

FOR IMMEDIATE RELEASE

NOVEMBER 19, 1997

CONTACT: David Harwood
(202) 326-8722

Atlanta, GA -- R.E. (Ted) Turner announced today that Timothy E. Wirth, Undersecretary of State for Global Affairs and former U.S. Senator from the State of Colorado, will serve as President of the United Nations Foundation, the publicly-supported organization being established to execute Mr. Turner's historic $1 billion pledge in support of UN economic, environmental, social and humanitarian causes.

Noting Wirth's accomplishments in advancing U.S. telecommunications, energy and environmental policy, Turner praised Wirth's career-long commitment to working in partnership with the private sector. "Tim Wirth shares my vision for the future - in which the public and private sectors work side by side to improve global quality of life and rebuild the spirit of and support for the United Nations," Turner said.

"This is uncharted territory and requires someone with enthusiasm for a good challenge. That pretty much describes Tim Wirth. The selection of someone with Tim's record of accomplishment should signal to the world how serious we are about creating an organization capable of advancing the causes served by the United Nations - and raising the money to get the job done," Turner said.

Wirth will assume his responsibilities in January, 1998. Under his leadership, the organization will focus on UN efforts in the economic, social, environmental and humanitarian fields. It will concentrate on three activities:

- Delivering resources to programs and people served by UN agencies. The foundation will work shoulder-to-shoulder with key service providers in the UN system (e.g. UNDP, UNFPA, UNEP, WFP). It will support specific projects that can be monitored and evaluated to ensure quantifiable results;
- Building new partnerships to support the United Nations. The foundation will work to forge new partnerships among UN agencies, the private sector, non-governmental organizations (NGOs)and the public in service of UN causes;
- Raising additional funds to support UN programs and purposes. Complementing the Turner pledge was the Turner promise - to encourage other leaders from the world of business and philanthropy to follow his lead in supporting UN causes.

"I am deeply grateful to Ted for this opportunity and I look forward to working with him," Wirth said. "This is a unique opportunity to address the critical global challenges that will define the 21st century."

Wirth, who will leave his post at the State Department in December 1997, said: "I have long said that my job at the State Department is the best in Washington, and it is. I have been privileged to help strengthen the State Department's capability to take on the long-term, cross-cutting global challenges facing the United States and the international community - from rapid population growth and global food security to international environmental protection and the recognition of universal human rights."

"I am extremely grateful to President Clinton, Vice President Gore, and Secretaries Albright and Christopher for their support and encouragement. I also am indebted to the dedicated and talented public servants who have been my close colleagues in this tremendously engaging work. Vice President Gore and I have worked on global environmental and population issues for many years and I will always be thankful to him for that partnership and his support. Most recently, it has been a great honor to work closely with America's first female Secretary of State, Madeleine Albright, an extraordinarily talented leader for whom my respect and admiration grows daily," Wirth said.

"Tim Wirth has done a tremendous job creating the State Department's Global Affairs office and making it an effective component of our foreign affairs capability," Secretary Albright said. "We will miss the great energy, creativity and tenacity that has always characterized Tim's work on these difficult challenges. He has been an important member of our team and his departure will leave a big hole to fill."

"It is some consolation that Tim will be working closely with Ted Turner to support and help explain the importance of the United Nations and the causes that it serves. Throughout their careers, Ted and Tim have demonstrated a willingness to break a little crockery in order to accomplish their goals. And that will undoubtedly be necessary and appropriate in making sure that Ted Turner's unprecedented gift accomplishes the full measure of its promise," Secretary Albright said.

On September 18, 1997, Turner announced his gift, which would create this foundation. Turner intends to make 10 annual gifts of stock valued at $100 million each or cash totaling the same amount. The sum of all gifts will not exceed the original commitment of 18 million shares or $1 billion in stock and/or cash.

Wirth's biography is attached.

Department of State

Office of the Spokesman

For Immediate Release April 4, 1996

Timothy E. Wirth
Under Secretary of State for Global Affairs

Timothy E. Wirth is Under Secretary of State for Global Affairs, with responsibility for overseeing environment, population, human rights, refugee, narcotics and related programs.

Mr. Wirth was elected to the United States Senate from Colorado in 1986 and served until 1993; he chose not to run for re-election. In the Senate he specialized in issues related to natural resources, the environment and financial institutions. Prior to his election to the Senate, Mr. Wirth represented the Second Congressional District of Colorado for twelve years. As a Congressman, he was Chairman of the Subcommittee on Telecommunications, Consumer Protection and Finance, and was voted one of the 25 most effective Members of Congress. In 1992 he served as national co-chair of the Clinton-Gore presidential campaign.

In 1969-70, Mr. Wirth served as Deputy Assistant Secretary of Education at the Department of Health, Education and Welfare (HEW). He was awarded a White House fellowship in 1967-68 and served as Special Assistant to Secretary of HEW, John Gardner. Prior to his election to Congress, Mr. Wirth worked in private business in Colorado. Mr. Wirth served in the U.S. Army Reserve from 1961-1967.

Mr. Wirth has served on the board of Denver Planned Parenthood, was founding board member of Denver Head Start, and served on the Board of Visitors of the United States Air Force Academy. He currently serves on the Harvard University Board of Overseers, and is the recipient of numerous honorary degrees and awards.

Born September 22, 1939, in New Mexico, Mr. Wirth grew up in Denver and Jefferson Counties in Colorado. As a scholarship student, he earned his Bachelor degree (1961) and Master's degree (1964) at Harvard University and his Doctorate (1973) at Stanford. His wife, the former Wren Winslow, is President of the environmentally committed Winslow Foundation. They have two children: Christopher, a Stanford graduate, is currently pursuing law and business degrees at the University of Colorado; their daughter, Kelsey, a Harvard graduate, is a student at the Stanford Business School.

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NAIMA
NORTH AMERICAN INSULATION MANUFACTURERS ASSOCIATION

NewsRelease

FOR IMMEDIATE RELEASE
Contact: Catherine L. Imus
Director, Communications
Phone: (703) 684-0084

INSULATION MANUFACTURERS ANNOUNCE SUPPORT OF THE PRESIDENT'S CLIMATE CHANGE INITIATIVE

Alexandria, VA (October 24, 1997) -- The North American Insulation Manufacturers Association (NAIMA) today announced its support for the Clinton Administration's goal of stabilizing greenhouse gas emissions at 1990 levels to stem the impact of global climate change. The Administration's proposal, announced Wednesday, includes mandatory reductions in greenhouse gases like carbon dioxide (CO_2), and encourages the use of energy-efficient technologies to achieve the climate change goal.

"In his speech, President Clinton clearly acknowledged the role of existing technologies in helping to achieve a reduction in greenhouse gas emissions," said Kenneth D. Mentzer, NAIMA Executive Vice President. "We couldn't agree more, in fact, as a readily-available, off-the-shelf technology, insulation represents one of the single most cost-effective and immediate ways to achieve our climate change goals."

Mentzer cited the significant savings from fiber glass and mineral wool insulation outlined in a 1996 report authored by the Alliance to Save Energy and Energy Conservation Management. The report, entitled "Green and Competitive — The Energy, Environmental and Economic Benefits of Fiber Glass and Mineral Wool Insulation," found that improved insulation in residential, commercial and industrial applications could save at least 133 million tons of CO_2 from being emitted into the atmosphere.

— more —

"The use of thermal insulation represents good business practice, and is a prime example of an immediately available greenhouse gas reduction technology, for which 'market mechanisms' as noted by the President already exist," said Mentzer. "Not only can the Administration make valuable progress toward its climate change goal by using currently available technology, like insulation, it can do so by encouraging increased participation in existing government programs like the EPA Energy Star Homes Program, DOE's Building America and Steam Partnership programs, energy efficiency loan and mortgage programs like those offered by FANNIE MAE, as well as through existing state energy programs designed to enhance the energy efficiency performance of homes, buildings and industry."

NAIMA members have joined with other insulation manufacturers from around the world in support of an industry position paper which is intended to demonstrate the immediate contribution to reduced CO_2 emissions that can be achieved by using adequate levels of thermal insulation worldwide. A copy of the industry paper, entitled the *Lisbon Declaration — Reducing Carbon Dioxide Through the Use of Insulation*, can be obtained by contacting NAIMA.

# # #

NAIMA is the trade association for North American manufacturers of fiber glass, rock wool and slag wool insulation products. Its role is to promote energy efficiency and environmental preservation through the use of fiber glass, rock wool and slag wool insulation as well as encourage safe production and use of these materials.

To: Jonathan Adelstein
From: Bill Antholis
statements

News Release – For Immediate Release – November 14, 1997

Contacts: PEPCO: Nancy Moyer (202) 872-2680
PEPCO Services, Inc.: Ed Mayberry (202) 739-0800
Trigen Energy Corporation: Susan Odiseos (914) 286-6628
Trigen Energy Federal Projects Division: Jim Abromitis (410) 649-2200

PEPCO - Trigen Energy Announce Joint Venture
Companies to Study Piping Steam From Alexandria Coal Plant to Downtown DC

A joint venture to study the feasibility of serving the heating and cooling needs of downtown Washington, D.C. was announced today by a subsidiary of Potomac Electric Power Company – PEPCO Services, Inc. – and Trigen Energy Company. The energy supply would be excess steam generated by PEPCO's Potomac River Power Plant, located in Alexandria, Virginia.

PEPCO President and Chief Executive Officer John M. Derrick, Jr. described the joint venture as a response to President Clinton's recent call for the energy industry to help the federal government reduce greenhouse gas emissions.

"President Clinton asked for leadership from the electricity industry and we're stepping up to the plate," said Derrick. "Our joint venture with Trigen will determine whether it is economically and technically feasible to meet heating and cooling needs of federal government buildings and other major energy users in downtown Washington with excess steam heat from one of our power plants."

Thomas R. Casten, President and Chief Executive Officer of Trigen Energy Company explained, "The federal government spends millions of dollars each year to run steam plants in downtown Washington that serve many government buildings. The plants are expensive, they pollute downtown Washington's air, and they produce the greenhouse gas emissions that President Clinton is seeking to reduce. At the same time, PEPCO generates electricity in an environmentally responsible way at its Alexandria plant, but does not sell the large steam output that results from electricity production. This could be a perfect match."

Casten added that, "If the study results are positive, the federal government could save taxpayer dollars and cut a major local source of air pollution and wasted fuel. The government could in this way meet its energy needs in every building from the White House to the Energy Department to EPA to the State Department with steam that currently goes unused."

PEPCO's Derrick added, "This project fits PEPCO's commitment to supply energy to the Nation's Capital in an economically competitive and environmentally sound way. We have supported numerous environmental programs, including the Clinton Administration's Climate Challenge designed to help the United States cut greenhouse gas emissions."

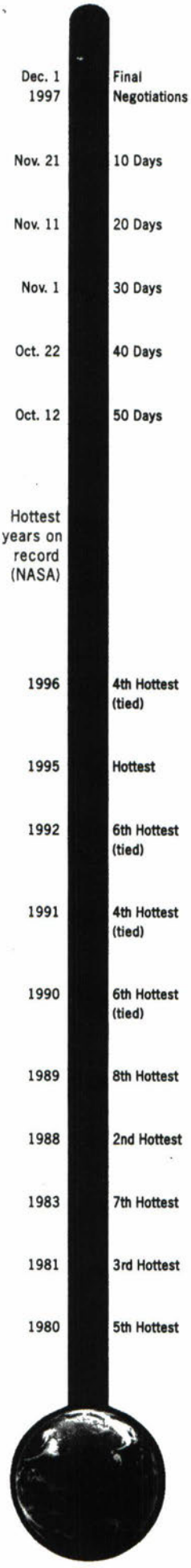
Casten added, "At the recent Climate Change conference at Georgetown University, the President stressed the importance of getting the federal government's own house in order. This project could – in a very literal sense – do just that. We hope to work closely with the Administration's energy and environmental experts and other interested parties to shape the best possible plan."

PEPCO is the electric utility that serves 1.9 million people in Washington, D.C. and suburban Maryland. PEPCO Services, Inc., provides comprehensive, cost-effective energy solutions for high-volume energy users, including businesses and institutions.

Trigen Energy Corporation will participate in the joint venture through its Federal Projects Division, located in Baltimore, Maryland. Trigen is the leading thermal sciences company in North America. The Company develops, owns and operates commercial and industrial energy systems serving more than 1,500 customers with energy produced at 25 plants in 14 locations, including industrial plants, electric utilities, commercial and office buildings, government buildings, colleges and universities, hospitals, residential complexes and hotels.

Web sites: www.pepco.com
www.trigen.com

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Climate Countdown

For Immediate Release
Tuesday, Nov. 18, 1997

Contact: Peter Kelley
202-887-8831

Over 135 local citizens' groups call on Vice President Gore to attend Kyoto summit

"Dismayed" by near-reversal of his position on global warming, they ask Gore to keep promises and "assert U.S. leadership"

WASHINGTON—A letter signed by over 135 religious, health, and environmental groups from all over the country will reach the White House today, calling on Vice President Gore to attend the 160-nation summit on global warming, Dec. 1-10 in Kyoto, Japan.

The joint letter reads in part:

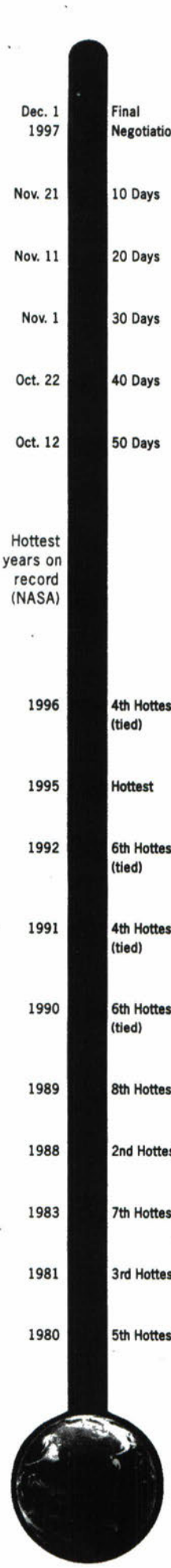
> "We believe the Clinton/Gore proposal for the Climate Summit in Kyoto is too little, too late...You and the president have promised to do far better. Now there are reports you will not attend the Kyoto Climate Summit. We hope these reports are inaccurate. We urge to announce that you will lead the U.S. delegation to Kyoto. We hope that you will, once and for all, assert U.S. leadership at the talks...
>
> "Given what is at stake in Kyoto and your criticism of President Bush [for similar indecision over attending a climate summit], it now seems preposterous that you would even consider not leading the U.S. delegation...
>
> "Vice President Gore, we are dismayed by your record on climate change over the past year. You have nearly reversed your position. We call on you to change course."

Calling the United States "the single biggest obstacle" to progress at the talks, the letter points out that at recent last-minute preparatory talks in Bonn, Germany—the same week as Gore spoke at Harvard about the urgent need for action on global warming—"the U.S. negotiators...once again did nearly everything possible to weaken the treaty, presumably under White House orders. Your goal, it seems is to couple weak targets with massive loopholes such as accounting gimmicks."

Global warming, caused by pollution from burning of fossil fuels, is already causing serious problems, according to a broad scientific consensus. Technology exists to cut global warming pollution and save consumers billions of dollars in energy. But early action is essential or the problem could become irreversible. The best opportunity, the treaty talks in Kyoto, is jeopardized by the weak Clinton-Gore position and a $13 million lobbying campaign by big, polluting industries.

More information is available by contacting Climate Countdown at 888-887-8234, or Peter Kelley at 202-887-8831.

Climate Countdown ***is a project of***
National Environmental Trust



Climate Countdown

November 18, 1997

Vice President Al Gore
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear Vice President Gore:

We believe the Clinton/Gore proposal for the Climate Summit in Kyoto is too little too late. The proposal drags other nations backwards when it should have let them forward. The science tells us it will do little to avert some of the most serious impacts of climate change. You and the president have promised to do far better.

Now there are reports you will not attend the Kyoto Climate Summit. We hope these reports are inaccurate. We urge you to announce that you will lead the U.S. delegation to Kyoto. We hope that you will, once and for all, assert U.S. leadership at the talks.

Kyoto will be the most important environmental summit ever, the culmination of seven years of intense international negotiations by over 160 nations. In 1992 both you and President Clinton criticized President Bush for wavering in his decision to attend the Rio Earth Summit. Given what is at stake in Kyoto and your criticism of President Bush, it now seems preposterous that you would even consider not leading the U.S. delegation.

Despite strong rhetoric about the threat of climate change, the U.S. has been the "single largest obstacle to progress" in the climate talks, just like in 1992. For example, the same week that you spoke at your alma mater about the urgent need for action on climate change, the US negotiators at the talks in Bonn, Germany once again did nearly everything possible to weaken the treaty, presumably under White House orders. Your goal, it seems, is to couple weak targets with massive loopholes such as accounting gimmicks like the "Russians tons".

Vice President Gore, we are dismayed by your record on climate change over the past year. You have nearly reversed your position. We call on you to change course. We respectfully urge you to lead the U.S. delegation in Kyoto.

Sincerely,

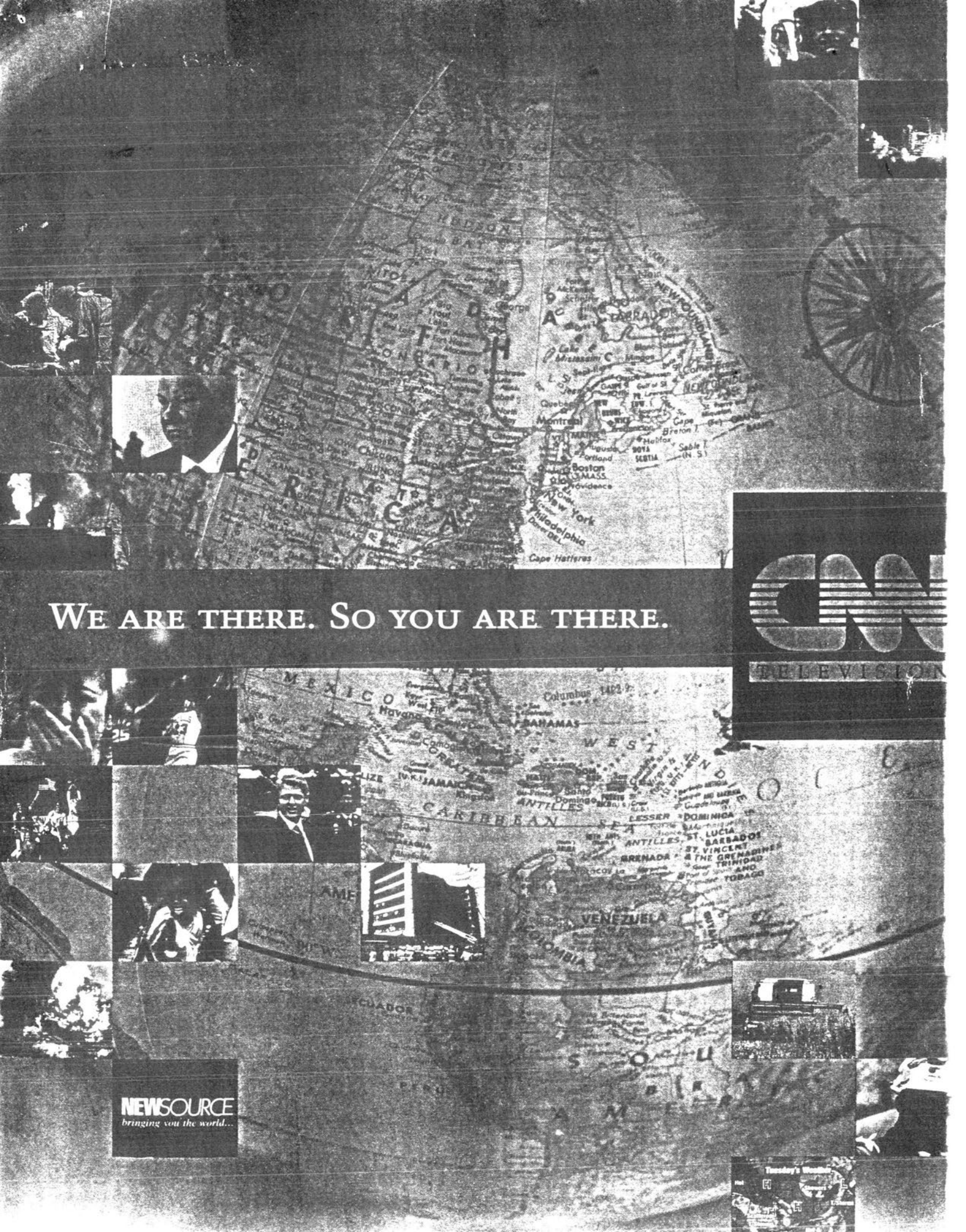
A growing list of over 135 national, state and local organizations.
See attached list.
Full list available by calling 1-888-887-8234.

Climate Countdown ***is a project of***
National Environmental Trust

Toll Free 888-887-8234 ▪ Fax 202-887-8877 ▪ www.eic.org

1000 Friends of New Mexico
20/20 Vision, DC
Adirondack Community College, NY
AEI, NE
Alabama Environmental Council
Alliance Against Waste and Action to Restore the Environment(AWARE), LA
Alliance for Affordable Energy, LA
Alliance for a Sustainable Future, PA
Alternatives in Action!, GA
Amigos Bravos, NM
Applied Science in the Public Interest, KY
Atmosphere Alliance, WA
Bloomington Rainforest Action Group, IN
Blue Canoe, CA
Boulder City Audubon Society, CO
Boulder Rainforest Action Group, CO
Butte Environmental Council, CA
Campaign for a Prosperous Georgia
Campus Greens, Hobart and William Smith Colleges, NY
Center for Campus Organizing, MA
Center for Energy & Environmental Policy, University of Delaware
Central Co-op Grocery, WA
Central Sierra Environmental Resource Center, CA
Chesapeake Bay Foundation, MD
Church & Society, Winchester District United Methodist Church
Cicero North Syracuse High School SEAC, NY
Citizens League for Environmental Action & Recovery (CLEAR), RI
Clean Air Conservancy, PA
Clean Air Council, PA
Conservation Consultants, Inc.
Cornell Greens, NY
Cornell Society for Natural Resource Conservation, NY
Cornell Student Assembly Environmental Committee, NY
Creative Artists' Resources Project
DeepRoots, Indiana University
Denver Audubon Society, CO
Director of Sustainability Programs, University of New Hampshire, Tom Kelly, Ph.D.
EarthAction, MA
Earth Day Coalition, OH
ECOS, CO
Eld Equipment Solar, WA
Endangered Habitats League, CA
Endangered Species Coalition, DC
Environmental Action Committee, SUNY Plattsburgh, NY
Environmental Action Group, St. Lawrence University, NY
Environmental Advocates, NY
Environmental Affairs Board, University of California at Santa Barbara
Environmental Clearinghouse of University of Michigan
Environmental Club, Canton Central High School

Ohio Citizen Action
Ohio Environmental Council
Ohio Public Interest Research Group
One Earth, Worldwide Web Consulting
Orange-Chatham Sierra Club Group, NC
Ozone Action, DC
PA Environmental Network
PennPIRG
Piedmont Plateau Group, NC Sierra Club
P.R.O.T.E.C.T., NY
Physicians for Social Responsibility, GA
Planning and Conservation League, CA
Portland Energy Office, OR
Progressive Action Coalition, MO
Protect Biodiversity in Public Forests Network, OH
Purple Druids Environmental Action Club, Williams College, MA
Rainforest Action Group, IL
RAM Associates Consulting Meteorologist, Jack Kline, CA
Real Goods Trading Corp., CA
RENEW Wisconsin
Santa Fe City Councilor, Green Party Member Chris Moore, NM
Save Wetlands and Bays, Inc., DE
SCOPE, Students Conscious of Protecting the Environment, NV
SEAC at SUNY-Binghamton, NY
SEAC at University of New Hampshire
SEAC at University of Wisconsin, Milwaukee
SEAC, University of Colorado
Sensible Transportation Options for People (S.T.O.P.), OR
Sierra Club, Ohio Chapter
Solar Energy International, CO
Solutions For Progress, PA
Southern Strategy for an Energy and Environmental Renewal, LA
South Philadelphia Environmental Action Coalition, PA
Southwest Environmental Center, NM
Southwest Research and Information Center, NM
Spiffy Clean Janitorial
Student Action For the Environment, U. of Southern California Los Angeles
Student Environmental Action Coalition, Region 2 (OR, WA, AL, British Columbia)
Student Union Environmental Board, University of Colorado
Students for Social Justice, KY
Students Organized to Reuse and Recycle Organic Waste, MI
Sun Day Campaign, MD
Sustainable Business Network, NY
Tennessee Valley Energy Reform Coaltion
The Christian Environmental Association, CO
The E House Company, PA
Tri-State Coalition for Responsible Investment, NJ
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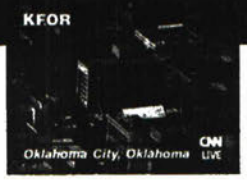








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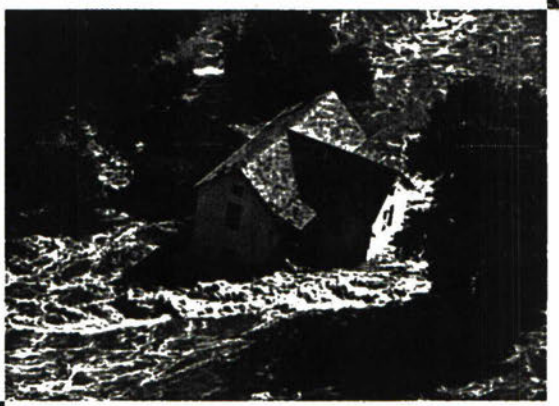


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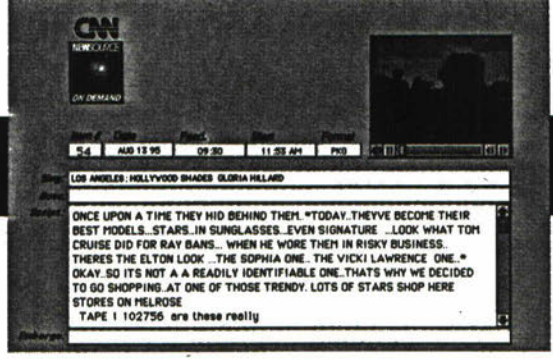
> ...maintain a peak profile by putting frontliners and headliners on your newscast.







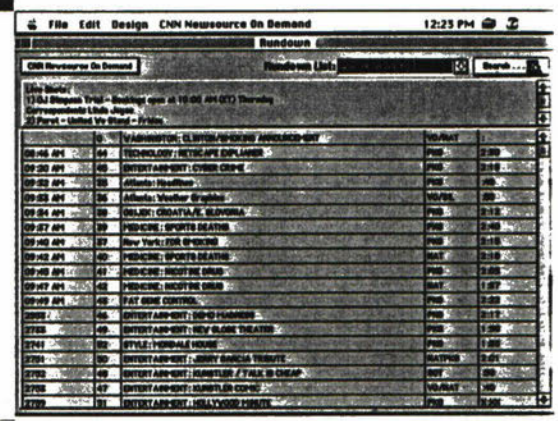




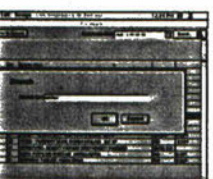
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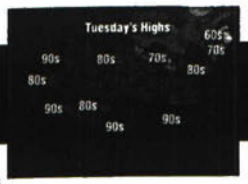
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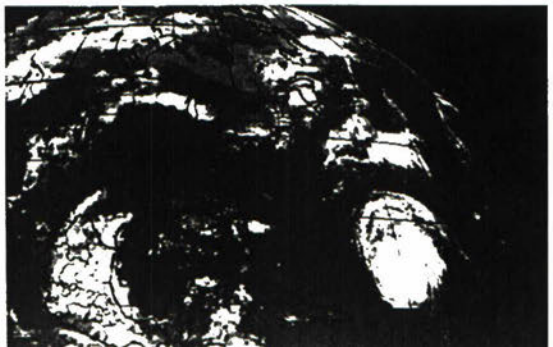
Sports and Weather



Sports and weather are always in season on CNN Newsource. We track these fronts as aggressively as we track the top national and international news of the day. We can go head to head with any sports or weather specialty service. ● You get up-to-the-minute sports coverage every day in every season: Sports packages, Plays Of The Day, and highlights are fed nine times each weekday and seven times on Saturday and Sunday. ● Special preview pieces with natural sound and sound bites run routinely. ● Action-packed coverage from major events including the Super Bowl and the NBA Draft with facilities for affiliates wishing to dispatch their own correspondents. ● Fun-packed features focusing on the zany, side-splitting side of sports. ● Weather graphics are fed twice daily and updated as needed throughout the day, including regional weather map highlights, national weather map forecasts and U.S. map with radar animation.



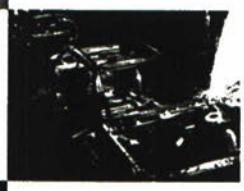
We can go head to head with any sports or weather specialty service.

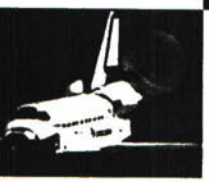


News Feeds

The varied CNN Newsource schedule — hard news, business news, sports, weather, entertainment a much more—always accommodates yours. • Stations can receive natural sound blocks Monday throu Friday on the 6:30 pm, 9:00 pm, and 4:00 am feeds, which also include natural sound versions of C packages. In fact, CNN Newsource has never sounded better, offering our affiliates nearly 1000 items natural sound every week! • Plus, CNN Newsource now includes transcriptions for all CNN-generat packages, SOTs, and voice-overs. This is ideal for stations with closed-captioning.







Monday through Friday*

4:00 AM:

Latest overnight news for inclusion in your station's early morning news. • Best compilation of p ceding day's material. • 90-minute feed.

9:30 AM:

If you only roll on one feed, this is it! Health, consumer, business, environmental and scien features plus entertainment news. • 90-minute feed with bankable material and weather graphic

11:30 AM:

Breaking news, topical news and weather graphics for local use. • 30-45 minute feed.

2:30 PM:

Timed so you can write and cut national and international stories long before evening newscast. If developments warrant, material is updated at 4:30. • 45-minute feed — essential for West Coast st tions updating their noon newscasts.

4:00 PM:

Sports and more sports for early evening newscasts. • 15-minute feed — bankable elements for later program

4:30 PM:

Updates from 2:30 p.m. feed, which can be edited straight into earlier stories. • 25-minute "early wra feed — includes the latest news and updated weather graphics.

6:30 PM:

Critically-timed to meet our West Coast affiliates' major newscasts. • Nat Sound block — arrives full ho before networks send re-cut materials from nightly newscasts. • 60-minute feed — contains most CNN topical news packages delivered with fresh slant for a new perspective.

9:00 PM:

Latest day's wrap packages plus fresh VO and Nat Sound. • Sports highlights are fed at 9:30, allowin East Coast more time to edit breaking news/sports for 10:00 newscasts. • West Coast stories by C reporters. • 90-minute feed.

10:30 PM:

Averages 10 sports items. • Breaking news, developing stories — i.e. national primaries and majo award shows. • 30-minute feed — averages 12 new stories.

12:30 AM:

30-minute feed — summarizes day's news — crucial to West Coast affiliates with 11:00 newscasts.

1:30 AM:

Sports wrap transmitted only when West Coast games are still in progress after 12:30 a.m. feed. • Designed to give West Coast stations late-breaking highlights in time for 11:00 newscasts.

**All Times Eastern*

News Feeds



Saturday and Sunday*

6:00 AM:
60-minute feed — late breaking West Coast stories, selected VOs, key sound bites, late night sports highlights, national and international news.

11:30 AM:
Breaking news, topical and weather graphics, updated video from 6:00 a.m. feed. • 45-minute feed.

2:30 PM:
60-minute feed — the day's breaking news plus early sports highlights. • Variety of VOs, SOTs, as well as feature material. • Parenting and computer features. • Ample lead time for stations to format early weekend newscasts.

5:00 PM:
Ideal opportunity for East Coast stations to get up-to-speed on the day's breaking news. • Updates latest highlights from world of sports. • Customary VOs, SOTs, early package wrap • 90-minute feed on Saturday including flashback master reel fed at end of feed. • 60-minute feed on Sunday.

9:00 PM:
60-minute feed — fully-loaded to give 11:00 East Coast shows maximum editing time. • Kicks off with sports — a premium advantage to East Coast stations with 10:00 programs.

10:30 PM:
Averages 10 sports items. • Breaking news, developing stories — i.e. announcing winners in national primaries and major award shows. • Averages 12 new stories — over three times more than networks. • 30-minute feed.

12:30 AM:
Recaps day's events — especially helpful to West Coast affiliates with 11:00 newscasts. • 30-minute feed.

1:30 AM:
Sports wrap transmitted only when West Coast games are still in progress (after 12:30 a.m. feed). • Designed to give West Coast stations late-breaking highlights in time for 11:00 newscasts.

Library Services and Re-feeds

CNN Newsource provides library footage for news programming. You will be billed between $20.00 and $30.00 depending on the amount of material requested. Non-news usage requests are handled by the CNN Library — call (404) 827-3004. • Re-feeds are transmitted at $10.00 per item.

Rundowns and Scripts

CNN Newsource rundowns are fed via Reuters wire including the preliminary rundown — sent 60 minutes before the feed starts; an updated rundown with item numbers — sent 15 minutes before the feed starts; and a final rundown with time codes and feed order — sent after the feed is complete.

CNN Newsource OnLine

Stay ahead of the curve with CNN Newsource OnLine. Stations with modems can dial directly into the CNN Newsource computer to: View rundowns and scripts in progress • Retrieve up to a month's worth of material already fed • View our file of future stories. • Stations can communicate with CNN Newsource producers through a mailbox system, as well as with other stations on-line at that time. CNN Newsource affiliates also receive expertly-written lead-ins and scripts prior to the actual video feed.



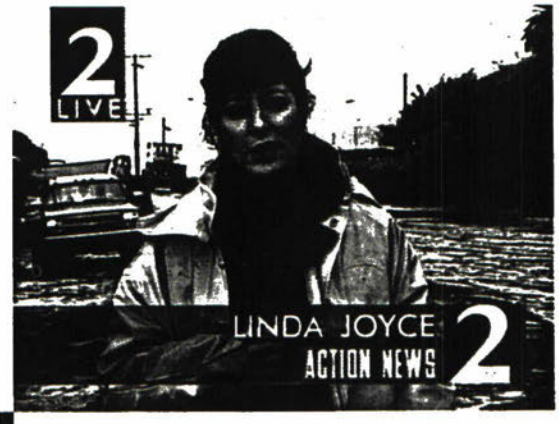




Reporters & Bureaus

Exceptional Reporters You receive the undivided attention of CNN Newsource national correspondents who bring years of experience and expertise to every story in every field. **Washington, D.C. Bureau** Interview your senator, representative or other newsworthy official from the CNN Newsource Washington. D.C. Bureau Monday through Friday, through 11:30 pm ET. • Located directly across from the Capitol, our facilities offer ideal accessibility to Washington's elite. **Los Angeles Bureau** The CNN Newsource West bureau is located in Los Angeles and responds immediately to major stories across the region, delivering live reports Monday through Friday, for noon and early evening newscasts. • During breaking national or international stories, both bureaus remain open after hours and on weekends.

...Washington, D.C. Bureau is open Monday through Friday, through 11:30 pm ET.









CNN and Headline News Excerpting



CNN excerpting serves as an exceptional backup between Newsource newsfeeds; you can excerpt up to 10 minutes an hour from most regularly scheduled programs.* • Headline News excerpting gives you one more way of making sure you have the latest video possible. Up to five minutes of material can be excerpted from any segment of the network's half-hour format. •

The Headline News half-hour program gives you all the news of the day in 30 minutes. • Up to four half-hours are offered daily in each market. • Five-and-a-half minutes are allotted for commercial time. • Programming offers total flexibility of scheduling — excellent lead-in/lead-out to local news. • Final five minutes of each Headline News half-hour provides window for airing local news. • Stock crawl appears Monday – Friday, 9:30 AM to 5:30 PM, throughout entire half-hour. • Sports crawl appears Monday – Friday, 6:00 PM to 9:30 AM, 24 hours on Saturday and Sunday. • Half-hour format can be viewed without either crawl 24 hours a day, seven days a week.*

Headline News excerpting gives you one more way of making sure you have the latest video possible.



*Anchors may not be shown in any excerpted material — contractual considerations may prevent excerpting certain programming
*See Technical Reference Guide for satellite coordinates



CNN Newsbeam



For stations with Ku-downlink capacity, CNN Newsbeam is the premier source for SNG needs, supplying Ku-Band transponder time at rates that are equal to — or lower than — other suppliers. ● Affiliates licensed for Newsource pay significantly less per minute than non-CNN Television, non-CNN Newsource stations. ● Moreover, CNN Newsbeam is compatible with most network communications packages.

Being There

Since its inception in 1982, CNN Television has defined *news service*. Today, supported by CNN's ever-advancing global reach, we are poised to take you into a new world of news service. We are already helping our affiliates redefine and maximize their roles to meet the coming challenges of delivering a constant and consistently-expanding volume of news in a fiercely competitive 21st century marketplace. As the communication revolution evolves, CNN Television will continue to take the lead and take our partners to new levels of success. After all, we have a commitment to keep.

We Are There. So You Are There.







SLUG	WRITER	DAY/DATE/TIME	REV. BY	ON	STATUS	TIME
NS AFFILIATES A-M	ottalini	Mon Mar 2 12:53	crum	Aug 12 16:19	HOLD	13:37

UPDATED 7/28/97

NEWSOURCE ATLANTA FAX: (404)-827-2482
NEWSOURCE WASH'TN FAX: (202)-783-4364

NEWSBEAM	7-1094	CNN UPLINK	5-4816
SATELLITE DESK	7-1510	CONTRIB DESK	7-2917
INTERNAT DESK	7-1519	ARCHIVIST LINE	7-4636
SHOP	7-2683/2684	NEWSOURCE SPORTS	8-1615
DATA RESOURCES	7-1592	NY TAPES	7-5-839-7870
	7-2160	DC TAPES	7-5-898-7940
Linda Fleisher	7-2079	ATL LIBRARY	7-1330

CNN BUREAUS

WASHINGTON	202-898-7911	DALLAS	214-747-1440
NEW YORK	212-714-7820	CHICAGO	312-645-8555
LOS ANGELES	213-993-5011	DETROIT	810-799-3100
SAN FRANCISCO	415-434-1661	MIAMI	305-892-5100

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DAVE KOHLER - ATTORNEY X-4390 HOME NUMBER: (404)-378-843? BEEPER 726-3026
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NO LONGER AFFILIATES:

KCOY	Santa Barbara, CA	CBS
WFTS	Tampa	ABC
WFXL	Albany, GA	FOX
KRXI	Reno, NV	FOX
KWTV	Oklahoma City, OK	CBS

CANADIAN AFFILIATES:

CALL LETTERS	CITIES(ALPHABETICAL)	NETWORK	PHONE NUMBER	NEWS DIRECTOR
ATV/ASN ATLANTIC TELEVISION	HALIFAX, NOVA SCOTIA			
CJCH	HALIFAX			Jay Witherbee
CKCW(satellite of CJCH)	Moncton, New Brunswick			Jay Witherbee
CJCB(satellite of CJCH)	SYDNEY			Jay Witherbee
MITV NEW BRUNSWICK BROADCASTING	DARTMOUTH, NOVA SCOTIA			Carol McDade
CFMT-TV MULTILINGUAL TELEVISION	TORONTO, CANADA			Renato Zane
ONTV (aka CHCH-TV)	HAMILTON, ONTARIO			Dan Rath
CIII GLOBAL TV NETWORK	DON MILLS, ONTARIO			Ken McDonald
CityTV / CHUM GROUP LTD.	TORONTO, CANADA			Stephen Hurlbut
MUCHMUSIC/Music Plus	TORONTO			Keith Wilson
FAIRCHILD TV	Vancouver,BC/ Richmond Hill,Ontario			Stanley So
THE NEW VR	BARRIE, ONTARIO			Tom Pancci
TV ONTARIO	TORONTO, CANADA			Laura Lucas
UTV	VANCOUVER, BRITISH COLUMBIA			Dave Budge
TALENTVISION	RICHMOND, BRITISH COLUMBIA			
CKND	WINNIPEG, MANITOBA			Heather Suitte
CFRE	REGINA, SASKATCHEWAN			Lisa Ford
CFSK	SASKATOON, SASKATCHEWAN			

TV ASAHI - JAPAN - - CNN CENTER / 524-4767 SATOSHI KODAKA
AUSTRALIAN BROADCASTING (202) 466-8575 PETER RYAN / AMERICAN PRODUCER
UNIVISION DC BUREAU (202) 783-7155 DEBBIE DURHAM/BUREAU CHIEF
UNIVISION MIAMI BUREAU (305) 471-4303 ALINA FALCON

KTXS	Abilene, TX	ABC	(915) 672-5897	Paul Brown
WNYT	Albany, NY	NBC	(518) 436-8477	Paul Conti
WRGB	Albany/Schenectady,NY	CBS	(518) 381-4988	Jim Parisi
WTEN	Albany, NY	ABC	(518) 436-0771	Don Decker
WXXA	Albany, NY	FOX	(518) 862-2323	Kathy Gazda
KOAT	Albuquerque, NM	ABC	(505) 884-6324	Pahl Shipley
KLUZ	Albuquerque, NM	UNIVISION	(505) 344-5589	Fred Baca
KRQE	Albuquerque, NM	CBS/UPN	(505) 243-2285	Tauna Lange
KALB	Alexandria, LA	NBC	(318) 445-6397	Jack Frost
WFMZ	Allentown, PA	IND	(610) 791-1111	Brad Rinehart
KFDA	Amarillo, TX	CBS	(806) 383-6397	Walt Howard
KTUU	Anchorage, AK	NBC	(907) 762-9202	John Tracy
WJSU	Anniston, AL	ABC	(205) 988-3357	Garry Kelly
WASV(8/1)	Asheville, NC/G'ville, SC	IND		
WNEG	Asheville, NC/G'ville, SC	CBS	(706) 886-0032	Joy Purcell
WLOS	Asheville, NC/G'ville, SC	ABC	(704) 255-4564/67	Tom Loebig
WFBC(LMA of WLOS)	G'ville/Spart/Ashe	IND		Tom Loebig
WAGA	Atlanta, GA	FOX	(404) 898-0100	Bud McEntee
WGNX	Atlanta, GA (Tribune)	CBS	(404) 325-3015	Michael Dreaden
WSB	Atlanta, GA	ABC	(404) 897-6276	Al Blinke
WXIA	Atlanta, GA	NBC	(404) 873-9114	Dave Roberts
WOUB	Athens, OH	PBS	(614) 593-4848	TBN
WMTW	Auburn/Portland, ME	ABC	(207) 782-1800	Dave Baer
WRDW	Augusta, GA	CBS	(803) 278-3111	Brian Trauring
WAGT	Augusta, GA	NBC	(706) 826-0026	Ed Kral
KAAL	Austin/Rochester, MN	ABC	(507) 437-6666	Dean Adams
KVUE	Austin, TX	ABC	(512) 459-9442	Cathy McFeaters
KTBC	Austin, TX	FOX	(512) 472-0988	Rob Martin
KGET	Bakersfield, CA	NBC	(805) 327-1761	Jack Bowe
KBAK	Bakersfield, CA	CBS	(805) 325-6397	Kevin Andrus
WBAL	Baltimore, MD	NBC	(410) 338-6501	Katherine Green
WMAR	Baltimore, MD	ABC	(410) 377-2246	Drew Berry
WBFF	Baltimore, MD	FOX	(410) 235-6397	Joe Defeo
WJZ	Baltimore, MD	CBS	(410) 578-7565	Gail Bending
WVII	Bangor, Maine	ABC	(207) 941-9844	Dale Dixon
WAFB	Baton Rouge, LA	CBS	(504) 379-7876	Liz Golson
KBMT	Beaumont, TX	ABC	(409) 838-1212	Phil Hayes
KVOS	Bellingham, WA	IND	(360) 671-4500	Margot Wilson
KULR	Billings, MT	NBC	(406) 656-8558	*Temp/Chris Byers
WBNG	Binghamton, NY	CBS	(607) 729-9575	Darcy Fauci
WICZ	Binghamton, NY	FOX		Jim Parker
WBMG	Birmingham, AL	CBS	(205) 322-4200	William Walker
WVTM	Birmingham, AL	NBC	(205) 558-7350	Willie Chriesman
WBRC	Birmingham, AL	FOX	(205) 583-4333	Peggy Carpenter
WBMA/WCFT WJSU.	Birmingham, AL	ABC	(205) 988-3357	Garry Kelly
KTVB	Boise, ID	NBC	(208) 376-1844	Rod Gramer
WABU(feeds Only)	Boston, MA	IND	(617) 787-6868	Ted O'Brien
WNBU(satellite of WABU) feeds only .				
WZBU(satellite of WABU) feeds only .				
WBZ	Boston, MA	CBS	(617) 787-7145	Peter Brown

WCVB	Boston, MA	ABC	(617) 433-4550	Candy Altman
WLVI	Boston, MA	WB/IND	(617) 282-0938	Greg Caputo
WFXT	Boston, MA	FOX	(617) 327-8825	Colleen Marren
WHDH	Boston, MA	NBC	(617) 725-0777	Bill Pohovey
WSBK(newscast by WBZ)	MA	UPN	(617) 783-3838	
NESN/NEW ENGLAND SPORTS NETWORK		SPORTS AFFIL!!		
WMAR	Manchester, NH/Boston	IND	(603) 622-8860	Rhonda Mann
WBKO	Bowling Green, KY	ABC	(502) 781-6397	Bob Noonan
WBSG	Brunswick/Jacksonville,GA	ABC	(912) 262-6397	Hector Garcia
WGRZ	Buffalo, NY	NBC	(716) 849-2222	Stacey Roeder
WIVB	Buffalo, NY	CBS	(716) 876-7333	Chris Musial
WKBW	Buffalo, NY	ABC	(716) 840-7777	Bob Longo
KTWO	Casper, WY	NBC	(307) 472-1850	Vicki Daniels
KKTU(sat. of KTWO)	Cheyenne, WY	NBC		Vicki Daniels
KWWL	Cedar Rapids/Waterloo, IA	NBC	----------	Marty Bowden
WCIV	Charleston, SC	ABC	(803) 723-4403	Deborah Tibbetts-Greig
WBTV	Charlotte, NC	CBS	(704) 374-3691	Ron Miller
WCNC	Charlotte, NC	NBC	(704) 329-3609	Lee Meredith
WSOC	Charlotte, NC	ABC	(704) 335-4871	Vicki Montet
WVIR	Charlottesville, VA	NBC	(804) 977-7082	Dave Cupp
WOWK	Charleston,Huntington, WV	CBS	(304) 522-4581 525-1313	Michele Gors
WDSI	Chattanooga, TN	FOX		Bill Doblias
WDEF	Chattanooga, TN	CBS	(423) 785-1227	Rick Russell
WRCB	Chattanooga, TN	NBC	(423) 266-5039	Bill Wallace
WTVC	Chattanooga, TN	ABC	(423) 756-5500	Temp/Steve Hinsicker
WFLD	Chicago, IL	FOX	(312) 565-5532	Debra Juarez-West
WGN	Chicago, IL (Tribune)	WB	(773) 883-3203	Steve Ramsey
WGBO	Chicago, IL	UNIV.	(312) 670-1000	Berta Castes
WTTW	Chicago, IL	PBS		V.J. McAleer
KCPM	Chico/Redding CA	NBC	(916) 894-6397	Pat Hembright
WCPO	Cincinnati, OH	ABC	(513) 852-4071	Stuart Zanger
WKRC	Cincinnati, OH	CBS	(513) 763-5423	Steve Minium
WLWT	Cincinnati, OH	NBC	(513) 352-5000	Lyn Tolan
WXIX	Cincinnati, OH	FOX	(513) 421-0119	Karla Stanley
WDTV	Clarksburg, WV	CBS	(304) 623-5555	John Smith
WEWS	Cleveland, OH	ABC	(216) 431-3700	Jim LaMay
WJW	Cleveland/Akron, OH	FOX	(216) 432-4240	Greg Easterly
WUAB	Cleveland/Akron, OH	UPN	(216) 436-5404	Kim Godwin Webb
WKYC	Cleveland, OH	NBC	(216) 344-3300	Kathy Williams
WVIZ	Cleveland, OH	PBS		Mark Rosenberger
WOIO	Cleveland, OH	CBS	(216) 771-1943	Kimberly Godwin-Webb
WIS	Columbia, SC	NBC	(803) 758-1260 779-0261	Randy Covington
WACH(newscast by WIS)	Columbia, SC	FOX		*To be named
WOLO	Columbia, SC	ABC	(803) 754-7525	*To be named
KIII	Corpus Christi, TX	ABC	(512) 855-6397	Miles Resnick
KKTV	Colorado Springs, CO	CBS	(719) 634-2844	Lloyd Wright
WCBI	Columbus/Tupelo, MS	CBS	(601) 327-4444	Jeffrey Rupp
WBNS	Columbus, OH	CBS	(614) 460-3950	Angie Kucharski
WSYX	Columbus, OH	ABC	(614) 481-6659	Mike Hevel
WTTE(LMA of WSYX)		FOX		Jennifer Nicholson
WTVM	Columbus, GA	ABC	(706) 322-5734	Mark McGee
WFAA	Dallas/Fort Worth,TX	ABC	(214) 977-6213	John Miller
KDFW	Dallas/Fort Worth,TX	FOX	(214) 720-3155	To be named

KUVN	Dallas/Fort Worth,TX	UNV	(214) 485-2303	Virgilio Avila
WQAD	Davenport/Moline IL	ABC	(309) 736-3300	Jim Turpin
WDTN	Dayton, OH	ABC	(513) 293-5121	Kevin Roach
WHIO	Dayton, OH	CBS	(513) 259-2237	Jennifer Rigby
WAND	Decatur/Champaign, IL	ABC	(217) 424-2540	Lee Williams
KUSA	Denver, CO	NBC	(303) 871-1491	Patti Dennis
KWGN	Denver, CO (Tribune)	WB	(303) 740-2855	Steve Grund
WNDS	Derry, NH	IND		Rick Parpenito
KCCI	Des Moines, IA	CBS	(515) 247-8841	Dave Busiek
WKBD	Detroit, MI	UPN	(810) 355-7100	Tom Bell
WJBK	Detroit, MI	FOX	(810) 552-5103	Neil Goldstein
WDIV	Detroit, MI	NBC	(313) 222-0500	Deborah Collura
WXON	Detroit, MI	IND		Melanie Johnson
WXYZ	Detroit, MI	ABC	(810) 827-9407	Walter Kraft
WETM	Elmira, NY	NBC	(607) 733-8658	David Schifter
KDBC	El Paso, TX	CBS	(915) 545-2444	Udell Vigil
KFOX(eff9/1)	El Paso, TX	FOX		----------
WJET	Erie, PA	ABC	(814) 868-2424	Evan Jones
WSEE	Erie, PA	CBS	(814) 454-3500	Chris Huston
KMTR	Eugene, OR	NBC	(503) 741-2097	Bob Campbell
WTVW	Evansville, IN	FOX	(812) 422-1121	Dave Smith
KXJB	Fargo, ND	CBS	(701) 282-0444	David Hoglin
WEYI	Flint/Saginaw, MI	NBC	(810) 687-1000	Roger Lyons
WNEM	Flint/Saginaw, MI	CBS	(517)	Jennifer Hogan
WBTW	Florence, SC	CBS	(803) 317-1313	John Wessling
WPDE	Florence, SC	ABC	(803) 665-1515	Rich Everitt
WWMB(newscast	by WPDE)	UPN		
WBBH	Fort Myers, FL	NBC	(941) 939-2020	Darrel Adams
WZVN(newscast	by WBBH)	ABC	----------	Darrel Adams
WINK	Fort Myers, FL	CBS	(941) 334-8247	Micheal Castengara
WFTX	Fort Myers, FL	FOX	(941) 574-6397	Mark Pierce
KHBS/KHOG	Fort Smith/Fay. AR	ABC	(501) 783-8133	Craig Cannon
WANE	Fort Wayne, IN	CBS	(219) 422-5644	Rick Moll
WPTA	Fort Wayne, IN	ABC		Don Bradley
KJEO	Fresno, CA	CBS	(209) 225-1133	Marc Cotta
KMPH	Fresno, CA	FOX	(209) 453-8850	Roger Gadley
KSEE	Fresno, CA	NBC	(209) 454-2400	Chris Long
WCJB	Gainesville, FL	ABC	(352) 377-2020	Bob Williams
WUFT	Gainesville, FL	PBS	(352) 392-4311	Greg Smith
WOOD	Grand Rapids, MI	NBC	(616) 771-9633	Jim Loy
WZZM	Grand Rapids, MI	ABC	(616) 784-4396	Bill Dallman
WWMT	Grand Rapids/Kalamazoo, MI	CBS	(616) 388-9339	Susan Kelley
KFBB	Great Falls, MT	ABC	(406) 453-4370	Dick Pompa
WBAY	Green Bay, WI	ABC	(414) 437-2222	Tom McCarey
WLUK	Green Bay, WI	FOX		Juli Buehler
WFMY	Greensboro/Winston-Salem, NC	CBS	(910) 379-9369	Lisa Stevens-Rose
WXII	Greensboro/Wintson-Salem, NC	NBC		Temp/Jim Gilcrest
WABG	Greenville, MS	ABC	(601) 332-0949	To be named
WNCT	Greenville, NC	CBS	(919) 355-8542	Roy Hardee
WNEG	Greenville/Spartanburg,SC (located though in Toccoa, GA)	CBS	(706) 886-0032	Joy Purcell
WYFF	Greenville/Spartanburg,SC	NBC	(864) 240-5258	Andy Still
WSPA	Greenville/Spartanburg,SC	CBS	(864) 576-7777	Ken Elmore
ATV/ASN	Halifax, Canada	CTV	(902) 454-3200	Ian Morrison
MITV	Halifax, Canada	IND	(902) 481-7497	Carol Mcdade
CHCH	Hamilton, Canada	IND	(905) 522-3795	John Best

WHP	Harrisburg, PA	CBS	(717) 238-2100	Keith Wheeler
WHTM	Harrisburg/York, PA	ABC	(717) 236-1444	Greg Zoerb
WGAL	Harrisburg, PA	NBC	(717) 299-0859	Ed Wickenheiser
WPMT	Harrisburg/York PA	FOX	(717) 843-0043 Ext. 285	Jim DePury
WLYH	Harrisburg/York, PA	UPN		Keith Wheeler
WFSB	Hartford/New Haven CT	CBS	(860) 728-3333	Steve Sabato
WVIT	Hartford/New Haven CT	NBC	(860) 561-1925	Micah Johnson
WTIC	Hartford/New Haven CT	FOX	(860) 727-0082	Paul Lewis
WTNH	Hartford/New Haven CT	ABC	(860) 784-8800	Billy Otwell
WGHP	High Point/Greensboro,NC	FOX	(910) 841-6397	Cheryl Carson
KHNL	Honolulu, HI	NBC	(808) 847-3246	Chuck Parker
KHON	Honolulu, HI	FOX	(808) 591-4278	Jim McCoy
KITV	Honolulu, HI	ABC	(808) 593-4444	Wally Zimmerman
WKAG	Hopkinsville, KY	IND	(502) 885-4300	Tim Golden
KHOU	Houston, TX	CBS	(713) 521-4388	Joe Duke
KRIV	Houston, TX	FOX	(713) 625-1896	Denise Bishop
KPRC	Houston, TX	NBC	(713) 778-4910	Nancy Shafran
KNWS	Houston, TX	IND	(713) 974-6397	Wendy Granato
KXLN	Houston, TX	UNIVISION		Beatriz DeAlvarado
WAFF	Huntsville, AL	NBC	(205) 533-6397	Frank Volpicella
KPVI	Idaho Falls, ID	NBC		Tonia Ellis-Collard
KIFI	Idaho Falls/Pocatello	ABC	(208) 522-5103	Jay Hildebrandt
WISH	Indianapolis, IN	CBS	(317) 931-2222	Lee Giles
WNDY	Indianapolis, IN	IND/WB	(317) 241-2388	John Newcomb
WRTV	Indianapolis, IN	ABC	(317) 635-9788	Eric Hulnick
WXIN	Indianapolis, IN	FOX	(317) 687-6541	Kevin Nunn
WTHR	Indianapolis, IN	NBC	(317) 655-5740	Jacques Natz
WBBJ	Jackson, TN	ABC	(901) 422-4348	Tom Britt
WLBT	Jackson, MS	NBC	(601) 960-4426	Dennis Smith
WJTV	Jackson, MS	CBS	(601) 373-6535	Gene Moore
WAWS	Jacksonville, FL	FOX	(904) 642-3030	Anthony Maisel
WJXT	Jacksonville, FL	CBS	(904) 393-9844	Mike Stutz
WTLV	Jacksonville, FL	NBC	(904) 354-1212	Bart Swenson
WJAC	Johnstown/Altoona,PA	NBC	(814) 255-7600	Ronald Miller
WTAJ	Johnstown/Altoona,PA	CBS		Dennis Fisher
WWCP	Johnstown/Altoona,PA	FOX	(800) 424-6397	Beverly Myer
WATM(combined	operation with WWCP)	ABC		Beverly Myer
KAIT	Jonesboro, Ark	ABC	(501) 931-8888	Harvey Cox
KODE	Joplin, MO	ABC	(417) 623-7260	Larry Young
KMBC	Kansas City, MO	ABC	(816) 221-9999	Brian Bracco
KSHB	Kansas City, MO	NBC		Lynn Heider
KCTV	Kansas City, MO	CBS	(913) 677-7213	Don North
WDAF	Kansas City, MO	FOX	(816) 932-9201	Mike McDonald
WATE	Knoxville, TN	ABC	(615) 637-6397	Martha Dooley
WBIR	Knoxville, TN	NBC	(423) 637-1272	Margie Nichols
KATC	Lafayette, LA	ABC	(318) 236-6351	John Korbel
KLFY	Lafayette, LA	CBS	(318) 981-4844	Dee Stanley
WILX	Lansing, MI	NBC	(517) 393-0110	Kevin Ragan
WLAJ	Lansing, MI	ABC	(517) 394-5300	Larry Estlack.
WSYM	Lansing, MI	FOX	(517) 484-7747	Caryn Brooks
KVBC	Las Vegas, NV	NBC	(702) 657-3150	Roger Bell
KLAS	Las Vegas, NV	CBS	(702) 792-8882	Emily Neilson
KTNV	Las Vegas, NV	ABC	(702) 876-6798	Perry Boxx
KSWO	Lawton/Wichita Falls,OK	ABC	(405) 355-6397	Jan Stratton
WDKY(news by WKYT)	Lexington,KY	FOX		Marvin Bartlett

WLEX	Lexington, KY	NBC	(606) 259-1818	Chris McDaniel
WTVQ	Lexington, KY	ABC	(606) 293-1661	Ingrid Johannson
KET NO NEWS	Lexington, KY	PBS	(606) 233-3000	Craig Cornwell
(Kentucky Educational Television) .				
WTLW	Lima, OH	IND	(419) 339-6397	Brad Schultz
KATV	Little Rock, AR	ABC	(501) 324-7760	Bob Steel
WLNY(WLIG)	Woodbury, Long Island	IND	(516) 777-8855	x-518 Ken Rhodes
KCAL	Los Angeles, CA	IND	(213) 960-3800	Dennis Herzig
KCOP	Los Angeles, CA	UPN	(213) 883-9802	Steve Cohen
KTLA	Los Angeles, CA (Tribune)	WB	(213) 460-5514	Dave Goldberg
KTTV	Los Angeles, CA	FOX	(310) 584-2027/5	Jose Rios
KMEX	Los Angeles, CA	UNIVISION	(310) 348-3495	Jairo Marin
PRIME TIX	Los Angeles, CA news and sports affil		(310) 286-3752	TOM REILLY
NATV	Los Angeles, CA Cable/Chinese Lang.			Andrew Zhao
WDRB	Louisville, KY	FOX	(502) 561-7711	Hal Stophel
WLKY	Louisville, KY	CBS	(502) 893-7300	Michael Sipes
WHAS	Louisville, KY	ABC	(502) 582-7223	Nick Simonette
KJTV	Lubbock, TX	FOX	(806) 745-3434	
KUPT	Lubbock, TX	UPN		Randy Roberts
WGXA	Macon, GA	FOX	(912) 745-2424	Bob Young
WMAZ	Macon, GA	CBS	(912) 752-1312	Dodie Cantrell
WMTV	Madison, WI	NBC	(608) 274-1500	Sheldon Ripson
WMUR	Manchester NH/Boston	ABC	(603) 641-9009	Karen Brown
KDRV	Medford, OR	ABC	(503) 779-9755	Mark Hatfield
WHBQ	Memphis, TN	FOX	(901) 320-1340	George Tyll
WMC	Memphis, TN	NBC	(901) 726-0416	Ken Jobe
WTOK	Meridian, MS	ABC	(601) 693-1441	John Johnson
WPLG	Miami, FL	ABC	(305) 325-2370	Tom Doerr
WSVN	Miami, FL	FOX	(305) 795-2777	Alice Jacobs
WLTV	Miami, FL	UNIVISION	(305) 471-4234	Myrna Sonora
UNIVISION NET	Miami, FL	UNIVISION		Alina Falcon
KMID	Midland/Odessa, TX	ABC	(915) 563-4421	Tony Venti
KWES	Midland/Odessa, TX	NBC	(915) 567-9991	Gayle Hill
KOSA	Midland/Odessa, TX	CBS	(915) 580-6397	Randy Lynn
WISN	Milwaukee, WI	ABC	(414) 342-8812	Ron Petrovich
WTMJ	Milwaukee, WI	NBC	(414) 967-5318	Jeff Kiernan
WITI	Milwaukee, WI	FOX	(414) 355-6214/15	Jill Geisler
KARE	Minneapolis, MN	NBC	(612) 797-7215	Tom Lindner
KMSP	Minneapolis, MN	UPN	(612) 946-5767	Dana Benson
WCCO	Minneapolis, MN	CBS	(612) 330-2509	Ted Canova
WKRG	Mobile, AL/Pensacola, FL	CBS	(334) 471-6397 479-5555	Bill Farris
WALA	Mobile, AL	FOX	(334) 434-1010	Chuck Bark
WPMI	Mobile, AL	NBC	(334) 602-1500	Steve Rollison
KNOE	Monroe, LA	CBS	(318) 325-4448	Roy Frostenson
KUVS	Modesto/Sacramento,CA	UNIVISION	(209) 578-1900	Steve Malave
KCBA	Monterey/Salinas, CA	FOX	(408) 757-6397	John Freeman
KSBW	Monterey/Salinas, CA	NBC	(408) 422-8206	Laura Clark
KNTV	Monterey/Salinas, CA	ABC	(408) 297-8780	Terry McElhatton
WAKA	Montgomery, AL	CBS	(334) 270-9252	Bob Brunner
TVA Network	Montreal, Canada	TVA	(514) 598-2869	Michel Pherrien

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INTERNAT DESK	7-1519	ARCHIVIST LINE	7-4636
SHOP	7-2683/2684	NEWSOURCE SPORTS	8-1615
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CANADIAN AFFILIATES:

ATV/ASN ATLANTIC TELEVISION	HALIFAX, NOVA SCOTIA	
CJCH	HALIFAX	Jay Witherbee
CKCW(satellite of CJCH)	Moncton, New Brunswick	Jay Witherbee
CJCB(satellite of CJCH)	SYDNEY	Jay Witherbee
MITV NEW BRUNSWICK BROADCASTING	DARTMOUTH, NOVA SCOTIA	Carol McDade
CFMT-TV MULTILINGUAL TELEVISION	TORONTO, CANADA	Renato Zane
ONTV (aka CHCH-TV)	HAMILTON, ONTARIO	Dan Rath
CIII GLOBAL TV NETWORK	DON MILLS, ONTARIO	Ken McDonald
CityTV / CHUM GROUP LTD.	TORONTO, CANADA	Stephen Hurlbut
MUCHMUSIC/Music Plus	TORONTO	Keith Wilson
FAIRCHILD TV	Vancouver,BC/ Richmond Hill,Ontario	Stanley So
THE NEW VR	BARRIE, ONTARIO	Tom Pancci
TV ONTARIO	TORONTO, CANADA	Laura Lucas
UTV	VANCOUVER, BRITISH COLUMBIA	Dave Budge
TALENTVISION	RICHMOND, BRITISH COLUMBIA	
CKND	WINNIPEG, MANITOBA	Heather Suitte
CFRE	REGINA, SASKATCHEWAN	Lisa Ford
CFSK	SASKATOON, SASKATCHEWAN	

CALL LETTERS	CITIES(ALPHABETICAL)	NETWORK	PHONE NUMBER	NEWS DIRECTOR
TV ASAHI - JAPAN -		- CNN CENTER	/ 524-4767	SATOSHI KODAKA
AUSTRALIAN BROADCASTING	(202)	466-8575	PETER RYAN / AMERICAN PRODUCER	
UNIVISION DC BUREAU	(202)	783-7155	DEBBIE DURHAM/BUREAU CHIEF	
UNIVISION MIAMI BURO	(305)	471-4344	SYLVIA	

WSMV(feeds only)	Nashville, TN	NBC	(615) 353-2231	Al Tompkins
WTVF	Nashville, TN	CBS	(615) 248-5250	Bob Stoldal
WKRN	Nashville, TN	ABC	(615) 248-7200	Matt Zelkind
WNAB	Nashville, TN	WB	(615) 650-5858	
WWL	New Orleans, LA	CBS	(504) 529-6298	Sandy Breland
WDSU	New Orleans, LA	NBC	(504) 679-0607	Kurt Davis
WVUE	New Orleans, LA	FOX	(504) 486-6161	Lee Polowczek
WWOR	Secaucus,NJ/NY,NY	UPN/IND	(201) 330-2214	Will Wright
NY ONE	New York, NY	Cable	(212) 465-0290	Steve Paulus
WPIX	New York, NY (Tribune)	WB	(212) 210-2411	Karen Scott
WNYW	New York, NY	FOX	(212) 452-3808	Marie Hickey
WXTV	New York, NY	UNIVISION	(201) 348-2843	Camilo Pombo-Saensz
MTV	New York, NY	CABLE		Dave Sirulnick
WABC(sports)	New York, NY(Sports only)		(212) 456-3173	Bart Feder
MADISON SQUARE GARDEN NETWORK, NY		CABLE	(Sports only)	Joe Townley
WMNB	New York, NY	IND	RUSSIAN	Ilia Barasikus
WCBS(sports)	New York, NY(Sports only)			Bill Carey
Sinovision	New York, NY		Chinese Lang.	Philip Chang
WVEC	Norfolk, VA	ABC	(804) 628-6200	Keith Conners
WAVY	Norfolk, VA	NBC	(804) 397-4031	David Strickland
KOCO	Oklahoma City, OK	ABC	(405) 478-3142	Linda Levy
KOKH	Oklahoma City, OK	FOX	(405) 843-2525	Bob Schadel
KETV	Omaha, NE	ABC	(402) 978-8919	Rose Ann Shannon
KPTM	Omaha, NE	FOX	(402) 554-4282	Brad Gonzalez
WOWT	Omaha, NE	NBC	(402) 233-7912	John Clark
WCPX	Orlando, FL	CBS	(407) 521-1323	Dick Moore
WESH	Orlando, FL	NBC	(407) 539-7878	Russ Kilgore
WFTV	Orlando, FL	ABC	(407) 244-8384	Lauren Watkins
WOFL	Orlando, FL	FOX		Lynn Stepanian
WPSD	Paducah, KY	NBC	(502) 443-4021	Bill Evans
WHOI	Peoria, IL	ABC	(309) 698-1950	Pat Livingston
KYW	Philadelphia, PA	CBS	(215) 238-4850	*To be named
WPVI	Philadelphia, PA	ABC	(215) 581-4573	Carla Carpenter
WTXF	Philadelphia, PA	FOX	(215) 923-6397	John Mussoni
WPHL*KR VIDEO)	Philadelphia, PA	WB/IND	(215) 879-7390	Mike Adams
KNXV	Phoenix, AZ	ABC	(602) 232-6351	Jeff Klotzman
KPHO	Phoenix, AZ	CBS	(602) 650-0711	John Cardenas
KPNX	Phoenix, AZ	NBC	(602) 257-6630	Joan Barrett
KSAZ	Phoenix, AZ	FOX	(602) 262-5109	Doug Bannard
KTVK	Phoenix, AZ	WB/IND	(602) 207-3443	Dennis O'Neil
KASW(newscast by KTVK)		WB/IND		Phil Alvidrez.
KTVW	Phoenix, AZ	UNIVISION	(602) 268-3850	Carlos Jurado
KDKA	Pittsburgh, PA	CBS	(412) 392-2200	Mark Berryhill
			575-2245	
WPGH	Pittsburg, PA	FOX	(412) 931 8190	Dave Janecek
WPXI	Pittsburgh, PA	NBC	(412) 237-4901	Bob Morford
WTAE	Pittsburgh, PA	ABC	(412) 244-4460	Tom Petner
KPVI	Pocatello, ID	FOX	(208) 232-6666	Bruce Kamp
KENW	Portales/Lubbock, NM	PBS	(505) 562-2575	Dr. Lee Scanlon
WGME	Portland/Auburn, ME	CBS	(207) 797-9099	Kevin Lynch
WPXT	Portland/Auburn, ME	FOX	(207) 774-0051	Matt Ledin
WMTW	Portland/Auburn, ME	ABC	----------	Dave Baer
KGW	Portland, OR	NBC	(503) 226-5089	Mike Rausch
KPTV	Portland, OR	UPN	(503) 736-0468	John Sears
KOIN	Portland, OR	CBS	(503) 464-0614	Kerry Oslund
WPRI	Providence, RI	ABC	(401) 438-3310	Dave Pearce

WNAC	(newscast by WPRI)	FOX		
WRAL	Raleigh/Durham, NC	CBS	(800) 245-9725	John Harris
WLFL	Raleigh/Durham, NC	FOX	(919) 790-9535	Kevin Kelly
WRAZ	(LMA of WRAL) Raleigh, NC	WB		John Harris
KEVN	Rapid City, SD	FOX		Gene Carlson
KCLO	(sat Of KELO) Rapid City, SD			
KRNV	Reno, NV	NBC	(702) 785-1210	Steve Miller
KTVN	Reno, NV	CBS	(702) 858-6397	Nancy Cope
KRXI	(newscast by KTVU) Reno, NV	FOX		
WCVE	NO NEWS Richmond, VA	PBS	(804) 320-1301	Dave Debarger
WRIC	Richmond, VA	ABC	(804) 330-8815	Dan Klintworth
WTVR	Richmond, VA	CBS	(804) 254-3639	Rob Cizek
WSLS	Roanoke, VA	NBC	(540) 981-9126	Bill Foy
KAAL	Rochester/Austin, MN	ABC	(507) 437-6666	Dean Adams
WOKR	Rochester, NY	ABC	(716) 334-8743	Chuck Samuels
WROC	Rochester, NY	CBS	(716) 222-8888	Holly Steuart
WREX	Rockford, IL	NBC	(815) 335-2710	Marie Williams
KCRA	Sacramento/Stockton, CA	NBC	(916) 325-3308	Ed Chapius
KQCA	(Newscast by KCRA)	UPN		Ed Chapius
KTXL	Sacramento, CA	FOX	(916) 454-4548	Mike Burke
KPWB	Sacramento/Stockton	WB	(916) 921-3019	Brent Baader
KQTV	St. Joseph, MO	ABC	(816) 233-1606	Scott Pickey
KMOV	St. Louis, MO	CBS	(314) 621-4444	Steve Hammel
KPLR	St. Louis, MO	IND/WB	(314) 454-6340	Sidney Moore
KSDK	St. Louis, MO	NBC	(314) 444-5126	Tim Larson
KTVI	St. Louis, MO	FOX	(314) 644-7541	Rick Erbach
WTOG	St. Petersburg, FL	UPN	(813) 576-4444	Jim LaBranche
WNEM	Saginaw, MI	CBS	(517) 755-8191	Jennifer Hogan
KCBA	Salinas, CA	FOX	(408) 422-3500	Bill Piggott
WMDT	Salisbury, MD	ABC	(410) 742-4747	Scott Michlin
KTVX	Salt Lake City, UT	ABC	(801) 975-4401	John Edwards
KSL	Salt Lake City, UT	NBC	(801) 575-5500	Ray Carter
KSTU	Salt Lake City, UT	FOX	(801) 536-1313	Geoffrey Roth
KABB	San Antonio, TX	FOX	(210) 442-6301	Alan Little
KWEX	San Antonio, TX	UNIVISON	(512) 227-4141	Martha Solis
KSAT	San Antonio, TX	ABC	(210) 351-1200	Jim Boyle
KMOL	San Antonio, TX	NBC	(210) 226-4444	Tim Gardner
		OR	(210) 223-4742	
KRRT	(LMA of KABB) San Antonio, TX	UPN		Alan Little
KNSD	San Diego, CA	NBC	(619) 279-3939	Irv Kass
			(619) 278-6397	
KUSI	San Diego, CA	IND	(619) 505-5014	Tom Mitchell
KEYT	Santa Barbara, CA	ABC	(805) 965-8018	Amy Feller
KCOY	Santa Maria, CA	CBS	(805) 925-1200	John Pilios
KFTY	Santa Rosa, CA	IND	(707) 543-5163	Ron Wolfe
KPIX	San Francisco, CA	CBS	(415) 765-8610	**Bill Payer
KTSF	San Francisco, CA	ASIAN	(415) 467-6397	Rose Shirinian
KRON	San Francisco, CA	NBC	(415) 561-8905	Dan Rosenheim
KICU	(Sports Only) San Fran, CA	IND	(408) 298-1805	Jim Goldman
KTVU	San Fran/Oakland, CA	FOX	(510) 874-0242	Fred Zehnder
KSBY	San Luis Obispo, CA	NBC	(805) 544-2224	Dave Colby
WWSB	Sarasota/Tampa, FL	ABC	(941) 923-8840	Julie Ford
WTOC	Savannah, GA	CBS	(912) 234-6397	Mike Sullivan
WSAV	(feeds only) Savannah, GA	NBC	(912) 651-0300	Michael Sullivan
WYOU	Scranton/Wilkes-Barre, PA	CBS	(717) 961-2222	Kathy Cusanelli
KCPQ	(newscast by KIRO) Seattle, WA	FOX	(206) 582-8613	

KING	Seattle/Tacoma, WA	NBC	(206) 448-3850	Eric Lerner
KIRO	Seattle/Tacoma, WA	CBS	(206) 728-8308	Bill Lord
KOMO	Seattle/Tacoma, WA	ABC	(206) 443-4000	Joe Barnes
KSTW	Seattle/Tacoma, WA	UPN	(206) 572-4425	Dan Acklen
KXII	Sherman, TX/Ada,OK	CBS	(903) 892-8123	Ellen Sawko
KSLA	Shreveport, LA	CBS	(318) 677-6713	Lena Sadiusky
KDLT	Sioux Falls, SD	NBC		Carson Walker
KELO	Sioux Falls, SD	CBS	(605) 336-6950	Mark Millage
KSFY	Sioux Falls, SD	ABC	(605) 336-1331	Thomas Claycomb
KTIV	Sioux City, IA	NBC	(800) 234-5848 X-229	Dave Nixon
			712-239-4101	
WNDU	South Bend, IN	NBC	(219) 631-1232	Ellen Crooke
WSJV	South Bend, IN	FOX	(219) 293-8616	Jim Roberts
KREM	Spokane, WA	CBS	(509) 838-7350	Ron Comings
KHQ	Spokane, WA	NBC	(509) 448-4656	Patricia McRae
KXLY	Spokane, WA	ABC	(509) 324-4000	Paul Brandt
WWLP	Springfield, MA	NBC	(413) 786-2208	Brian Zelasko
KSPR	Springfield, MO	ABC	(417) 831-1234	Bob Snell
WTOV	Steubenville,OH/Wheeling	NBC	(614) 284-9999	Gary Brown
WSTM	Syracuse, NY	NBC	(315) 477-9446	Mark Carros
WIXT	Syracuse, NY	ABC	(315) 446-4780	Ron Lombard
WSYT(newscast	by WSTM)	FOX	(315) 477-9668	Robin Pelton
WTXL	Tallahassee, FL	ABC	(904) 893-1313	Doug Crary
WCTV	Tallahassee, FL	CBS	(904) 893-2126	Mike Smith
WTVT	Tampa/St.Pete FL	FOX	(813) 870-9630	Phil Metlin
WFLA	Tampa/St.Pete FL	NBC	(813) 221-5788	Dan Bradley
WTSP	Tampa/St.Pete FL	CBS	(813) 576-1409	Kevin Brennan
WTOG	Tampa/St.Pete FL	UPN	(813) 576-4444	Steve Schwaid
WTHI	Terre Haute, IN	CBS	(812) 232-4953	Brian Clark
WTWO	Terre Haute, IN	NBC	(812) 232-9504	Susana Schuler
WNWO	Toledo, OH	NBC	(419) 535 0024	Grant Zalba
WTOL	Toledo, OH	CBS	(419) 248-1106	C.J. Beutein
WUPW(newscast	by WTOL)	FOX		Mike Thomsen
KTKA	Topeka, KS	ABC	(913) 233-6397	Mike Deines
CITY	Toronto, Canada	CTV	(416) 591-7722	Stephen Hurlbut
**********	ALL CBC MATERIAL IS EMBARGOED TO CITY-TV			**********
WJHL	Tri-cities, TN	CBS	(423) 434-4501	Bob Lewis
KGUN	Tucson, AZ	ABC	(520) 290-7700	William Cummings
KOLD	Tucson, AZ	CBS	(520) 744-6397	Carolyn Kane
KVOA	Tucson, AZ	NBC	(602) 624-2477	Mick Jensen
KJRH	Tulsa, OK	NBC	(918) 748-1408	Margaret Young
KOTV	Tulsa, OK	CBS	(918) 599-1425	Carolyn Fessler
KTUL	Tulsa, OK	ABC	(918) 445-8888	To be Named
WTVA	Tupelo/Columbus MS	NBC	(601) 842-7620	Terry Smith
WCFT	Tuscaloosa, AL	ABC	(205) 988-3357	Gary Kelly
KMVT	Twin Falls, ID	CBS	(208) 733-6407	Doug Maughan
KLTV	Tyler/Longview, TX	ABC	(903) 510-7777	Kenny Boles
KTRE(satellite of KLTV)	Lufkin, TX	---		Tina Alexander
WKTV	Utica, NY	NBC	(315) 733-3475	Vic Vetters
WGVP	Valdosta, GA	WB	(912) 253 0200	Jerry Gunn
KBTX	Waco, TX	CBS	(409) 846-7777	Jeff Braun
KCEN	Waco, TX	NBC	(817) 859-5481	Mike Snuffer
KWTX	Waco, Tx	CBS	(817) 776-1330	Rick Bradfield
KXXV	Waco/Temple, TX	ABC	(817) 754-2541	Tom Pratt
TRIBUNE	Washington, DC	TRIB	(202) 824-8444	Cissy Baker
WTTG	Washington, DC	FOX	(202) 895-3000	Susan Sullivan

WJLA	Washington, DC	ABC	(202) 364-7715	Gary Wordlaw
WUSA	Washington, DC	CBS	(202) 895-5588	Rob Mennie
HTS	HOME TEAM SPORTS	CABLE	sports only!	
WITN	Washington, NC/G'ville	NBC	(919) 946-3135	Neal Fox
KWWL	Waterloo/Cedar Rapids	NBC	(319) 291-1240	Marty Bowden
WWTI	Watertown, NY	ABC	(315) 785-8850	Rob Jason
WWNY	Watertown, NY	CBS		Bill Hart
WSAW	Wausau, WI	CBS	(715) 845-4216	Glen Moberg
KRGV	Weslaco/Harlingen/B'ville,TX	ABC	(210) 968-5178	Rick Diaz
WPBF	West Palm Beach, FL	ABC	(561)-694-2525	Bill Burke
WFLX	(newscast by WPEC) Beach, FL	FOX	(407) 881-0737	Jay Mitchell
WPTV	West Palm Beach, FL	NBC	(407) 653-5720	Pat Burns
WTVX	(newscast by WPBF) Beach, FL	UPN	----------	Bill Burke .
WTRF	Wheeling/Steubenville, WV	CBS	(304) 232-6332	Mark Davis
KSNW	Wichita/Hutchinson KS	NBC	(316) 292-1111	Jim Tellus
KAKE	Wichita/Hutchinson KS	ABC	(316) 943-4221	Temp/Steve Van Vleit
KWCH	Wichita/Hutchinson KS	CBS	(316) 838-0158	Jan Arrant
KAUZ	Wichita Falls,TX/Lawton	CBS	(817) 322-1146	James Warner
WBRE	Wilkes-Barre, PA	NBC	(717) 823-3101	Terri Simonich
WWAY	Wilmington, NC	ABC	(910) 763-0979	Jon Evans
WECT	Wilmington, NC	NBC	(910) 791-6681	Ron Becker
WXII	Winston-Salem/G'boro	NBC	(910) 721-9944	Karen Frankola
WFMY	Winston-Salem/G'boro	CBS	(910) -	Lisa Stevens
KIMA	Yakima, WA	CBS	(509) 575-0029	T.J. Close
KLEW	(Sat of KIMA) Yak/Lewiston,ID	CBS	(208) 746-2636	Noel Hardin
KEPR	(Sat of KIMA Yak/Pasco, WA			Joe Martin
WKBN	Youngstown, OH	CBS	(330) 782-1144	Gary Hanson
KYMA	Yuma/El Centro	NBC	(602) 782-4944	George Mills

DEPARTMENTAL PHONE & FAX NUMBERS

Atlanta Braves		
Accounting		
General	404-614-1334	
Payables	404-614-1333	
Payroll	404-614-1331	
Receivables	404-614-1332	
Clubhouse	404-523-5854	
Customer Service	1-800-433-2728	
Human Resources	404-614-1491	
Main Number	404-522-7630	
Merchandising	404-614-1912/1913/1914	404-614-1903 (fax)
Merchandising	404-614-1908 (Employees Only)	
Atlanta Coliseum (ACI)		
Main Number	404-681-2100	
Atlanta Hawks		
Accounting		
General	404-827-3811	
Payroll	404-827-3812	
Human Resources	404-827-4127	
Main Number	404-827-3800	
Cartoon Network		
Accounting		
General	404-885-4196	
Payroll	404-885-4196	
Captain Planet	404-827-~~3300~~	
Main Number	404-885-2263	404-885-4301 (fax)
Master Control	404-885-2089	
Cartoon Network - Latin America		
Accounting		
General	404-885-2065	
Payroll	404-885-4196	
Cable News Network (CNN)		
Accounting		
General	404-827-2050	404-827-4251 (fax)
Payables	404-827-2051	
Payroll	404-827-2064	
Receivables	404-827-4110	
Affiliate Desk	404-827-2658	
Airport Network	404-827-4454	
Anchors	404-827-3220	
Audience Research	404-827-2261	404-827-3169 (fax)
Betta Shop	404-827-2312	
Between the Lines	404-827-1413	
Big Story	404-827-1829	
Burden of Proof		
Washington D.C.	202-898-7521	— Legal issues
Business Affairs	404-827-2513	

CNN Continued

Business News	404-827-1528	
Central Booking	404-827-1305	
Circulation	404-827-1330/7-1254	
Computer Connection	404-827-4396	
Control Rooms		
A-Control (Pit)	404-827-1411	
B-Control	404-827-1435	
C-Control (Post)	404-827-4357	
Capital Gang	202-898-7628	
Creative Services	404-827-4805	404-827-3484 (fax)
Screening Room	404-827-5849	
Crossfire	202-898-7655	
Earth Matters	404-827-3391	404-827-4275 (fax)
Edit Rooms		
Edit 2	404-827-4325	
Edit 4	404-827-1534	
Edit 7	404-827-1531	
Engineering		
Field Engineering	404-885-7163	
Shop	404-827-1359	
Environmental Unit	404-827-4720	404-827-4275 (fax)
Features	404-827-1156	404-827-4295 (fax)
Fed. Document Clearing House	800-266-6397	
	301-883-2482	
Feeds	404-827-1788	
Field Operations	404-885-6989	404-885-6990 (fax)
Food & Health	404-827-1156	404-827-4575 (fax)
Future Watch	404-827-4270	404-827-4275 (fax)
Graphics	404-827-1818/1819	
Human Resources	404-827-1582	404-827-1600 (fax)
In-Flight Programming	404-827-1080	
Inside Politics	404-827-1988	
Interactive cnn.com	404-588-6888	
International Assignment Desk	404-827-1519	404-827-3134 (fax)
International Newsource	404-827-3284	
International Unit	404-827-1617	
International Weather	404-827-2936	
Investigative Unit	404-827-4144	
Journal Graphics	800-825-5746	
Canada	212-309-1400	
Larry King Live Call In	202-408-1666	
Call-In	800-676-2100	
Latin America Desk	404-827-5384	
Library	404-827-1330	404-827-5283 (fax)
Library (Features)		404-827-1925 (fax)
Library Sales (ImageSource)	404-827-1335	404-827-1840 (fax)
Library Sales (ImageSource)	404-827-3004 (Employees Only)	
Living in the 90's	404-827-1090	
Local Edition	404-827-2613	
Main Number	404-827-1500	
Make Up	404-827-1978	
Marketing	404-827-4453	404-827-3965 (fax)
Master Control	404-827-1558	

CNN Continued

Master Tape	404-827-1471	
Medical	404-827-1156	404-827-4275 (fax)
Moneyline	404-827-2995	
National Assignment Desk	404-827-1511	
Network Earth	404-827-4720	404-827-4275 (fax)
Newsbeam	404-827-1094	404-827-2094 (fax)
News Pitch		
Business	404-827-2995	
Education	404-827-2992	
~~News for Kids~~	404-827-5437	
News Production	404-827-1540	404-827-6990 (fax)
News Promotion	404-827-4805	
Newsroom (Schools)	404-827-2992	404-827-1593 (fax)
Newsource/Feeds	404-827-2659	404-827-2482 (fax)
Newsource Live	404-827-2915	
On Line	404-827-2610	
Parenting Today	404-827-5396	
Photo Grays	404-827-3165	
Photo Services	404-827-3247	
Playback	404-827-8901	
Political (Atlanta)	404-827-1996	404-827-1976 (fax)
Political (Washington D.C.)	202-515-2848	202-515-2853 (fax)
Post Production	404-827-4357	
Press Release	404-827-1895	
Print News	404-827-1503/1507	
Prime News	404-827-1503	
Producer's Desk	404-827-1503/2902	
*Public Information	*******7-8410	404-681-3578 (fax)
Productions	404-827-1611/2611	
Publicity	404-827-1895	
Public Relations	404-827-1895	404-827-1784 (fax)
Public Service Announcements	404-827-5116	
Quality Control	404-827-1564	
Radio	404-827-2750	
Engineering	404-827-2771	
Radio Noticias	404-827-1220	404-827-3181 (fax)
Satellite Operations	404-827-1510	404-827-2564 (fax)
Satellite Administration	404-827-1543	404-827-1028 (fax)
Science News	404-827-1156	404-827-4575 (fax)
Science & Technology Week	404-827-3837	
Scripts	404-827-1932	
Second Generation Day Care	404-885-2006	
Show-Biz	404-827-1971/1972/1973	
Southeast Bureau	404-827-2350	
Spanish	404-827-3621	404-827-3319 (fax)
Special Assignments (Atlanta)	404-827-4144	404-827-1400 (fax)
Special Assignments	212-714-7840	212-714-3331 (fax)
Special Events	404-827-1862	404-827-2861 (fax)
Special Reports	404-827-2854	
Sports	404-827-1182/1418	404-827-3428 (fax)
Sports International	404-827-4581	
Stock Footage	404-827-4262/1088	

CNN Continued

TalkBack Live	404-827-3969	404-827-5799 (fax)
Call-In	800-310-4266	
Viewer Fax	800-310-4329	
Tickets	800-410-4266	
Susan Rosenberg	404-827-0621	
Catherine McManus	404-827-0623	
Tape Desk	404-827-1545	
Tape Evaluation	404-827-1981	
Teleport/Uplink	404-885-4816	
Tours (Studio)	404-827-2300/2400	
Travel Guide	404-827-1156	404-827-4275 (fax)
Weather	404-827-1590	
Week In Review	404-827-1541/1941	
World Report	404-827-1880	404-827-3294 (fax)
Writer's Desk	404-827-2929/2622/2623	

CNN Headline News (HLN)

Accounting	
General	404-827-2059
Payables	404-827-4379
Payroll	404-827-2315
Receivables	404-827-4379
Control Rooms	
B-Control	404-827-2676
Edit Rooms	
Edit 1	404-827-2641
Edit 2	404-827-2642
Edit 3	404-827-2643
Edit 4	404-827-2644
Edit 5 (Spanish)	404-827-2645
Edit 6	404-827-2646
Edit 7	404-827-2647
Edit 8	404-827-2648
Edit 10 (Spanish)	404-827-3650
Engineering	
Main Number	404-827-2682
ACR	404-827-1888
Shop	404-827-2683/2684
Graphics	404-827-2691/2692
Local Edition	404-827-4453
Main Number	404-827-2613
Marketing	404-827-4453
Master Control	404-827-2680
Operations	404-827-2618
Production	404-827-2611
*Public Information	******7-8410
Public Relations	404-827-1895
Sports	404-878-1660
Tape Desk	404-827-2655
Video Tape	404-827-2655

404-827-3181 (fax)
404-827-3965 (fax)
404-681-3578 (fax)

ASK THEM YOURSELF

ON

CNN GUESTSOURCE

CNN Guestsource is the latest service from CNN Newsource. It's your interview link to the hottest headline names. From high-profile politicians to high-stake negotiators. From movie reviewers to OJTV observers. (Okay, so we couldn't go an entire ad without mentioning the trial.) If they're in the news, we're booking them on CNN Guestsource. And if you're a CNN Newsource affiliate, you get your own five minutes with them for $100, live or live-to-tape. Enough time for your anchor or reporter to ask absolutely anything. Speaking of asking, exactly how does CNN Guestsource work?

Call 404-827-2915 for answers.

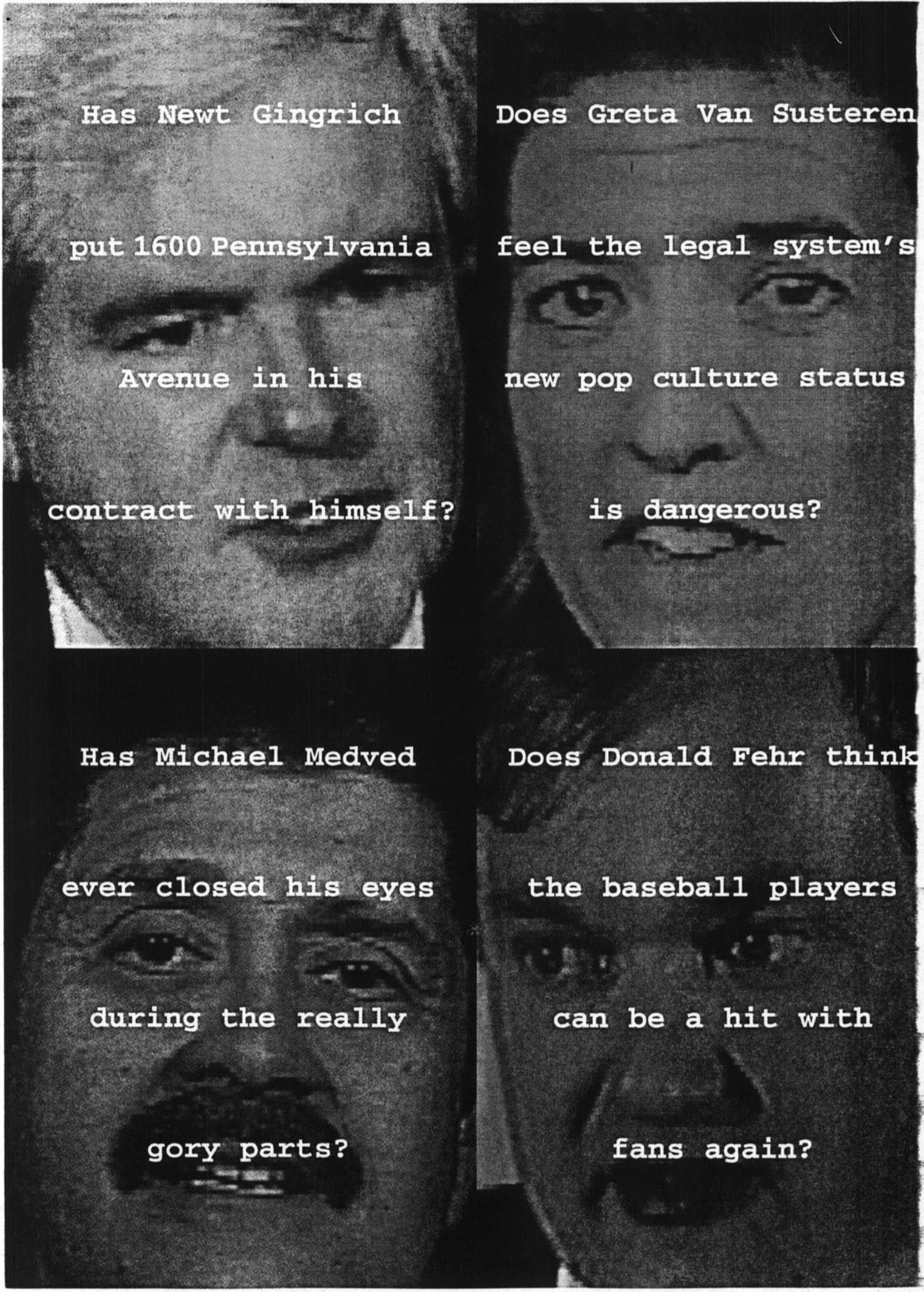
THE LATEST WORD FROM

CNN

TELEVISION

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Has Newt Gingrich
put 1600 Pennsylvania
Avenue in his
contract with himself?
Does Greta Van Susteren
feel the legal system's
new pop culture status
is dangerous?
Has Michael Medved
ever closed his eyes
during the really
gory parts?
Does Donald Fehr think
the baseball players
can be a hit with
fans again?

A DIVISION OF TURNER BROADCASTING SYSTEM, INC.

NEWS RELEASE

Turner

For release: April 6, 1995
Contact: David Talley
404/827-3693

CNN Newsource Offers Affiliates Chance To Talk With Experts With The Addition of Guestsource

CNN Newsource, the network's "video newswire" service for affiliate television stations, now offers its affiliates the chance to talk to experts on the day's top news stories with the introduction of Guestsource.

The new feature allows Newsource's 350 affiliates the opportunity to engage in one-on-one interviews with newsmakers and experts in various fields including governmental decision-makers, entertainment, medical and legal experts.

"We're always striving to find ways to guarantee our affiliates receive the best coverage of the day's events," says Jon Petrovich, executive vice president, CNN. "With the addition of Guestsource, we are able to offer our affiliates another way to add to their local newscasts with analysis and in-depth interviews with the experts that go behind the headlines."

Already, CNN legal analyst Greta Van Susteren, film critic Michael Medved, "Instyle" magazine's senior editor Roberta Myers, CNN correspondent Brent Sadler and Teresa Tritch, Washington Bureau Chief for "Money Magazine" have served as Guestsource experts.

Customized live Guestsource interviews can be arranged between anchors and guest for either live-to-air or live-to-tape. The satellite window will run for five minutes with the window for ordering customized interviews open well before the interview.

Newsource feeds over 240 stories a day to 348 stations across the U.S. and Canada. The service delivers 11 satellite feeds each weekday and seven each weekend, in addition to NEWSOURCE LIVE.

To book Guestsource experts, contact the Newsource Live desk at 404/827-2915.

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Turner
PROGRAM SERVICES
A DIVISION OF TURNER BROADCASTING SYSTEM, INC.

NEWS RELEASE

For Release: October 18, 1995

CNN GUESTSOURCE Books 100th Guest

This week, CNN GUESTSOURCE will host its 100th guest—sex therapist Dr. Ruth Westheimer.

GUESTSOURCE, which launched in March, allows CNN Newsource affiliates the opportunity to engage, via satellite, in one-on-one interviews with newsmakers and experts in various fields. Initially structured to provide one or two guests per week, GUESTSOURCE now offers guests to CNN Newsource affiliates on an almost daily basis.

"With CNN being the global leader in news gathering and information, GUESTSOURCE is able to provide access to newsmakers and key experts *while* the news is breaking," says Jon Petrovich, executive vice president CNN Headline News.

Just four days prior to the Million Man March, GUESTSOURCE offered affiliates a chance to interview Nation of Islam leader Louis Farrakhan. He was completely booked in a record-breaking two minutes.

Last week's guests also included Jeff Foxworthy, comedian most noted for his "redneck" routine; tennis great Martina Navratilova; Robert Tourtelot, Goldman family attorney; and Shawntel Smith, Miss America 1996.

Upcoming guests include former presidential candidate Ross Perot; Lauren Hutton, host of *Lauren Hutton And...* and star of *Central Park West*; Dinesh D'Souza, author of the controversial book The End of Racism; and actress Mary Tyler Moore.

Other noteworthy GUESTSOURCE participants have been Speaker of the House Newt Gingrich; Denise Brown, sister of Nicole Brown Simpson; World Heavyweight Champion George Foreman; freed Iraqi prisoner David Daliberti; criminal trial attorney Greta Van Susteren; best-selling mystery writer Mary Higgins Clark; Jim Lovell, Apollo 13 astronaut; Stephen Jones, Timothy McVeigh's attorney; and actor/author Charlton Heston.

CNN GUESTSOURCE is a service of CNN Television, the world's most extensive syndicated news service comprised of more than 400 network affiliates and independent television stations nationwide. In addition to live correspondent reports from the scene of breaking news stories, CNN Newsource affiliates receive 11 newsfeeds each weekday and eight newsfeeds each weekend day of local, national and international news, sports, medical, business and entertainment stories, along with graphics to enhance their local news programs.

CNN Television is distributed by Turner Program Services.

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CONTACTS:

Turner Program Services	Connie St. John	404/827-4771
CNN Guestsource Booking	Joy DiBenedetto	404/827-5730

RECYCLABLE PAPER

RAGAN'S

Media Relations Report

The Insider's Guide to Media Placement
For Agency & Corporate Public Relations Professionals

March 3, 1997

TV News Services Offer Greater Chance of National Exposure

If you've got a pitch that includes great video, or the opportunity to shoot some, you can either call up your local TV assignment desks or try to get the attention of the national networks—no mean feat. But there's a third option that can yield tremendous exposure for your company or client: the news services that feed footage and taped news features to hundreds of local TV stations nationwide.

While much of the tape that's fed to affiliates is simply repackaged material from the stations themselves, the news services do produce original features. That's where your pitches come in. CNN Newsource, NBC NewsChannel and CBS Newspath all feed fresh stories and footage to their client stations. Note that ABC NewsOne is not included in this roundup. That service only feeds repackaged news from its affiliate stations.

See the "Hit List" on page two for key contacts to the three network news services.

CNN Newsource

CNN's news service, based at the network's Atlanta headquarters, boasts the largest number of client stations (400, both network affiliates and independents) and consequently has a greater appetite for lively news footage and guest pitches. The service's Guestsource unit books news-making guests for interviews with as many as 10 local TV stations within a one-hour time slot.

Included as part of the 12 newsfeeds going to Newsource affiliates every weekday, "franchise pieces" are fresh news stories reported by Newsource's own staff. affiliate relations, explains that a one-minute business package and a D.C. news report go out daily. Once a week, packages go out on health, consumer issues, science and technology, and environment. About three stories run in each one-minute package. Newsource also feeds multi-part series for sweeps periods.

How does a story pitch make the cut for such a broad audience? "We've got a different mission and a different audience than CNN," DeMink explains. "CNN's got 24 hours a day to cover all the national and international news and do it in depth."

Newsource, on the other hand, has to put a local spin on national news—that is, make it hit closer to home.

"It's kind of a populist approach," DeMink says. Take business news, for instance: "[The affiliates] don't want the esoterics of what went on on Wall Street, they want to know how it's going to affect jobs. If American Express lays off ten thousand people, the stations want to know how many of those people are in their marketing area."

VNRs, b-roll: Newsource uses lots of handout video. In fact, the chances of a franchise piece getting done on your pitch may well depend on the quality of your own video. "The thing the stations can't get enough of is 'kicker video'," explains DeMink—that is, fun video of something like the birth of Shamu's baby at Sea World. Tip: Make sure video is in Beta format and contains no voice-overs, since Newsource often feeds it with just natural sound.

Affiliates' wish list: Medical stories are what Newsource's affiliate stations clamor for the most, DeMink says. "Just about every local station has a health reporter, and health news is very important." That includes nutrition and women's health issues. Tip: Women's news in general is a hot commodity for the stations. Many of them are trying to attract more female viewers, DeMink explains. And when it comes to business news, personal finance is the affiliates' pick.

Guestsource: This unit of Newsource sets up three to five live interviews weekly with celebrities, authors or people otherwise in the news. Last month, for instance, guests included figure skaters Katarina Witt and Kristi Yamaguchi and solo Arctic adventurer Borge Ousland.

"We try to get somebody that the stations can't get themselves," DeMink says.

Guests are booked for an hour and a half, and may answer questions from as many as 10 different local stations via satellite. DeMink says guests are usually booked for the morning or around noontime, to coincide with stations' early, feature-oriented newscasts.

Tip: Guests don't have to be famous faces, but they do need to have a secure tie to a breaking news story. When the late Mickey Mantle's liver-transplant problems hit the airwaves, Guestsource staff booked a liver specialist from local Emory University.

CNN Newsource works to fill voids

By Susan Hornik,
special correspondent

Although the broadcast networks are pushing their affiliates to scrap other news services in favor of their own, CNN Newsource continues to position itself as a dominant player in the newsgathering business.

"The network services are very anxious to make their affiliate base happy," says Jon Petrovich, CNN executive vice president. "We believe that you need more than one source, if you are [to be] a good local news station. Over the years we've noticed that our affiliate stations have not decreased but actually increased as each of the network affiliate services got stronger. This is a complement to what we are doing," Petrovich says.



CNN covering the Olympic Park bombing during the Olympics

"Newsource is intently focusing on what elements we can do more of for our affiliates, and fill any void that someone else is not providing," adds Jack Womack, vice president of Headline News, who was instrumental in Newsource's launch almost nine years ago. "We have to prove ourselves every year. We don't have the kind of traditional ties that a network has with its stations. We want to prove that we are a viable, needed source in the newsroom."

When Newsource started, "nine years ago next October, we launched [and were] well behind what the other networks were doing, and we took it from zero to 412 stations." Luckily, Petrovich adds, "we don't have a turnover rate." The reason? "Our products and services are such that stations put a value on them." And CNN benefits, since those affiliates "help CNN and provide a service on a reciprocal basis."

With the success of "Guest Source," which enables affiliates to set up one-on-one interviews with personalities in the news, Newsource continues to offer local stations a signature style. "Much of the material [stations] receive from another network source is generic. We are trying to give affiliates some way of making it their own."

CNN Newsource now has six reporters covering different geographic regions. "We have staffed up in Washington and are adding one reporter to New York for fourth quarter and one in the Midwest," Petrovich says, adding that a goal for 1997-98 is to put someone in the Southeast. The service also has added two satellite transponders, and plans to beef up its weekend material as a result of its popularity.



Even more material will be available to affiliates shortly, says Petrovich: "We are looking at creating new product from our new cable channels, CNNfn [financial news] and CNNSI [sports] at the end of year."

Newsource is available internationally, but as a separate feed. "We have 230 affiliates that see our twice-a-day feed," says Petrovich. "We air material that we think has an appetite in Europe and elsewhere." Petrovich tries to offer "meaty" material, stories that are relevant beyond the U.S. border. ■

August 19 1996 **Broadcasting & Cable**

PREVIOUS GUESTSOURCE GUESTS:

JANE FONDA	ON TEEN PREGNANCY
DENISE BROWN	1 YEAR AFTER MURDERS
GEORGE FOREMAN	HEAVYWEIGHT CHAMP
ROSS PEROT	UNITED WE STAND AMERICA CONVENTION
REV. JESSE JACKSON	UNITED WE STAND AMERICA CONVENTION
CARL REINER	NEW BOOK
NEWT GINGRICH	SPEAKER OF THE HOUSE ON NEW BOOK
TIMOTHY LEARY	60'S ICON ON HIS IMPENDING DEATH
MARY TYLER MOORE	AUTOBIOGRAPHY, `AFTER ALL'
ROD CAREW	FMR BASEBALL STAR WHOSE DAUGHTER NEEDS DONOR
LONI ANDERSON	AUTOBIOGRAPHY, `MY LIFE IN HIGH HEELS'
SCOTT O'GRADY	US AIR FORCE PILOT SHOT DOWN IN BOSNIA
CAROLINE KENNEDY/ALDERMAN	AUTHORS, `THE RIGHT TO PRIVACY'
LAUREN HUTTON	TALK SHOW HOST, `LAUREN HUTTON AND...'
JEFF FOXWORTHY	COMEDIAN
MARTINA NAVRATILOVA	TENNIS GREAT
SHAWNTEL SMITH	MISS AMERICA 1996
ALLAN KOZZIN	BEATLES BOOK AUTHOR
DEBORAH GARCIA	ERRY GARCIA'S WIFE ON HIS MEMOIRS
NIGEL EVANS	MAJESTY MAG EDITOR ON PRINCESS DI INTERVIEW
DR. RUTH WESTHEIMER	SEX THERAPIST
DR. SCOTT BODEN	EMORY UNIVERSITY SPINAL CLINIC
GRETA VAN SUSTEREN	CNN LEGAL ANALYST
DR. ROBERT BOYER, DIR.	EMORY UNIVERSITY, DIGESTIVE DISEASES
BONNIE DUNBAR	MIR/SPACE SHUTTLE ASTRONAUT
LARRY KING	TALK SHOW HOST
DR. SUSAN LOVE	AUTHOR, `THE BREAST BOOK'
DR. ROBERT MCAFEE	PRESIDENT, AMER. MEDICAL ASSOCIATION
JACK CANFIELD	AUTHOR, `CHICKEN SOUP FOR THE SOUL'
MARY HIGGINS CLARK	MYSTERY AUTHOR
DR. LILA NACHTIGALL	AUTHOR, `ESTROGEN'
JOSH QUITTNER	TIME MAGAZINE ARTICLE AUTHOR, `CYBERPORN'
COL DAVID HACKWORTH	NEWSWEEK INTER, WITH TIMOTHY MCVEIGH
JOHN HORN	UNABOMBER/SAFETY EXPERT
RICHARD ROTH	UNABOMBER/SAFETY EXPERT
LIFE MAGAZINE WWII KISSERS	WWII ANNIVERSARY
MJR. GEN CHARLES SWEENEY	NAGASAKI BOMBING PILOT
DAVID FRICK	ROLLING STONE MAGAZINE, JERRY GARCIA'S DEATH
ELSA KLENSCH	CNN STYLE CORRESPONDENT, NEW FASHION BOOK
STEPHEN JONES	TIM MCVEIGH'S ATTORNEY, ON MCVEIGH HEARING
BOB BLACK	ATTORNEY FOR SHANNON FAULKNER
ANDY RATHBONE, AUTHOR	MICROSOFT WINDOWS 95 RELEASE
DAVID FISHER	AUTHOR, `HARD EVIDENCE'
JIM MORET	CNN OJ TRIAL CORRESPONDENT
JIM LOVELL	APPOLLO 13 ASTRONAUT
DR. PATRICIA SINGLETON	MOTHERS WHO KILL EXPERT ON SUSAN SMITH
DICK HARPOOTLIAN	SUSAN SMITH TRIAL ANALYST
DR. GEOFFREY CHAZEN	MT. SINAI HOSPITAL, NY - DEADLY TICKS
DR. LONNIE BRISTOW	PRESIDENT, AMER. MED. ASSOC. ON SMOKING
DAVE MISKUS	SENIOR METEOROLOGIST, NATL WEATHER SERVICE

DALIBERTI/RICHARDSON	FREED IRAQI PRISONER & CONGRESSMAN WHO WON IT
MASTIN/RICHARDSON	WACO ATF AGENTS DURING WACO HEARINGS
DICK REAVIS	AUTHOR, `THE ASHES OF WACO'
LEE COGGIOLA	SUSAN SMITH ANALYST
THAGARD/GIBSON	MIR ASTRONAUTS/ATLANTIS SHUTTLE COMMANDER
WENDY PERRIN	TRAVEL & LEISURE MAG., CRUISE SHIP SAFETY
GOV. PETE WILSON	FMR. REPUBLICAN PERSIDENTIAL CANDIDATE
SEN ARLEN SPECTER	FMR. REPUBLICAN PRESIDENTIAL CANDIDATE
MICKEY KANTOR	US AMB OF TRADE/JAPAN-AMERICAN TRADE DISPUTE
MARC ELIOT	KATO KAELIN AUTHOR
MARLIN FITZWATER	FMR PRESS SECY AUTOBIO., 'CALL THE BRIEFING'
GEOFFREY FIEGER	JACK KEVORKIAN'S ATTORNEY
DR. LEIGH CALLAHAN	ARTHRITIS STUDY AUTHOR
GEN. MARVIN COVAULT	US TROOPS TO BOSNIA EXPERT, DREW UP PLAN
AMB. MADELEINE ALBRIGHT	US AMBASSADOR TO U.N. ON TROOPS TO BOSNIA
ANNE BROWN	HEAD/CONSUMER PRODUCT SAFETY COMM ON TOYS
DR. HAROLD BLOOMFIELD	AUTHOR, `HOW TO HEAL DEPRESSION'
JAMES BAKER	FMR US SECRETARY OF STATE, AUTOBIO.
JACK NEWFIELD	AUTHOR, ON THE DON KING FRAUD TRIAL
PROF. ALAN DERSHOWITZ	OJ APPEALS LAWYER ON THE VERDICT RETURN
ROBERT TOURTELOUT	GOLDMAN FAMILY ATTORNEY
LOUIS FARRAKHAN	MILLION MAN MARCH ORGANIZER
DINESH D'SOUZA	AUTHOR, `THE END OF RACISM'
DET. ARLENE BECKLES	POLICE OFFICER OF THE YEAR 1995
LANA PADILLA	EX-WIFE OF BOMBING SUSPECT TERRY NICHOLS
DAVID BRENNER	COMEDIAN
BOYD MATSON	NATIONAL GEOGRAPHIC HOST
THERESA TRITCH	MONEY MAGAZINE EDITOR
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BERT SUGAR	BOXING ILLUSTRATED, WRITER
MICHAEL MEDVED	FILM CRITIC
ROBERTA MYERS	SENIOR EDITOR, `IN-STYLE' MAGAZINE
DR. JOHN LASZLO	AMERICAN CANCER INSTITUTE
BRENT SADLER	CNN CORRESPONDENT INTERVIEW FROM BAGDHAD
PETE FINCH	`SMART MONEY' MAGAZINE EDITOR
BILL SCHNEIDER	CNN POLITICAL ANALYST
NANCY NOVOGROD	EDITOR IN CHIEF, TRAVEL & LEISURE MAG
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RICHARD PRESTON	AUTHOR,`THE HOTZONE - EBOLA OUTBREAK

REP PAT SCHROEDER	DEMOCRAT ON RETIREMENT
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LOU DOBBS	CNN BUSINESS NEWS
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US ATTY GEN JANET RENO	1996 STATE OF THE UNION ADDRESS
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US SENATOR, BILL BRADLEY	HIS MEMOIRS
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BLAIR UNDERWOOD	ACTOR
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PETER SCHEY	ATTY FOR MEXICAN IMMIGRANT BEATING VICTIMS
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MICHAEL GOLDFARB	FORMER FAA CHIEF OF STAFF
MORRIS DEES	RIGHTS ACTIVIST/FOUNDER OF SOUTHERN POVERTY LAW
NOA BEN ARTZI-PELOSOFF	GRANDDAUGHTER OF YITZAK RABIN
EDWARD HUME	AUTHOR, "NO MATTER HOW LOUD I SHOUT"
MARC KLAAS	FATHER OF POLLY KLAAS ON THE TRIAL
DELORIS JORDAN	MOTHER OF MICHAEL JORDAN ON FAMILY VALUES
DAN QUAYLE	FORMER V.P. ON HIS NEW BOOK AND FAMILY VALUES

GUESTSOURCE GUESTS
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GERRY SPENCE	CRIMINAL DEFENSE ATTORNEY
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JOHN WALSH	AMERICA'S MOST WANTED
CARL SAGAN	ASTRONOMER
GERALD UEHLMAN	SIMPSON DEFENSE ATTORNEY
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GARY HART	FORMER DEMOCRATIC PRESIDENTIAL CANDIDATE
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KERRI STRUG	GOLD MEDAL OLYMPIC GYMNAST
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JEFFREY TOOBIN	WRITER/AUTHOR, "THE RUN OF HIS LIFE"
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THE AMAZING KRESKIN	PREDICTIONS FOR 1997
THE REAL 'ELMO'	THE ELMO DOLL CRAZE
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THE FABULOUS SPORTS BABE	ON SUPER BOWL PICKS
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ED PERKINS	CONSUMER REPORTS TRAVEL LETTER
DICK MORRIS	FMR. CLINTON ADVISER
PAT BOONE	ENTERTAINER
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KATARINA WITT	OLYMPIC GOLD SKATER
KRISTI YAMAGUCHI	OLYMPIC GOLD FIGURE SKATER
MARK FUHRMAN	FORMER LA POLICE DETECTIVE
VICTORIA GOTTI	SON OF MOB BOSS JOHN GOTTI
PHIL VANNATTER & TOM LANGE	FORMER LA POLICE DETECTIVES
PIERRE SALINGER	ON HIS ALLEGATIONS THAT A MISSILE SHOT TWA 800
ROBERT KNOLL	CONSUMER REPORTS CAR TESTER
LUCIA NEWMAN	LIVE FROM OUR HAVANA, CUBA BUREAU
LARRY FLYNT	PUBLISHER OF 'HUSTLER' MAGAZINE
MARY SCHIAVO	FORMER DOT INSPECTOR
ALAN HALE	CO-FOUNDER, HALE-BOPP COMET

SHELLY LEVITT	PEOPLE MAGAZINE, ENTERTAINMENT REPORTER
BRIAN BOITANO	OLYMPIC GOLD MEDALIST
MILTON BERLE	ENTERTAINER
ROBERT REICH	FORMER LABOR SECRETARY
LEONARD WOLFE	AUTHOR ON DRACULA
JONATHAN FRANKLIN	'SPIN' MAGAZINE ON MCVEIGH INTERVIEW
TANYA TUCKER	COUNTRY MUSIC SINGER
NAOMI JUDD	COUNTRY MUSIC SINGER
JIM MARRS	AUTHOR, 'ALIEN AGENDA'
BEN COHEN & JERRY GREENFIELD	BEN AND JERRY!
SAM SHEPHERD JR.	HIS FATHER'S TRIAL
LINDA FINCH	AMELIA EARHART PILOT
DR. ANDREW WEIL	ALTERNATIVE MEDICINE
NICHOLAS WEINSTOCK	AUTHOR, ON MOTHER'S DAY
DICK CLARK	ENTERTAINER
EARL WOODS	TIGER WOODS' DAD
TOM CLANCY	NEW BOOK, "INTO THE STORM"
ISABELLA ROSSELINI	MODEL/ACTRESS
MARY MURPHY	SENIOR WRITER, TV GUIDE
BRETT BUTLER	LA DODGER
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KATHERINE BETTS	FASHION DIRECTOR, VOGUE MAGAZINE
RON SHIPP	FORMER OJ SIMPSON FRIEND
JIM BAKKER/JAY BAKKER	FORMER EVANGELIST AND HIS SON
ALEXANDRA NECHITA	11-YEAR OLD WORLD CLASS PAINTER
DR. HEIDI CONNOLLY	MAYO CLINIC RESEARCHER
TONY SPEAR	MARS MISSION MANAGER
DEON CROSBY	DIRECTOR, INTERNATIONAL UFO MUSEUM
BILL READDY	NASA ASTRONAUT ON MIR COLLISION
VALERIE STILL	WOMEN'S AMERICAN BASKETBALL LEAGUE
DAVID HILTBRAND	SENIOR EDITOR, TV GUIDE
MIKE CHINOY	CNN HONG KONG BUREAU CHIEF
LEONARD GARMENT	FORMER COUNSEL TO PRESIDENT NIXON
ERIK ESTRADA	FORMER 'CHIPS' STAR

Press

FAX

'97 JUL 15 PM6:23

Date: Tuesday, July 15, 1997 **Time:** 6:20:01 PM 2 **Pages**

To: Todd Stern
WH

Fax: 4562215
Voice:

From: Paul Risley
WHCCTF

Fax: 202 343 1163
Voice: 202 343 0486

Comments:

White House Climate Change Task Force

734 Jackson Place, NW • Washington, DC 20503
202/343-1060 • fax 202/343-1163

TO: Climate Change Working Group

FROM: Paul Risley
White House Climate Change Task Force

DATE: Tuesday, July 15, 1997

RE: Media articles following House Commerce Committee Hearing

Jack Cushman of the New York Times and John Fialka of the Wall Street Journal are both filing stories for tomorrow on today's hearing on Climate Change economic policy.

Following the hearing, Task Force staff provided Cushman with a brief walk-through of the IAT June draft. It is likely he may also contact Bob Repetto of WRI as well. John Fialka received his copy of the IAT draft through the Commerce Committee and is also likely to report on the Argonne Lab Report released by DOE last Friday. Based on their previous articles and the questions they both raised this afternoon, I would predict that Cushman's piece will be better (from an Administration perspective) than Fialka's.

A reporter for Inside EPA, a trade newsletter, has received the Argonne Report as well as the IAT draft analysis and can be expected to file for this week's newsletter.

- 0 -

THE WHITE HOUSE

WASHINGTON

Communications

-exterior

Discuss

w/ Natalie

+ Counsel -

Meet w/ Adam

Schwartz

Are

Reg'l

impacts

double?

ENVIRONMENTAL
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ARLIE SCHARDT
Executive Director

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Friday
25 July 1997

Hello Todd—

Jane Lubchenco called to tell me that for some reason my memo sent to you earlier this week somehow hadn't reached you (also I'm sure you were swamped!).

Anyway—just in ~~case~~ case—here's another copy. Also enclosed, to give you a quick overview of our work, are copies of our 1996 & 1997 work highlites. Best regards

Arlie Schardt

Press

ENVIRONMENTAL
MEDIA SERVICES

July 23, 1997

Mr. Todd Stern
Staff Secretary
Ground Floor, West Wing
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20503

ARLIE SCHARDT
Executive Director

Dear Todd:

I am founder and Executive Director of Environmental Media Services, a non-profit communications group that works to generate increased coverage of environment and public health issues. For the past three years EMS has run a highly effective, broad-based campaign to educate U.S. media and the general public on the science, economics and politics of global climate change. I served as National Press Secretary in Vice President Gore's 1988 presidential campaign, and I know how committed both he and President Clinton are to addressing this critical issue.

I am writing to ask your help in unlocking the resources necessary for EMS to implement a public information campaign to ensure support for the Administration's goal of achieving meaningful greenhouse reduction commitments in Kyoto.

The President is absolutely correct that American public opinion will make or break his efforts on climate change. But it is clear that neither the White House nor the federal agencies alone can create the necessary level of public education and support. Nor do any of the national environmental organizations have the capacity to wage a sustained, professional climate change media campaign on their own.

A few major foundations have already recognized this problem, and it is their generous support that makes the existing efforts by EMS and a handful of other organizations possible. But much more support is needed to lift public understanding of climate issues to a level sufficient to achieve the President's objectives.

I believe the White House could help bring this about by calling a meeting of selected foundation heads with the President and/or the Vice President, and urging them to expand their support of media and public education efforts during this critical period. Such a request would not be without recent precedent:

Before the population summit in Cairo, for example, Mrs. Clinton contacted foundations to urge their support for related media and public education efforts. Foundations and the NGO community responded resoundingly.

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This formal outreach would be a powerful incentive for foundations to allocate the resources necessary to educate journalists and the public on climate impacts *and the economic opportunities offered by the new energy technologies used to reduce greenhouse gases.*

I would be pleased to help the White House bring this meeting about, drawing on my experience with extensive fundraising for climate media work by EMS, as well as six years as Vice President of Communications at the Council on Foundations. I can also help assemble media and advertising professionals to brief your office and the foundation heads on the indispensable role media must play in this political effort, and prepare an outline for an expanded media campaign.

How We Work:

EMS is a non-profit media organization created in 1993 to expand and improve media coverage of environmental and public health issues. We combine top-flight communications skills to pursue campaigns on an *issue*, rather than working on a client/project basis. We do this by partnering with coalitions of environmental groups, scientists, politicians and business leaders to bring the media the best available expertise on the issues we promote.

Our board of directors includes respected former journalists like Bill Kovach, head of the Nieman Program at Harvard and former *New York Times* Washington bureau chief; Phil Shabecoff, the former *New York Times* reporter who founded *Greenwire*; and Ann Crittenden, former CBS and *New York Times* economics reporter. My own journalism experience includes eight years covering politics and civil rights for *Time*, and a stint as the Media Editor at *Newsweek*. I also served five years as Executive Director of the Environmental Defense Fund.

We have top contacts -- not only reporters, but also their editors and producers -- at the major news outlets like *The New York Times, Washington Post, Wall Street Journal, AP, CBS, CNN, ABC, NBC, Newsweek, Time* and others, and are in constant contact with them. Our work in publicizing the 104th Congress's assault on the environment was so effective that Rep. George Miller (CA) said EMS was a major factor in causing the split in the Republican party.

Global climate change is one of the largest and longest EMS media campaigns. Over the past several years, EMS has managed dozens of press events on climate-related issues, including the U.S. release of all three sections of the 1995 IPCC science report. Our on-going series of media briefings on human and environmental impacts of climate change has generated extensive coverage in all national and regional media outlets. In the course of these efforts, we have:

- Worked closely with the top scientists and economists in the field, including Robert Watson, Ben Santer, Eric Chivian, Paul Epstein, Steve Schneider, Jerry Mahlman, Florentin Krause, Bob Repetto, Tom Wigley, Kevin Trenberth, George Woodwell, and Joe Romm.

- Partnered with industry leaders including Franklin Nutter of the Reinsurance Association, Jeremy Leggett of Solar Century, and Scott Sklar of Solar Electric Industries Association and Bob Kelly, co-chair of Amoco-Enron Solar.
- Worked with EPA and state utility regulators, consumer advocates, and the full spectrum of U.S. environmental organizations.

Most recently, we orchestrated a response by the heads of five leading environmental NGOs to President Clinton's June 26 U.N. address, and helped national environmental groups coordinate their media strategy at the Denver 'Summit of the Eight.' We also created the national media tour for Ross Gelbspan's new book on climate skeptics, *The Heat Is On.*

EMS has also written and placed prominent op/eds -- most recently for Gelbspan in *The Boston Globe* -- and a pair of plain-English media guides on the economics and science of climate change policy. The climate/economics guide was just sent to 1,800 journalists. (EPA has purchased 5,000 copies of the science document, and is exploring a similar acquisition of the economics guide. Tim Wirth just requested 35 copies of both guides.) We also write a bi-monthly climate update newsletter mailed to more than 1,000 reporters summarizing developments in the politics, science and economics of climate issues.

Upcoming Climate Change Media Work:

The principal focus of our climate change work in the coming months will be to convince the public and decision makers:

1) That climate change has enormous potential to impact their lives and their wallets.

2) That effective greenhouse gas reductions can be achieved without substantial disruption of the economy or their way of life. The public needs to know about the many technological solutions already at hand.

In addition, our goals will be to:

3) Help ensure that the developing country issue does not scuttle or undermine serious reduction commitments by the U.S. and other industrial countries, and

4) Defend and advance public understanding of the science on which climate policy is based.

The core of our proposed Fall media campaign will be to run a steady series of powerful, persuasive paid ads in leading dailies and TV to educate the public on points 1 and 2 above. We also want to organize local and regional media briefings and other work to support the various White House, OSTP and EPA climate change meetings this summer and fall. These events will help create a public understanding of regional impacts and potential benefits of mitigation, and create an important local news hole that otherwise would not exist.

I hope we can talk soon about the possibility of arranging a foundation meeting led by the Vice President.

Best regards,

Arlie Schardt
Executive Director

ENVIRONMENTAL
MEDIA SERVICES

1997: Highlights to Date
Environmental Media Services (EMS)

ARLIE SCHARDT
Executive Director

January

Press Breakfast: Major Battle Looms Over Clean Air Regulations
The Clinton Administration's proposed new Clean Air regulations -- to reduce tiny particulates and ground-level ozone, known as smog, are creating a sharp Congressional divide, with one side led by an industry sponsored "Air Quality Standards Coalition" whose goal is to kill the standards, and the other led by clean air advocates who would adopt the tougher standards proposed last year by the American Lung Association, Sierra Club, NRDC and other organizations. EMS brought together prominent experts to brief reporters on the proposal's health impacts and political prospects. Attorney David Hawkins of NRDC, scientist Richard Wiles of the Environmental Working Group and Hank Dittmar, director of the Surface Transportation Policy Project, spoke to a packed room of 27 reporters from the *Wall Street Journal*, *Los Angeles Times*, *Reuters*, *Associated Press* and others. Sierra Club legislative director Dan Weiss described and played a radio commercial which the club will soon be airing widely.

New Campaign Aims to Rescue Land and Water Conservation Fund
Leaders of the newly formed Americans for Our Heritage and Recreation Campaign (AHR) -- a coalition of 150 environmental organizations, National Parks directors, outdoor and recreation business leaders -- took part in an EMS Press Luncheon in San Francisco to brief journalists on the Campaign's plans to protect the Land and Water Conservation Fund (LWCF) from further Congressional raids. While some $900 million per year is earmarked for the Fund -- whose monies came from royalties paid by oil and gas developers for the privilege of drilling on public lands -- Congress has increasingly diverted the funds to other uses, primarily debt reduction. Indeed last year only *$150 million* -- the smallest appropriation ever -- was actually used for its intended purpose; namely to purchase or improve land for citizens to enjoy as national parks, urban recreational sites, wilderness areas and other outdoor pleasures.The Campaign leaders described plans to revive or replace the LWCF so it can meet the nation's urgent land, conservation and outdoor recreation needs. The Campaign will be formally launched in late March.

Everglades Campaign Far from Over
In view of the widely held --and inaccurate -- notion that the battle to restore the Everglades has been won, EMS took an active part in the annual conference of the Everglades Coalition to help develop a media strategy that will inform the public of the many obstacles still to be overcome. A widely disseminated press release summarized a six-goal campaign for 1997, including such challenges as

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winning Congressional approval for a restoration budget of $1.5 billion over the next six years, and creating the plan for long-term restoration required by the Water Resources Development Act of 1996. One goal -- to gain approval of a Florida Keys National Marine Sanctuary--was actually achieved only weeks later when Florida Governor Lawton Chiles signed the Final Management Plan. Another goal, however, is about to become embroiled in a huge controversy: namely, to see that the Clinton Administration prepares a Supplemental Environmental Impact Statement before considering conversion of nearby Homestead Air Force Base into a major commercial airport.
EMS also helped arrange for an upcoming in-depth piece on the Lehrer News Hour on PBS about the impact of sugar cane agriculture in the Everglades.

Oceans Work Advances
Continuing its work with the Pew Trust's SeaWeb oceans initiative, EMS took the campaign's team of renowned ocean scientists for another round of interviews in New York and Washington. Visits included *Newsweek*, CBS, *Science Magazine*, National Public Radio, *The Washington Post*, *The Wall Street Journal*, and the Lehrer NewsHour. The oceans team includes Dr. Jane Lubchenco, a marine biologist at Oregon State University and current president of the American Association for the Advancement of Science; world-famous deep sea diver Sylvia Earle, former chief scientist of the National Oceanic and Atmospheric Administration; Dr. John Ogden, director of the Florida Institute of Oceanography, and Dr. Carl Safina, head of National Audubon Society's Living Oceans Program. The ongoing media campaign has achieved tremendous exposure in the effort to educate the media -- and the public -- about the serious problems of the oceans. Coverage to date has included an 18-page cover story in *Time* magazine's international edition, five front-page features in the Science Times section of *The New York Times*, and long features in *USA Today*, the *San Francisco-Examiner*, *Time*, *New Scientist*, National Public Radio and many others.

- Reflecting the urgency of educating policymakers about the economic values which are perennially ignored when debating environmental issues, EMS began planning with staff at Island Press for a media education campaign about a new book, Nature's Services, to be published in March. Authored by Stanford University biologist Gretchen Daily, Nature's Services includes essays by 32 world-renowned scientists who identify the economic value of ecosystem services and the damage being done to them.

- In a similar vein, EMS also began plans for another round of media work on the issue of global climate change, this one to be built around spring publication of a powerful new book by Pulitzer Prize-winning reporter Ross Gelbspan, formerly of the *Boston Globe*. Entitled The Heat Is On, Gelbspan's book is a ringing call to action against the pervasive corporate disinformation campaigns that aim to fool the public about the urgency and true costs of reducing greenhouse gas-emitting activities worldwide.

- While EMS has been active for three years in efforts to reduce urban sprawl and promote public transportation (e.g. the successful campaign to block development of the Disney

Corporation's proposed huge edge city outside Washington, DC), the issue will now become a full-time campaign thanks to a formal Transportation/Urban Sprawl Program funded (to date) by the Surdna Foundation, Rockefeller Brothers Fund, the Energy Foundation, the Prince Charitable Trusts, and the German Marshall Fund. Working closely with the Surface Transportation Policy Project, the media campaign will be headed by new staffer Niki Mitchell, who comes to EMS with an impressive resume that includes press secretary for the Legal Services Corporation, senior writer/press relations at People for the American Way, executive producer of America's Drug Forum at PBS-TV, an associate producer for the MacNeil/Lehrer NewsHour, and staff writer at *The Milwaukee Journal*.

A key priority for the campaign will be to educate reporters about the need for a strong new federal transportation bill. The transportation act, known as ISTEA, is up for renewal during this year's session of Congress, and many powerful industries -- e.g. auto, oil and construction -- are pressing Congress to weaken the bill's environmental and public transportation provisions and simply pour its $25 billion into more roads and highways.

Rapid Response in January

- EMS produced a two- part rebuttal to an hour-long ABC-TV special on so-called 'junk science,' hosted by 20/20 reporter John Stossel, who is notorious for his anti-regulatory, anti-environmental reporting. The program was a broad-brush attack on the science behind a number of issues, including dioxin contamination.

  Based on advance information from sources interviewed by ABC, EMS acted first with a preemptive mailing to hundreds of television and print reporters and TV critics, outlining errors and omissions we expected in the program (our phrase "junk journalism" was picked up in a *New York Times* preview of the show). The package also described Mr. Stossel's record on environmental and public health issues (including his remarks in paid speeches to industry groups). A follow-up mailing detailed specific facts ignored or misrepresented in the program, particularly with regard to dioxin.

- EMS placed IPCC Chairman-elect Robert Watson on the PBS NewsHour, and steered the segment producer away from including any of the "career skeptics" who appear so often in coverage of global climate change issues. Using various internet journalist networks, EMS also connected the Surface Transportation Policy Project with a half-dozen reporters covering transportation and urban sprawl, and assisted both newspaper and magazine reporters with resources for covering pollinators, recycling, green businesses, genetically engineered crops, and chemical contamination of drinking water.

- During the huge flood in Northern California, EMS assisted river activists in responding to an outpouring of disinformation which sought to use the heavy weather to justify building new dams. EMS also helped Friends of The Earth write an op/ed in response to Congressional efforts to shield federal highway construction funds from budget cutters.

February

Green Scissors '97 Steps Up Impact

As part of the continuing campaign to reduce corporate welfare, the Green Scissors Group led by Friends of the Earth, Taxpayers for Common $ense and the U.S. Public Interest Research Group, launched their 1997 report with a press conference in the Cannon House Office Building. Among the 57 projects targeted were a $119 million water project in Mississippi that would worsen flooding in one area to improve the flood situation in another, a $150 million U.S. Forest Service slush fund, underpayment by commercial loggers for trees cut on public land, and the proposed energy-wasting with the Animas La Plata Project in Southwestern Colorado. Nine Congressmen and Senators joined leaders of the coaliton in releasing the report to a packed room of journalists including *CBS News, ABC* and *NBC Radio*, Associated Press and *Business Week*, and *Congressional Quarterly*.

On a related front, EMS assisted the office of Rep. George Miller (CA) in identifying a number of jounalists who are especially interested in covering the corporate welfare issue. Representative Miller is planning to introduce a bill on the subject soon.

Press Breakfast: ISTEA Law Sparks Reauthorization Battle

The Intermodal Surface Transportation Efficiency Act (ISTEA), created in 1991, was a landmark law that replaced highway-only federal funding with practical, locally-run programs that provide some funds for public transportation, reduce pollution, revitalize old downtowns, create better access for the elderly and disabled, and make communities more livable. ISTEA's reauthorization in the 105th Congress will be among the most important and hotly contested pieces of legislation addressed this year, since it affects welfare reform, the environment and efforts to balance the budget. EMS brought together three ISTEA experts to discuss the issues with national and trade journalists. This breakfast was attended by Gannett, Bloomberg News Service, *Pacifica Radio News*, Kiplinger and *The St. Paul Pioneer Press*, among others.

Religious Leaders Launch Environment and Social Justice Campaign

At a DC press conference -- and in meetings with Vice President Gore and Republican Congressional leaders -- a delegation of Catholic, Jewish, Evangelical, Protestant, Orthodox and Black Church groups announced a three-year, $4 million campaign to link programs protecting the environment more closely to efforts on behalf of the poor and powerless. The campaign will seek to form and strengthen legislative action networks, integrate environmental justice into ongoing church and synagogue activity, and produce educational materials outlining theological perspectives on caring for the planet. Leaders from a broad spectrum of religious organizations made their announcement to an audience of nearly two-dozen reporters at a downtown Washington hotel.

Press Breakfast: Utility Restructuring Raises Green Questions

A February 27 EMS Press Breakfast on the vast national implications for Utility Restructuring provided invaluable clarity for reporters covering the complex regulatory overhaul taking place simultaneously at both state and federal levels. While the issue has been covered extensively

from the financial and consumer angles, systematic reporting on the tremendous long-term environmental impacts of industry restructuring are only beginning to gain attention.

To help reporters parse through the many policy and political questions, EMS brought together Ralph Cavanaugh, NRDC Senior Attorney and the leading national authority on the environmental implications of state and federal restructuring issues; Scott Sklar, Executive Director of the Solar Energy Industry Association; and Renz Jennings, Arizona Corporation Commissioner and head of the National Association of Regulatory Utility Commissioners panel on the environment.

The breakfast drew 19 journalists, including reporters from the *Wall Street Journal*, the *Associated Press*, the *New York Times*, the *Portland Oregonian*, the *St. Louis Post Dispatch*, *Congressional Quarterly*, and the Dow Jones wire service.

Global Forest Convention

On the eve of a two-week United Nations meeting of the Intergovernmental Panel on Forests (IPF), EMS worked with the Global Forest Policy Project to notify the media of the effort by over 70 environmental groups throughout the world to oppose the negotiation and signing of a global forest convention. Contending that such an agreement would actually weaken forest management standards and give a green light to the unsustainable practices of powerful multinationals. Signers of the environmental declaration included such U.S. groups as Friends of the Earth, Sierra Club and the National Wildlife Federation. At the New York press conference, *CNN*, *Associated Press*, *InterPress*, and the *Toronto Globe & Mail* were in attendance. Follow-up stories were filed by several other media.

Oceans Campaign Prominent Op-Ed Placement

As 3,000 of the world's leading scientists gathered in Seattle in February to discuss the expanding use of aquaculture throughout the world, EMS worked with our partner SeaWeb and marine scientist Boyce Thorn Miller to write and place an op-ed on the opening day of the conference in the *Seattle Post-Intelligencer.* The op-ed cautioned aquaculture advocates to learn from the mistakes of countries like Canada and Thailand, where salmon and shrimp farming have severely damaged the coastal environmental and native fish stocks. Thorn Miller urged a "go cautiously" approach.

Climate Change

Considerable time was devoted during February to the writing, editing, and vetting of EMS' upcoming *Media Guide to the Economics of Climate Change*. Now in its fourth draft, the Guide will be completed in March. Materials were also gathered for the next issue of EMS' bi-monthly *Global Climate Change Update.*

Rapid Response in February

- As part of February Rapid Response efforts, EMS placed Dianne Dumanoski with a reporter working on an endocrine disruptor piece for *American Fitness* magazine, and helped locate pro-environment public health advocates for an *Annapolis Capital* article on cancer clusters. We were also able to intervene in advance on transportation and urban

sprawl-related stories under development by the Ft. Lauderdale *Sun-Sentinel*, *Small Business News*, *Monitor Radio*, and *MSNBC*.

- EMS also provided advice and editorial assistance on Tongass National Forest issues to the Alaska-based Forest Service Employees for Ethical Environment, and provided extensive background and briefing materials to the San Francisco-based group Redefining Progress, which was facing industry challenges to its statement -- signed by 2,000 economists and five Nobel Laureates -- that positive steps *can* be taken to prevent global climate change without undermining the economy.

- The Rapid Response program also gave strategic assistance to Sustain-USA in Chicago on how to reach national reporters with a major Iowa story about corporate PR spy tactics in a fight between factory hog farms and local producers (large-scale hog farms are becoming a serious environmental problem in a number of rural states).

March

Valuing Nature's Services at More Than Nothing

The natural world provides us billions of dollars of 'cost-free' goods and services — like clean air and water — every year. But because it is immensely difficult to place a monetary value on an unpolluted aquifer or healthy top soil, traditional economic markets have assigned a simple default value to these ecoysystem services: $0.

Stanford University's Gretchen Daily and some of the world's most respected ecologists have made the first systematic attempt to more accurately quantify this value by applying the tools of economic analysis to a range of physical and biological systems. The result is the book *Nature's Services* which *New York Times* economics columnist Peter Passell called a "pioneering effort of some practical ecologists."

EMS arranged a series of briefings and interviews for Daily and chapter authors in New York with *The New York Times, Business Week, Fortune* and *The Osgood Files*, among others. The next day a Press Breakfast briefing in Washington attracted journalists from *USA TODAY, US News and World Report, The PBS News Hour with Jim Lehrer,* Bloomberg News Service and others.

Press Breakfast: Climate Change to Worsen Urban Health, Air Problems

With the most crucial round of international climate negotiations since Rio set for Kyoto this December, EMS arranged for Dr. Robert Watson, incoming Intergovernmental Panel on Climate Change Chairman, and extreme weather expert Dr. Kevin Trenberth of the National Center for Atmospheric Research to meet with top editors, reporters and producers in New York City this month.

Sessions with *The New York Times, ABC News, BusinessWeek* and others focussed on the latest science on climate change — reinforcing the IPCC's 1995 consensus statement that human activity is impacting the global climate — and on how best to move nations toward implementing the vast number of 'no regret' policies that can reduce greenhouse gas emissions

and save money.

At an EMS Press Breakfast earlier in the month presenting recent developments on the science of climate change, journalists learned that urban areas in the U.S. are likely to be greatly impacted by climate change in coming years.

Dr. Laurence Kalkstein, who directs the University of Delaware Center for Climatic Research, released a new study showing that deaths from extreme hot weather are expected to climb sharply in the 44 largest U.S. metropolitan areas over the next 25 years. The study offered hard figures to support earlier hypotheses. Other research discussed by leading climate experts included the threats to biological diversity and the spread of tropical diseases to higher altitudes and Northern latitudes.

The EMS Media Guide to the science of climate change entered it's fourth printing in March as the Environmental Protection Agency ordered 5,000 copies for internal and external distribution.

Rosa Parks Honored, Benefits and ISTEA Featured

As pro-highway Senators held sham public hearings across the country and highway special interests increased already heavy lobbying, EMS stepped up media outreach to balance the debate on reauthorization of the federal transportation program (ISTEA) this month. We arranged media briefings for Surface Transportation Policy Project Executive Director Hank Dittmar to provide his take on the Clinton Administration's proposal for reauthorization. EMS also helped Hank prepare a scathing rebuttal for the March 16 edition of the *Washington Post* to an editorial blaming cancelled highway projects over the past two decades for slowing regional growth.

EMS also worked with the American Public Transit Association on an event honoring Rosa Parks with a Lifetime Achievement Award for her courageous stand against discriminiation on public transit. The award event was meant to provide a contrast to funding cuts that are reducing or eliminating public bus service in many poor and minority communities. On March 26, *The Atlanta Journal Constitution* ran an editorial we developed with EMS Board Member Julian Bond on the importance of public transit to urban workers, especially low-income people and people of color.

In early April, EMS will work with transportation coalition partners to release a major report on the most dangerous cities for pedestrians and call for stronger pedestrian protections from Washington, states and cities.

Medical Waste Incinerators Increase Cancer Risk

Millions of Americans are exposed daily to toxic dioxin, mercury, lead and cadmium through beef and dairy products because cattle graze on fields dusted with fallout from waste incinerators. Ironically, a major source is from the medical waste incinerators operated by hundreds of hospitals nationwide.

EMS collaborated with the Environmental Working Group and the coalition of community, public health and environmental groups in 35 states called Health Care Without Harm to release "First, Do No Harm" at a Washington news conference. The report documented the alarming exposure to dioxin and toxic heavy metals through incineration and called for changing disposal and sterilization methods at hospitals. It received widespread media coverage.

This effort is part of a broader campaign by EMS to break the prevalent myth that dioxin concerns were an overblown scare of the last decade. In fact, EPA is completing a comprehensive reassessment that (according to preliminary reports) will conclude dioxin remains a major health concern.

One of the major proponents of the dioxin myth is ABC reporter John Stossel. EMS Executive Director Arlie Schardt worked with *George* magazine in March as they researched an upcoming piece designed to expose Stossel's junk journalism.

Endocrine Disrupters: Low Doses Create Big Risk

Continuing its work on the health impacts of endocrin disrupting chemicals, EMS contacted a select list of key science reporters to inform them of two groundbreaking new peer-reviewed studies just published by Dr. Frederick vom Saal of the University of Missouri at Columbia. Dr. vom Saal's studies, both of which involved exposing mice to extremely low doses, concluded that current standards for determining what levels of endocrin disrupting exposure are acceptable may have to be "re-examined and possibly redone." This is because vom Saal's studies found that very low doses come in under the body's natural defense perimeter to act as endocrin disrupters. Humans are regularly exposed to these levels in such everyday uses as plastic bottles, processed food can liners and dental bonding material. Besides arranging for reporters to interview Dr. vom Saal, EMS wrote a press release summarizing the studies. The release, plus copies of the results of both studies, are being sent to another select list of reporters, followed up by phone calls urging them to interview Dr. vom Saal.

Rapid Response in March

- As part of March Rapid Response outreach, we provided contacts with climate change scientists to the Edgewise program on MSNBC, and worked with reporters covering electric utility restructuring at the *Dallas Morning News, Hartford Business Journal* and *Tazewell County (VA) Free Press*.

- We also helped Friends of the Earth work with a *Sacramento Bee* reporter writing an otherwise glowing piece on the National Ignition Facility in California --a boondoggle project high on the list of environmentally unfriendly budget items targeted by the Green Scissors '97 campaign. Outreach efforts also linked the EMS Transportation and Urban Sprawl program to half a dozen reporters covering growth issues around the country.

APRIL

Combating Dioxin Disinformation

The World Health Organization and EPA consider dioxin to be a probable human carcinogen, but the media has been buffeted by a well-financed industry misinformation campaign to seed confusion among policymakers and the public. A major source of dioxin is the incineration of chlorine-containing compounds like PVC plastic, but a recent vinyl industry report attempted to play down the risks and misrepresented human health impacts. To set the record straight, EMS invited internationally recognized dioxin contamination expert Dr. Pat Costner and Dr. Arnold

Schecter, a principal medical researcher on the effects of dioxin on humans, to join Rick Hind, Legislative Director of Greenpeace USA's Toxic Campaign at an EMS Press Breakfast. Reporters from *The Wall Street Journal, New York Times, Time, Science Magazine* and more than a dozen others participated in a wide-ranging discussion of current scientific understanding.

Making Cities Safer for Walkers, Not Just Cars

Walking is the most dangerous form of transportation in our cities today, according to a report released this month by the Surface Transportation Policy Project and the Environmental Working Group. In fact, a person is more likely to be hit and killed by a stranger in a car than by a stranger with a gun in the vast majority of cities. Newer cities in Southeastern and Southern states with more relaxed zoning laws dominated the rankings of most dangerous places to walk with Ft. Lauderdale, FL topping the list. As Congress debates reauthorization of the surface transportation law, STPP, EWG and many other partnering groups called for more measures to slow traffic, improve sidewalks and otherwise protect pedestrians. EMS coordinated the national media for the report including a Washington, DC news conference resulting in more than 250 print and broadcast stories and dozens of editorials nationwide. Coverage included *NBC, ABC, CNN* and *MSNBC* including a five minute 'In-Depth' report on *NBC Nightly News* with Tom Brokaw, '*Good Morning America'* and *'The Tonight Show*' with Jay Leno. Stories also appeared in the *New York Times*, *Los Angeles Times, Wall Street Journal* and *Washington Post.*

Billboards Still an Ugly Blight

Despite passage of the Highway Beautification Act and other anti-billboard laws, most roads in the U.S. are more littered than ever with advertising billboards. EMS worked with Scenic America at the end of March to hold a national news conference drawing attention to the failure to curb billboard proliferation. Coverage to date has included the *Washington Post, International Herald Tribune, Atlanta Journal-Constitution* and a story is planned for National Public Radio in addition to significant regional and local broadcast coverage.

Questioning the Car in our "Asphalt Nation"

The invention of the automobile was a significant boon to American life, offering mobility and personal freedom. But what was once a promise has become obsession leading to unbridled highway and road building at the expense of alternative transportation choices, finds architecture critic and author Jane Holtz Kay in her new book, Asphalt Nation. The result? Loss of mobility and personal freedom. With the reauthorization battle over the federal surface transportation law gaining attention, EMS arranged three days of top level interviews for Holtz Kay at *The Washington Post, Wall Street Journal, C-SPAN "Booknotes", Pacifica Radio, ABC Radio, NPR's "Derek McGinty Show" and NPR's "Living on Earth"* among others.

Fighting for the Land and Water Conservation Fund

For 30 years, a little-known federal program has acquired or expanded parks, beaches and wilderness areas across the U.S., from the Appalachian Trail to Golden Gate National Recreation Area. Set up by Congress to utilize offshore oil drilling royalties, $900 million is annually

earmarked for the Land and Water Conservation Fund. However, the monies have been increasingly diverted by Congress so that only $150 millions was actually provided to the LWCF last year. EMS has been working with Americans for Our Heritage and Recreation — a new coalition of more than 150 groups — to launch a major campaign to save the Fund, including a news conference featuring Don Murphy, director of the California State Parks, Steve Blackmer of the Appalachian Mountain Club, Rindy O'Brien of the Wilderness Society and Tom Cove of the Sporting Goods Manufacturers Association of America. News coverage to date has included *The Chicago Tribune, Baltimore Sun* and other regional news outlets, wire services and newspaper chains.

It's Arlie Taking on Stossel, by George

George magazine took on ABC rogue reporter John Stossel in a feature titled 'The Gotcha Guy' this month. The piece focussed on Stossel's clearly stated anti-regulatory, libertarian agenda that influences his reporting — most recently on issues in an ABC special on 'junk science' including salt, breast implants and dioxin. EMS prepared issue summaries for television critics prior to Stossel's special and a rebuttal distributed to hundreds of journalists after it aired. *George* reporter Rebecca Johnson interviewed Executive Director Arlie Schardt extensively for the piece and quoted him saying, "He ignored barrels of evidence about dioxin and breast implants. John Stossel is a bright guy. He has to know better. But if he was doing good, solid reporting, he wouldn't get the attention he gets."

Continuing Oceans Media Campaign

Our on-going media campaign for SeaWeb, the oceans communications organization, has focussed on arranging meetings for the SeaWeb spokesteam of four top marine scientists with media outlets across the United States. The goal is to help journalists better understand the multiple threats facing the oceans and so they can explore future story ideas. The next SeaWeb media tour will be of southern states this May, but follow-up from previous visits resulted in continuing recent coverage including a *New York Times* article ("A Bay Is Sick. Will the Cure Make It Worse?" William K. Stevens. April 15, 1997) on the plight of Florida Bay, and National Public Radio, *Audubon* magazine, and Outdoor Life Cable Network. We also worked with SeaWeb scientific advisor Boyce Thorne-Miller to write and place an op-ed on the dangers of seeing aquaculture as a panacea to declining fish populations in the *Portland Press Herald.*

Saving Siberia's Magnificent Cats

Dr. Maurice Hornocker of the Hornocker Wildlife Institute has been widely credited with saving the Mountain Lion in the United States. He has now taken the technology used in that fight to the Russian Far East where, with the help of Russian scientists and the Russian government, he has launched a multi-year effort to save the Siberian Tiger from extinction. The magnificent cat, the world's largest, is in danger due to the fall of the Soviet Union and a subsequent significant increase in poaching and logging. The subject of a prime time National Geographic special on NBC in April, EMS arranged for Dr. Hornocker to meet with journalists in Washington and New York from *The New York Times, Associated Press, Gannett, The Osgood Files,* and *The Environment Show* and others.

Low Dose Chemical Exposure Linked to Prostate Disease

Two newly published peer-reviewed studies have shown that extremely low doses of synthetic chemicals — equivalent to levels of estrogen-mimicking chemicals most people are exposed to in their daily lives — can permanently enlarge the prostate gland in animal fetuses. The studies, by a team of University of Missouri scientists, warn that estrogen exposure may result in susceptibility to prostate disease. They are among the first to use low dose testing instead of high dose testing and reinforce the call from the authors of *Our Stolen Future* last year for more focus on the risks of low dose exposure to hormone disrupting chemicals. EMS distributed the studies and a news release to hundreds of journalists.

Utility Restructuring Debate Continues

EMS sent media kits on the important environmental impacts of electric utility deregulation to reporters, editorial writers and managing editors in Chicago and Dallas Ft. Worth, coinciding with field hearings by the House energy & Power Subcommittee. A follow-up on our February breakfast on utilities issues, the release was a reminder to journalists that the reform process now underway affects the future of renewable energy, as well as global climate change and ground-level air pollution. Materials were prepared in cooperation with NRDC and the Solar Electric Industries Association, along with US Senator Jim Jeffords (R-VT), who has just introduced legislation requiring utilities to use renewable sources for a percentage of their power and to tell consumers both the source of their electricity and the pollution it creates. The Texas mailing was also coordinated with Environmental Defense Fund's Austin office.

Natural Capitalism Eloquently Detailed

Paul Hawken, founder of several successful businesses and director of an innovative business program called The Natural Step, eloquently detailed how American businesses can and should be the leaders of environmental protection into the next century in a *Mother Jones* cover story. It is one of the clearest, most complete descriptions to date of how economic advancement and environmental protection can be achieved simultaneously. EMS forwarded copies of the article to dozens of top journalists around the country.

EMS Welcomes Program Director

Laura A. Williamson joined EMS this month after seven years in daily journalism, most recently at the *Atlanta Journal-Constitution*, where she specialized in health and welfare policy. Previously, she wrote for the *Roanoke* (VA) *Times*, *Annapolis* (MD) *Capital* and *Lynchburg* (VA) *News*, covering issues including environmental policy, health care, education and state and local government. She has also worked recently as a communications consultant for the National Center for Tobacco-Free Kids and Fenton Communications. She holds a masters degree in Journalism from the University of Maryland at College Park and a Bachelor of Arts in English from Georgetown University.

MAY

Bike Safety Improvement Needed in Transportation Law Reauthorization
On May 14 EMS held a press conference to release a report by the Environmental Working Group, Surface Transportation Policy Project and Bicycle Federation of America documenting the dangers of biking and recommending more federal money for the provision of safer cycling facilities. The Capitol Hill press conference featured three members of the Congressional Bicycle Caucus---Reps. James Oberstar (D-MN); Michael Forbes (R-NY); and Earl Blumenaur (D-ORE). NBC, CNN, ABC and several national broadcast chains ran the story, which was heavily covered in local markets specifically mentioned in the report. *USA Today, AP* and *Gannett News Service* reports were picked up widely. Original stories ran in the *Arizona Republic, Kansas City Star, San Francisco Chronicle* and *St. Petersburg Times* and many other regional papers nationwide.

EMS Press Breakfast: Chemical Industry Toxic Deception Influences EPA
The Environmental Protection Agency relies almost exclusively on research bought and paid for by the chemical industry in assessing the safety of chemicals used on farms and in homes and businesses. According to a new book, *Toxic Deception: How the Chemical Industry Manipulates Science, Bends the Law, and Endangers Your Health*, this lack of federal oversight exposes us to dozens of harmful chemicals on a daily basis. The EPA's objectivity is further corrupted by industry-sponsored trips to Europe and offers of high-paying jobs for bureaucrats who pass through the "revolving door" from government to private industry: EPA officials took $3 million in special interest-funded junkets in just two years. An EMS Press Breakfast featured Dan Fagin and Marianne Lavelle, the award-winning journalists who wrote *Toxic Deception*, along with Dr. Janette Sherman, who presented her research on the link between a household insecticide (Dursban) and severe birth defects. The *Washington Post, Wall Street Journal, CNN, U.S. News & World Report* and other media outlets took part in a discussion of the chemical industry's well-funded misinformation campaign and successful efforts to minimize government regulation of their harmful products.

Air Polluters Misleading Congress, Public on Costs of Meeting New Standards
Major industrial polluters are misleading Congress and the public about the cost of meeting new air safety standards, according to a report by the Environmental Working Group (EWG) that analyzed company costs and profit margins and identified the nation's biggest sources of particulate emissions, or microscopic soot. The report, released at a press conference May 29 at the National Press Club, identified specific oil refineries, chemical plants, steel mills and utilities as primary polluters in the first comprehensive, state-by-state analysis of particulate sources. It showed that the profits of major pollution producers are 11 times the cost of implementing life-saving new clean air standards. Reporters from 25 print, television and broadcast outlets covered the press conference, including *NBC News, ABC National Radio, Bloomberg, Investors Business Daily and The Detroit News.*

'The Heat Is On' In Climate Change Debate
EMS is working with Pulitzer-Prize winning journalist Ross Gelbspan to advance the issues raised in his new book, The Heat Is On, out this month. Gelbspan deftly summarizes the current state of science on global climate change and details the fossil fuel industry's massive disinformation campaign to prevent action on curtailing greenhouse gas emissions.

Following a late-April appearance at an insurance industry meeting in Florida (which drew coverage from Reuters, *The Miami Herald, Tampa Tribune* and *Greenwire*, plus an ABC News camera crew), Gelbspan visited New York for appearances on Fox Morning News, WNYC radio and Bloomberg Television, and print interviews with Reuters and *Scientific American.* Washington sessions included *two* CNN interviews, a briefing with the *Washington Post* editorial page, and radio interviews with Jim Bohanon and WHFS (CBS) in addition to an EMS Press Breakfast appearance.

A lengthy excerpt from the book appeared as the front page, above-the-fold story in the *Washington Post* 'Outlook' section on May 25th. Other coverage has appeared in the *Boston Globe*, *Minneapolis Star Tribune*, *San Diego Union Tribune* and *St. Paul Pioneer Press*. EMS work will continue as Gelbspan travels to Seattle, Portland and Vancouver in June.

Oil Company Head Breaks With Industry on Climate Change
Reacting quickly to a tip that British Petroleum CEO John Browne was going to give a major speech on climate change in Sacremento, EMS alerted and worked with the *Los Angeles Times,* which ran a next-day article featuring Browne's unprecedented acknowledgment that CO2 emissions do in fact cause global warming. That story received widespread coverage in *Greenwire* and other newsletters, which were then used by climate change activists to generate placements in other major daily papers.

Utility Deregulation Brings Environmental Implications
A long feature article on the potential environmental impacts of utility deregulation by the Associated Press ran in the *Los Angeles Times* on May 18 and featured two of the three speakers that appeared at EMS's February Press Breakfast on the issue. Our ongoing work on the potential impacts of utility deregulation on climate change and other environmental issues continued in May with briefing kits sent to news outlets in Chicago and Dallas-Ft. Worth, timed to coincide with Congressional field hearings on deregulation.

EMS Press Breakfast: Environmental Education in Schools Under Attack
EMS kicked off a campaign to combat the right-wing attack on environmental education in the nation's schools with a Press Breakfast on May 29. The event featured a team of investigators from the Oakland-based Center for Commercial-Free Public Education who authored a report on bogus 'grass roots' attacks on environmental teaching at the state level, along with National Environmental Education Training Foundation President Kevin Coyle. The star of the briefing was 17-year-old Melissa Poe, founder of the 300,000-member Kids For a Clean Environment (Kids F.A.C.E.). A letter Melissa wrote to President Bush when she was 9 is frequently cited by

opponents as an example of how environmental instruction "scares kids green."

Untangling the Tuna/Dolphin Debate
The House and Senate debated a bill this month that would change the definition of 'dolphin safe' tuna, and alter the standards for importing tuna into the United States. With the environmental community split over the merits of the legislation, EMS worked with environmental reporters from *The Washington Post, New York Times, Los Angeles Times, AP, Reuters* and other top outlets to untangle the issues and assertions surrounding the debate.

EMS Press Breakfast: Green Scissors Group Gives Clinton Administration a 'D'
Green Scissors, a coalition of environmental and taxpayer groups dedicated to cutting government programs that waste money and harm the environment, presented the Clinton Administration with a 'D' grade on commitment to ending wasteful programs at a May 15 EMS Press Breakfast. The coalition's goal was to reinforce the need for bipartisan action by demonstrating that the White House shares blame with Congress for protecting sacred cows.

Rapid Response to *Washington Post* on Misleading Nuclear Radiation Article
Responding quickly to a misleading *Washington Post* article that downplayed the potential health impacts of exposure to 'low-level' atomic radiation, EMS prepared background information and contacts for the reporter and submitted a letter to the editor by Executive Director Arlie Schardt, which ran the following week.

JUNE

Environmental Community Critical of Clinton Inaction on Climate At Summits
European leaders challenged President Clinton's weak stand on greenhouse emission cuts at the economic 'Summit of the Eight' in Denver with G7 industrial leaders and Boris Yeltsin of Russia. EMS worked closely with NRDC, Ozone Action, the Union of Concerned Scientists, Redefining Progress, Friends of the Earth and other members of the US Climate Action Network (US-CAN) to plan logistics, materials and a media briefing, as well as an orchestrated response to Administration reticence on climate.

When attention then shifted to the United Nations Earth Summit II in New York, EMS coordinated the response delivered by heads of five leading environmental organizations to President Clinton's address to the General Assembly. Speakers included John Adams of the Natural Resources Defense Council, Howard Ris of the Union of Concerned Scientists, Fred Krupp of the Environmental Defense Fund, Adam Werbach of the Sierra Club, and Phil Clapp of the Environmental Information Center. Their unified call for more forceful action by the President and Vice President was important to framing the most extensive media coverage of climate issues to date this year.

Because of changes in the President's schedule, we held two briefings -- one for early filers several hours before the evening speech and one immediately after. Several key reporters also watched the President's address with the environmental speakers on our press room TV.

Speakers' comments from the second briefing were faxed directly to environmental reporters around the country, and posted on the PR Newswire service. The events drew more than 40 reporters and 10 television cameras and resulted in extensive national print and broadcast coverage of the environmentalists' position.

EMS also helped Friends of the Earth-International promote an artful climate change protest featuring a dozen melting ice sculptures sitting atop oil drums in the park across from U.N. headquarters. A photo of the sculptures appeared in the Sunday 'Week In Review' Section of the *New York Times*.

Gelbspan's *Heat Is On* a West Coast Hit; Opinion Pieces Sound Climate Alarm

Ross Gelbspan's successful media tour promoting *The Heat is On* -- his new book detailing the current threats from climate change and the massive industry-funded disinformation campaign to stop action -- reached the West Coast in June. His Portland stop included four radio interviews and a meeting with environmental reporters at the *Oregonian*. In Seattle, interest in Gelbspan's book was so strong that his visit there was extended from one day to three to accommodate interviews with the *Seattle Post-Intelligencer* editorial board, the local NPR affiliate, the *Olympian*, the *Seattle Times*, the *Seattle Weekly* and several local television stations.

EMS partnered with local climate and energy activists and representatives from the Washington Department of Commerce to arrange meetings between Ross and the Governor's policy staff, state elected officials, and others. We also helped arrange an evening speech to state and local officials, business leaders and environmental organizations at the University of Washington, which was covered as a local news event, and picked up by C-SPAN. Ongoing national coverage included a *Washington Post* op/ed by Fred Hiatt citing Gelbspan's work, a lengthy interview on NPR's Weekend Edition, and an op-ed by Gelbspan which we helped edit and place in the *Boston Globe* (set for July 7).

World Bank Subsidizes $10 Billion in Fossil Fuel Projects

Just prior to the 'Summit of Eight' meeting in Denver, EMS released a new report by the Institute for Policy Studies entitled *Changing the Earth's Climate, for Business*. Authors found that in the five years since the 1992 Earth Summit, the World Bank has spent nearly $10 billion on fossil fuel energy projects which, over their lifetimes, will release almost 30 billion tons of carbon to the atmosphere (more than the global annual total today). The report was the covered in *Greenwire*, Agence France-Presse, the London *Guardian* and Interpress News Service. Questioned about the report at a press conference during the UN Earth Summit II in New York, World Bank President James Wolfensohn said he will recommend appointment of an independent panel to monitor emissions of future projects.

EMS Media Guide Helps Journalists On Economics of Climate Change

EMS has just completed *Understanding the Economics of Global Climate Change* -- a 16-page handbook for reporters and others following climate policy debates. The comprehensive guide explains why many common economic analyses of greenhouse gas reduction policies tend to inflate costs and discount benefits of action-- even in 'unbiased' economic models -- and explains the sound economic case for effective, immediate steps to reduce the rate of climate

change. EMS expects the guide -- which is being distributed to at least 1,000 journalists -- to be an invaluable tool for countering the assertion that our economy will sink if we take the proper steps to reduce climate change. The guide was prepared by EMS Program Director Jon Coifman, and reviewed for scientific and economic accuracy by a range of experts including Dr. Robert Watson, incoming head of the UN's Intergovermental Panel on Climate Change; Steve DeCanio, professor of economics at UC-Santa Barbara; Dan Lashof, Staff Scientist at Natural Resources Defense Council; and Christopher Flavin of the Worldwatch Institute.

The latest issue of EMS' regular *Global Climate Change* newsletter also appeared in June, just prior to the Denver and New York events. It was mailed to nearly 1,000 reporters and editors around the country.

Sound Transportation Policies Better for Environment

EMS coordinated the release and press conference for "Green Streets," which detailed how mismanaged transportation policy hurts the environment and how the Intermodal Surface Transportation Efficiency Act (ISTEA) has enhanced environmental protections. Ten CEO's from major environmental organizations announced their support for ISTEA at a press conference arranged by EMS at the National Press Club. They warned that "a vote against ISTEA is a vote against the environment." We helped the Surface Transportation Policy Project develop a "mid-term report card" for various transportation proposals and unveiled those grades at the press conference. The goal was to advance the point that good transportation policy is good environmental policy. Not only did the event generate the circulation of several "Dear Colleague" letters on Capitol Hill authored by nervous Congressmen defending their records on the issue, but the *National Journal* later wrote a detailed story on why ISTEA is an important environmental initiative.

Ocean Op-Eds Detail Threats; SeaWeb Spokesteam Remembers Cousteau

Working with SeaWeb, the marine conservation initiative of the Pew Charitable Trusts, EMS helped edit and place a series of op-eds detailing specific threats currently facing the oceans, including red tides and introduced exotic species that have plagued the Great Lakes. Recent op-eds ran in *The International Herald Tribune* (Sylvia Earle), *Seattle Times* (Elliot Norse and Michael Souli), *Journal of Commerce* (Josh Reichert) and *Detroit News* (Kieran Mulvaney). With the passing of legendary 89-year old ocean explorer and 'aquanaut' Jacques Cousteau, media outlets contacted SeaWeb spokesteam members for reflections on his life and impact, including an NPR "Morning Edition" interview with Carl Safina and a CNN interview with Sylvia Earle.

Toxic Chemicals Newsletter Debuts

The first issue of *Toxic Chemical News*, which will be produced every two months, rolled off the presses this month and into the hands of nearly 1,000 environmental, public health and science journalists around the country. Written by EMS Program Officer Laura Williamson, the newsletter highlighted a "chemical-free" success story in a Chicago public housing project where residents rid their homes of roaches without using insecticides; a state-by-state report from the Environmental Information Center on endocrine-disrupting and cancer-causing chemical

releases; gave an update on the newest research on sperm counts and estrogenic chemicals; and provided reporters with a list of sources and resources useful for covering these and other related environmental and public health issues. The newsletter will continually bring the latest science and action on toxic chemicals before the media and counter misinformation on these issues.

Chemical-Free, Roach-Free: Chicago Housing Project Success Story
Residents of the Henry Horner Public Housing Development in Chicago recently rid themselves of a massive roach infestation -- and they did it by abandoning the use of chemical sprays that hadn't worked. The residents -- who wanted to protect their children from exposure to insecticides, disease and aggravated asthmatic conditions -- solved their problem with the help of the Safer Pest Control Project, which taught them alternative pest management practices. NPR's "Living on Earth" reported on this success story and EMS is continuing to work with other interested outlets on potential coverage.

Conservation Funds Dropped
Despite its inclusion in this year's hard-fought budget agreement, $700 million earmarked for the Land and Water Conservation Fund simply disappeared when a House Appropriations subcommittee refused to include it in its final bill. The measure now goes to the Senate -- and to the press. With background information and contacts from EMS, the *Atlanta Journal's* Martha Ezzard wrote an editorial column calling on the House and the Senate to put the money back. As the battle continues, so will EMS' work with the national and regional press on this issue.

EMS Press Breakfast: 26-Million Acre Northern Forest Region Faces Development Threat
The Northern Forest Alliance -- a group representing conservationists, recreation and timber industry officials in Maine, Vermont, New Hampshire, and upstate New York, -- briefed members of the national and regional media at a June 12 breakfast on the critical choices facing the region in the face of encroaching commercial and housing development. EMS continues to work with members of the national media who are interested in pursuing the Northern Forest story during the summer months.

Green Scissors Targets Budget-Busting Roads
EMS is working on editorial board outreach for the Green Scissors coalition's "Road to Ruin II" report (released in June at a Washington news conference by the coalition) which targets the 37 worst proposed highway projects across the country. The projects would cost $13 billion, face considerable local opposition, harm communities and damage the environment. The goal is to encourage newspapers to editorialize against the push to spend more federal transportation money on pork barrel road projects.

Rapid Response to *Time* Magazine on Misleading Nuclear Radiation Article
Continuing efforts to clear the air of misinformation on the hazards of "low-level" atomic radiation, EMS quickly responded to *Time* magazine regarding a June 23, 1997 story titled, "A-Bomb Fallout: Radiation Kills, But Not as Effectively as We Thought." The letter provided scientific background on the issue and pointed out that most experts disagree with the notion that

exposure to low levels of radiation is safe, -- a point overlooked in *Time*'s report.

Rapid Response to "The Morning Show" on WRC-TV (NBC) on Organics Errors
EMS quickly followed up on an error-filled television interview with Washington, DC nutritionist Rovenia Brock in which Ms. Brock and co-anchors Joe Krebs and Barbara Harrison made several false and misleading statements about organically grown foods. With the help of the Environmental Working Group, EMS composed a letter disputing, point-by-point, several erroneous statements made about the standards applied to organic produce and processed foods and the pending USDA Rule on organics. The letter, signed by EWG's Richard Wiles, included contact information for respected scientists, members of the National Organics Standards Board and other reliable sources on this issue. It also encouraged that "The Morning Show" -- which airs during NBC's 'Today' -- produce a follow-up segment when the USDA Rule on organics is released this summer.

ENVIRONMENTAL
MEDIA SERVICES

1996:The Year in Review
Environmental Media Services (EMS)
January - December, 1996

ARLIE SCHARDT
Executive Director

Mid-January

Presidential Candidates New Hampshire Forum on Environment

A strictly nonpartisan Presidential candidates forum in Nashua, New Hampshire designed for all major Presidential contenders to outline their positions on the environment turned into an embarrassment for leading GOP candidates who all ducked the event. Al Gore -- attending the forum on behalf of President Clinton -- chided the GOP for ignoring the environment, and state Republican leaders issued statements and held a news conference voicing their outrage over being ignored. EMS assisted the New Hampshire Wildlife Federation with press coverage.

Late January

EMS Assists Brother of Slain Nigerian Environmental Activist

After barely escaping Nigeria, Dr. Owens Wiwa -- brother of slain playwright and environmental activist Ken Saro-Wiwa -- visited the U.S. to document environmental and human rights abuses in his Ogoni homeland at the hands of the Nigerian government and international oil companies, namely Royal Dutch Shell. EMS -- working with a broad coalition of human rights and environmental groups -- sponsored New York and Washington press briefings and interviews with print and broadcast media including ***The New York Times***, ***Wall Street Journal***, ***The Washington Post***, ***Time***, ***NBC Nightly News***, ***CBS Evening News***, ***ABC World News Tonight*** (including 30 minutes with Peter Jennings), ***NPR*** - "**All Things Considered**" and others. Following the briefings, EMS held a Press Breakfast at which Dr. Wiwa described to a standing-room-only crowd Shell's complicity in Ogoni oppression. Attendance included ***AP*** (print and television), ***Reuters*** (print and television), ***Los Angeles Times***, ***US News and World Report***, and a dozen others. Coverage included a strong column by Bob Herbert in ***The New York Times***, wire reports, an interview with Linda Wertheimer on "**All Things Considered**" and more.

Early February

Press Breakfast: U.S. Utilities Going Solar

In our continuing campaign on global climate change, we brought together leaders from major electric utility companies and the head of the nation's second largest producer of photovoltaic equipment to brief journalists on the rapidly expanding use of solar energy by mainstream utilities. The point: reducing greenhouse emissions will not bankrupt nations. Utilities that control more than 40 percent of the nation's electricity have formed the Utility Photovoltaic Group and believe that current U.S. PV sales of $100 million will grow to $27 billion in five years. More than a dozen journalists spent 90 minutes with the panel.

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Early February

Press Breakfast: Why We are Losing the War on Cancer

Dr. Samuel Epstein, renowned scientist and cancer prevention expert, told a room of reporters that Americans are being misled by the widespread perception that cancer is a declining public health threat. Epstein asserts that the major cause of cancer -- avoidable exposures to carcinogens in food and other consumer products -- is under reported due to disinformation by industry and government, besides conflicts of interest in the cancer establishment. Epstein stresses consumers right to know so that they can influence the market to produce safer products. The Food and Drug Administration, Grocery Manufacturers of America and Cosmetics, Toiletries and Fragrances Association all declined to participate with Dr. Epstein.

Mid February

Press Breakfast: Ozone Nobel Laureate, Other Experts on Methyl Bromide

On the heals of President Clinton's threat to exempt major users of the highly toxic pesticide methyl bromide from a Clean Air Act ban scheduled for 2001-- a move that would require the Senate to re-open the entire Clean Air Act -- EMS and Ozone Action brought together five world renowned experts to discuss the effects of the chemical on humans and its impact on the earth's ozone layer. Dr. Mario Molina, 1995 Nobel Prize winner in Chemistry joined Dr. Barry Levy, President-Elect of the American Public Health Association; Rodrigo Rodriguez-Kabana, Professor of Plant Pathology at Auburn University; Dr. Arjun Makhijani, President of the Institute for Energy and Environmental Research; and Dr. Edward DeFabo, a photobiologist and research professor for the Department of Dermatology at the George Washington University Medical Center. Attendance included ***ABC News*** (which aired a lengthy report that evening featuring two of the speakers), ***New York Times***, ***Los Angeles Times***, ***Associated Press***, ***Gannett News Service*** and more than a dozen others.

Mid February

Green Scissors '96 Targets 47 Federal Programs that Hurt Environment, Waste Tax Dollars

Following the widely publicized 1995 report, the Green Scissors '96 coalition -- led by Friends of the Earth, Taxpayers for Common $ense and U.S. PIRG -- targets energy, public lands, water, agriculture, highway, and insurance programs that cost taxpayers a combined total of $39 billion. Cutting these programs would save taxpayers $47 billion, help Congress break the current budget impasse and protect the environment, the report said. EMS hosted a standing-room-only press conference to release the 1996 report. The news conference aired live on *C-SPAN* and was attended by over 40 reporters and cameras including ***NPR***, ***CNN***, ***Los Angeles Times***, ***Associated Press, Reuters*** and many more.

Late February

Federal Transportation Cuts Threaten Many Cities with Huge Transit Fare Hikes

The Campaign for Reliable Transportation, led by the Surface Transportation Policy Project and Citizen Action, released a report showing that more than 80 cities nationwide would need fare increases of 50 percent or more to cover federal cuts in transportation spending, and some cities -- like Hartford -- would need a fare increase of more than 500 percent. The report was to

national media and simultaneously in dozens of cities with widespread local coverage.

Late February
Press Breakfast: Corporate Leaders Reduce Greenhouse Gas Emissions at a Profit
Busting the widespread myth that addressing climate change will bankrupt the economy, a new

report by the Energy Foundation and Rockefeller Brothers, *Boosting Prosperity: Reducing the Threat of Global Climate Change Through Sustainable Energy Investments*, provides dozens of case studies on emerging technologies that boost profits and reduce climate change. John Imes, Environmental Manager of Quad/Graphics Inc. and Jim Wolf, VP for Energy and Environment Markets of Honeywell described their companies' success in using new technologies and manufacturing to increase both profitability and efficiency -- and reduce greenhouse gas emissions. Joe Romm, Principal Deputy Assistant of the US Department of Energy also informed journalists of the latest technologies and processes industries are using to boost profits and cut energy use. Joe was interviewed by CBS Radio prior the breakfast.

Rapid Response on Climate Change
EMS worked with Dr. Paul Epstein of Harvard's School of Public Health to respond to a truly horrendous column on climate change and nuclear power by Charles Krauthammer which ran in ***The Washington Post*** and other newspapers. To date, Epstein's response has been carried by ***The Washington Post, International Herald Tribune*** and ***Chapel Hill Herald.***

March
Environmental Media Services coordinated a major media campaign on the little understood issue of hormone disrupters presented in the new book, Our Stolen Future: Are We Threatening Our Fertility, Intelligence, and Survival? A Scientific Detective Story, by scientists Dr. Theo Colborn and Dr. John Peterson Myers, and Boston Globe science reporter Dianne Dumanoski. A series of events helped introduce to the press and public evidence presented in the book implicating man-made chemicals -- pesticides, plasticizers, PCBs, dioxins, and others -- as a human health and fertility threat, especially to children and the unborn.

Early March
Authors of *Our Stolen Future* Brief Major Media
EMS kicked-off the campaign with a four-star line-up of broadcast and print media meetings in New York and Washington. The authors met with editors, reporters and producers to discuss the book's findings. Interviews included ***The New York Times***, ***ABC***, ***Time***, ***Business Week***, ***People***, ***The Wall Street Journal***, ***Newsweek***, ***The Washington Post***, ***CBS***, ***CNN***, ***Boston Globe***, and the ***Today Show***, among others, resulting in coverage by these and many other outlets.

Early March
New York Press Luncheon*: Our Stolen Future*
EMS also hosted a press luncheon with the book's three authors for nearly 20 more media outlets. The conversation centered on the book's findings based on the analysis of over a thousand scientific studies of widely used man-made chemicals that mimic or disrupt delicate

natural reproductive hormones. Several prominent doctors joined the authors to elaborate on specific findings. At the table were reporters from ***NPR***, ***Fortune Magazine***, ***Life magazine***, ***McCall's***, ***Mirabella***, ***New Woman***, ***Self***, ***Mademoiselle*** and many others.

Early March

New York Press Briefing: European Bankers, Insurers Call for Action on Climate Change

Major European banks and insurance companies are far ahead of their American counterparts in urging businesses to press for stronger international action on climate change to protect their long-term financial security. Working with Greenpeace and the Environmental Information Center, EMS helped arrange a New York press briefing for contributors to a new book on the issue, Climate Change and the Financial Sector: The Emerging Threat -- The Solar Solution, published by the largest insurance company in Germany and edited by Dr. Jeremy Leggett of Greenpeace. The two-hour briefing featured Dr. Leggett and contributors to the book, Carlos Joly, Senior VP for UNI Storebrand (Norway's leading insurance company) and Bob Kelly, Co-chairman of Amoco-Enron Solar.

Early March

Press Breakfast:Consensus Report from the President's Council on Sustainable Development

At a time of intense national debate on the environment, EMS brought an all-star line-up of members of the President's Council on Sustainable Development (PCSD) together for a breakfast briefing on how industry and environmental leaders were able to reach consensus on more than 150 actions that industry, citizens, and government should take to ensure economic prosperity, social equity and environmental protection in the next century. David Buzzelli of Dow Chemical Company, Jonathan Lash of World Resources Institute, and Molly Harris Olson, PCSD Executive Director, headed a panel of nine speakers -- including industry, environmental and Clinton Administration leaders -- for a lively discussion with nearly a dozen reporters.

Mid March

Authors and Scientists Call for Research on Hormone-Disrupting Chemicals

Following the initial round of media briefings and interviews, EMS coordinated a Washington news conference with the authors and a panel of 10 world-renowned scientists to call for more research on hormone-disrupting chemicals and to rebut a widespread industry-sponsored media disinformation campaign. Attendance included ***ABC Radio***, ***Mutual/NBC radio***, ***Washington Post***, ***Reuters***, ***Knight-Ridder*** and over a dozen other national and trade media.

Mid March

Renowned Climate Scientists Teleconference

Recognizing that many journalists based outside major media markets are often at a disadvantage in accessing top scientists, EMS arranged a teleconference on climate change for reporters with leading climate scientists Dr. Stephen Schneider of Stanford University, Dr. Robert Watson of the US delegation to the IPCC, and Dr. Paul Epstein of Harvard Medical School. Participation included reporters from the ***Wall Street Journal***, ***Los Angeles Times***, ***Philadelphia Inquirer*** and over a dozen more reporters from regional newspapers around the country. The session included informative exchanges on sea level rise with ***The New Orleans Times Picayune***, the spread of

infectious diseases with ***The Hartford Courant*** and the impact of El Nino with ***The Seattle Post-Intelligencer***. Feedback from all participants was very positive. EMS plans to make these calls a regular component of our work.

Late March

Press Breakfast: Greenwashing & Junk Science

EMS brought together experts who have extensively researched industry tactics to distort public perception and skew the science on global warming, chemical risks and other environmental issues. John Stauber, author of Toxic Sludge is Good for You; Ross Gelbspan, former *Boston Globe* editor and reporter and co-Pulitzer prize winning investigative journalist; Phil Clapp, Executive Director of Environmental Media Services; and John Passacantando, President and Executive Director of Ozone Action, presented information on industry front groups and campaigns to misinform the press and public, including new information on how the most outspoken scientific critics on climate change are funded by the oil and mining industry and even the government of Kuwait. The panel urged reporters to "follow the money" when quoting sources. Journalists from ***Wall Street Journal***, ***Gannett News Service***, ***Pacifica Radio***, ***Nature Magazine*** and many other outlets joined the discussion. ***The Washington Post*** ran a long article on the funding sources of the naysaying climate change scientists.

End March

New York Media Tour: Climate Change Scientists Meet Producers, Editors, Reporters

EMS coordinated two days of top level media briefings in New York for climate change experts, Dr. Paul Epstein and Dr. Stephen Schneider. The sessions were designed as an overview of the new IPCC reports and other recent climate change findings, and to help journalists develop approaches for continuing coverage of the issue. Meetings included ***Time***, ***Good Morning America***, ***ABC World News Tonight***, ***Newsweek***, ***CBS News***, ***Business Week*** and ***Wall Street Journal***.

Early April

Press Conference Call with Authors of *Our Stolen Future*

EMS continued the campaign to reinforce for the media the conclusions of Our Stolen Future, the new book that examines how chemical compounds interfere with the delicate hormonal system. EMS brought the authors together for a 75-minute teleconference with reporters. EMS then distributed a tape of the interview to more than 60 interested reporters.

Mid April

Environmental Groups Launch "Earth Day Hypocrisy Watch"

The EMS Rapid Response program got off to a fast start the week before Earth Day, with a series of daily releases detailing 10 anti-environmental "Sleazy Riders" attached to the 1996 Omnibus Appropriations bill. The releases were issued as part of a successful "Earth Day Hypocrisy Watch" campaign by a coalition of environmental groups which invited reporters to look behind the green veil worn by members Congress calling themselves friends of the environment, but who vote in favor of back-door measures gutting environmental protection. (When the bill passed

on April 25, the three worst riders had been dropped outright, and provisions added to the bill allowed the President to waive three others.) The campaign featured directors of nearly two dozen major environmental groups at a multi-media press conference. Media participation included cameras from *ABC* and three other outlets, reporters from ***Associated Press***, ***Reuters***, ***Gannett***, ***Scripps-Howard***, ***St. Louis Post-Dispatch***, ***Dallas Morning News***, ***The Nation***, ***The New Yorker***, and nearly a dozen more. The event was also fed by satellite and FedEx to local stations requesting footage for their Earth Day packages. The "Sleazy Rider" releases generated direct inquiries to EMS from a number of major outlets, including the ***Wall Street Journal***, the ***Houston Chronicle***, the ***Arizona Republic***, the ***Buffalo News*** and Hearst Newspapers. Several of the journalists indicated the substantive focus of the releases was extremely helpful -- more so, in one instance, than the information coming from the paper's own Washington staff.

End April

Press Breakfast: Everglades Politics Heats Up -- Restoration Uncertain

With President Clinton and Senator Dole pledging to support restoration, the Everglades has emerged as a prominent test of the environmental commitment of both candidates in the Presidential campaign. But even with these pledges, saving the Everglades is far from certain. EMS hosted Congressman Porter Goss (R-FL); Mary Barley, Chair of the Everglades Trust and the Save Our Everglades campaign; Ron Tipton, Director of the World Wildlife Fund's South Florida/Everglades Campaign; and Stuart Strahl, Executive Director of the National Audubon Society's Everglades Restoration Campaign for a session informing reporters on the developing debate. Press attendance included nearly a dozen local and national reporters.

Late April

EMS Assists Chinese Dissident in US Tour

An outspoken critic of China's Three Gorges Dam project, Dai Qing came to the U.S. to meet with the administrators and nongovernment organizations at a time when the Export-Import Bank is considering commercial financing of the dam. Dai Qing has previously been imprisoned for speaking out against the dam, which would displace more than a million people, endanger numerous species -- including the Giant Panda and Chinese river dolphin -- and engulf over 100 archeological sites. EMS helped Friends of the Earth call a news conference and arranged an editorial board briefing with the ***Washington Post*** that resulted in a strong editorial against the dam.

Late April

President's Directive Brings Hope of "Natural Quiet" in Grand Canyon National Park

The Grand Canyon Trust applauded President Clinton's Earth Day directive when he ordered the Federal Aviation Administration and the National Park Service to reduce noise from flights over national parks. Clinton's action brings new attention to the 1986 National Parks Overflight Act that called for substantial reduction in aircraft noise but on which the FAA has dragged its feet. EMS helped the Grand Canyon Trust, who has led a decade-long battle to limit the escalating number of airplanes flying over the national park, get the story of this victory to the media resulting in press coverage in the ***Los Angeles Times*** and ***Washington Post.***

EMS LAUNCHES "RAPID RESPONSE" SERVICE FOR ENVIRONMENT

In early April EMS added our fourth full-time staffer. He will be dedicated to responding forcefully and immediately to inaccurate and incomplete media coverage of the environment. Jon Coifman joins EMS with experience on Capitol Hill, researching for Newsweek and a master's degree in environmental policy from the LBJ School at the University of Texas. In addition to monitoring print and broadcast media himself, Jon will work closely with other environmental groups in Washington and around the country. He is currently developing data bases, establishing networks of contacts, and compiling standardized materials responding to recurring media reports that underplay or ignore the international scientific consensus affirming the influence of human activity on global climate change. Similar sets of basic materials on many other issues will be assembled. EMS will provide this service to all interested parties.

Mid May

Press Breakfast: Environment Still Under Attack in Congress

On the same day Speaker Gingrich held a lightly attended press conference on Theodore Roosevelt Island to trumpet the new "vision statement" of his Republican environmental task force, two dozen reporters attended an EMS Breakfast highlighting upcoming legislative efforts in Congress that mean the environment is still under siege. Rep. Wayne Gilchrest (R-MD) and Rep. Henry Waxman (D-CA) joined Greg Wetstone, Legislative Director of NRDC, who released a report -- *Still in the Woods* -- outlining dozens of pending attacks on environmental safeguards. Comments from this session were included in subsequent ***AP, New York Times*** and other reports.

Late May

Man-Made Chemicals Can Affect Behavior, Intelligence in Children Say Top Scientists

As part of the ongoing campaign to raise awareness of hormone disrupting chemicals, an international panel of top scientists presented results from a recent meeting of researchers in the field: very small traces of man-made chemicals in the environment can harm fetal and early childhood brain development. Impacts can range from learning disabilities to attention deficit disorders and severe mental retardation. The panel called for additional research to more fully learn how these chemicals interfere with the human hormone system. More than two dozen reporters attended the news conference in person or by special telephone hook-up. EMS also arranged individual briefings with a number of top journalists for the scientists.

Rapid Response Update

- When the media oversimplified the gas price increase story, EMS responded by preparing a background paper in conjunction with Friends of the Earth pointing out that the proposed roll-back of the federal gasoline tax would subsidize an environmentally reckless petroleum industry that already enjoys extensive taxpayer largess. The paper also contended that the spike in oil prices was the result of financial brinkmanship by oil companies, and not the fault of environmental regulations, as many reports had suggested.

- EMS Rapid Response also sent a detailed mailing responding to incomplete, one-sided coverage in the ***New York Times*** on the effects of endocrine disrupting chemicals.

- We also assisted a state group in Kentucky with a response to the governor's call to review the negative effects of environmental protection on the state business climate.

Early June

Press Breakfast Debate: Exposure to Environmental Chemicals

As part of EMS' continuing campaign to reinforce the findings of Our Stolen Future, we brought together authors of the book, Drs. Pete Myers and Theo Colborn, with one of their most outspoken critics, Dr. Elizabeth Whelan of the American Council on Science and Health. They debated the issue of exposure to environmental chemicals: PR hype or public health concern? The authors forcefully refuted Whelan's assertions and members of the press put Whelan on the defensive with questions about the inconsistencies between her comments and scientific research on the effects of man-made chemicals. Reporters representing ***New York Times***, ***Washington Post***, ***Newsweek***, and ***Reuters*** were among the nearly 30 journalists attending the 90-minute session.

Early June

Press Breakfast: Conservation Spurs Economic Growth in Western States

Contrary to the claims of the so-called "wise use" movement, protection of natural resources in Western states is actually fueling the region's economy, not hampering it. That was the theme of an EMS press breakfast based on the findings of University of Montana economist Tom Power and 64 other Western states economists in Power's new book Lost Landscapes and Failed Economies. Rep. George Miller (D-CA) joined Power to debunk "wise use" myths. Miller detailed misguided Congressional efforts to protect and expand subsidies for extractive industries in the name of saving jobs. Power and Miller asserted that most often the greatest job generator is to protect the West's magnificent natural landscapes rather than exploit them, because they attract high-skilled workers and new companies. Press from national and industry outlets engaged the speakers for over an hour. Dr. Power also met separately with the ***Associated Press***, ***The Washington Post*** and was interviewed by *"**Marketplace**"* and other radio outlets.

Mid June

Press Breakfast: Pesticide Lobbyist's Dream Bill

At a time when most mainstream scientists say federal pesticide regulations should be strengthened, Congress is poised to dramatically weaken federal regulations of pesticides and other unhealthy agents in our food via the Bliley-Roberts "reform" bill. One dozen reporters joined pediatrician Dr. Philip Landrigan of Mount Sanai School of Medicine, Richard Wiles of the Environmental Working Group, Erik Olson of NRDC and Carolyn Brickey of the National Campaign for Pesticide Policy Reform to discuss the potential impacts of relaxing standards on food, water, children and the public. Press attendance included the ***Washington Post***, ***Associated Press***, ***Gannett***, and others.

Late June

Press Breakfast: Scientists Report Latest Evidence For Climate Change

With the landmark IPCC reports under attack from the industry-backed Global Climate Coalition and a handful of scientific skeptics, EMS and Ozone Action hosted six pre-eminent scientists to endorse the IPCC's conclusions and add the latest evidence that global climate change is already altering the environment. More than two dozen reporters joined the scientists for a two-hour discussion on the health effects and environmental impacts of global climate change. Media included ***The Washington Post***, ***USA Today***, ***BusinessWeek***, ***Time***, ***Gannett***, ***Reuters***, and an ***NBC*** camera crew.

End June

Press Breakfast: "Forgotten Pollinators" Pose Economic & Environmental Threats

At a time when honey bee declines across the United States are making national news, EMS hosted authors of a new book, Forgotten Pollinators, to reveal the larger story -- bees are just one among hundreds of threatened wild pollinators that provide "free" reproductive services for one-third of the food we eat, for 90 percent of worldwide staple crops, and for 90 percent of the world's wildflowers. Drs. Stephen Buchmann and Gary Nabhan briefed nearly two-dozen reporters for two hours on the causes of the pollinator decline and its enormous economic and environmental consequences. Press attendance included ***Newsweek***, ***US News & World Report***, ***Gannett***, ***Reuters***, ***Knight-Ridder***, and many more. EMS also took the authors to New York for a media tour with ***Time***, ***AP Radio***, and ***BusinessWeek*** and arranged interviews with a number of other print and broadcast outlets.

End June

Community "Right to Know" Expanded

As the Clinton Administration released the data from the latest Toxic Release Inventory and announced a major commitment to expand community "right to know" provisions, EMS worked with the U.S. Public Interest Research Group to provide background information and briefings for journalists and generate attendance at a news conference with Vice President Gore and EPA Administrator Browner. Industries added to the TRI this year include utilities, mining and waste incinerators. The TRI data confirmed an increase in industrial toxic wastes for the second consecutive year. Yet, the right of every citizen to know what toxic chemicals are being released into air, food and water is under increasing political attack.

Rapid Response Update

- EMS prepared a detailed response to stories in ***The Wall Street Journal*** and ***The New York Times*** challenging the peer review procedures used by the Intergovernmental Panel on Climate Change (IPCC), and the scientific credibility of one of the panel's lead editors. The attack was engineered by the industry-sponsored Global Climate Change Coalition via a Washington nonprofit called the George Marshall Institute. EMS' detailed rebuttal also described the leading role of the Marshall Institute's president, Dr. Frederick Seitz. EMS invited Dr. Seitz to document his charges in a face-to-face debate with the accused IPCC author Dr. Ben Santer, but Dr. Seitz declined.

- EMS also prepared a response to a widely reported statement by the National Oceanic and Atmospheric Administration -- based on one set of narrow research findings -- that the thinning of the ozone layer has been halted. Optimistic coverage in dozens of print and broadcast outlets ignored a series of equally important findings showing that the ozone problem is far from over.

Early July

Press Breakfast: Taxpayers, Environmentalists Gain Green Scissors Victories

Continuing its campaign to remind the public of the many government subsidies that constitute corporate welfare while also undermining the environment or public health, EMS convened a press breakfast at which four members of Congress joined leaders of the Green Scissors Campaign to highlight recent Green Scissors victories in Congress. Representatives Dick Zimmer (R-NJ), Scott Klug (R-WI), Joe Kennedy (D-MA), and Elizabeth Furse (D-OR) praised the stunning defeat of the Auburn Dam in California and called for more such victories. Speakers also previewed upcoming battles on the Animas-LaPlata Project, the Advanced Light Water Reactor, and the Domenici grazing bill. Press attendance included ***Washington Post***, ***Time***, ***Associated Press***, ***Gannett*** and many more.

- As part of EMS' ongoing Campaign for Reliable Transportation, we wrote responses for the Surface Transportation Policy Project to articles in ***Newsweek*** and ***The Washington Post*** on the economics of local road-building.

Mid July

"Dirty Dozen" Campaigns Against Anti-Environment Congress

Five Members of Congress with some of the worst environmental voting records became the first targets of the League of Conservation Voters' 1996 "Dirty Dozen" campaign -- an all-out effort of advertising, grassroots organizing and media outreach to educate voters on the issues. LCV will name the remaining "Dirty Dozen" in September. EMS implemented the press conference launch of the campaign, which attracted more than two-dozen reporters from ***ABC Radio***, ***Time***, ***Gannett***, ***Reuters***, ***UPI*** and others.

Late July

Press Breakfast: Salvage Logging Rider One Year Old; Repeal Efforts Continue

On the one-year anniversary of the infamous "salvage logging" rider -- the most destructive environmental legislation passed by the 104th Congress and the Clinton administration's most embarrassing environmental mistake -- EMS hosted the Western Ancient Forest Campaign (WAFC) to release its comprehensive report on the worst 263 pending timber sales planned in 18 states and a second report on 28 of the worst timber sales planned in California alone. Rep. Elizabeth Furse (D-OR) joined Jim Jontz, Executive Director of the WAFC and Bonnie Phillips, Executive Director of the Pilchuck Audubon Society (based in Everett, Washington) in detailing the damage done by the logging rider and efforts to halt further destruction. More than a dozen reporters from national and trade outlets engaged in an hour-long discussion with the speakers. Media attendance included ***Gannett***, ***Knight-Ridder***, ***Pacifica Radio***, and ***National Geographic***.

Late July

States Hijacking Transportation Funds From Cities, Suburbs

The Surface Transportation Policy Project (STPP) and the Campaign for Reliable Transportation joined the Mayor of Fort Worth, Texas to release a report -- "Getting a Fair Share" -- which revealed that many state governments are diverting federal transportation dollars from cities and suburbs to lightly-traveled rural highway projects instead. The STPP report highlighted the double whammy many cities have faced this year: reduced mass transit operating assistance *and* the shift to rural areas of money intended to aid urban centers. EMS is expanding its role in the issues of public transportation and urban sprawl, aiming to develop greater public awareness of these increasingly serious problems.

End July

Campaign Launch: SeaWeb for the Ocean

The drastic decline of the world's oceans could be the most important environmental problem of the 21st century. That is why SeaWeb, a newly formed organization, is launching a multi-year campaign to make ocean conservation a national environmental priority. EMS assisted in the launch of SeaWeb by taking its team of world-renowned scientists on an all-star media briefing tour in New York. Drs. Sylvia Earle, Jane Lubchenco, John Ogden and Carl Safina met with producers and reporters at ***Time***, ***Business Week***, ***New York Times***, ***ABC-TV*** and others. At the ***New York Times*** the scientists met with William Stevens and William Broad. As a result of the meeting Broad and Stevens each wrote a page one feature in the "Science Times" section of the paper. More articles are in the works. Also in New York, a press luncheon with the scientists was attended by nearly two-dozen reporters from ***ABC News***, ***The New Yorker***, ***Parade Magazine***, ***Business Week***, ***Mademoiselle***, ***Sports Illustrated*** and many other outlets.

End July

Press Breakfast: Oceans in Decline Say Four Top Scientists

After the events in New York, SeaWeb's briefing team moved to Washington, DC for an EMS Press Breakfast. The scientists discussed the broad range of threats facing the oceans including the commercial extinction of tuna and swordfish; massive pollution from oil discharges, sewage dumping and farm run-off; dying coral reefs and destruction of other critical marine life. The speakers held a two-hour dialogue with top environmental reporters from the ***Washington Post***, ***Gannett***, ***Associated Press***, ***National Public Radio***, ***National Geographic***, ***Cox Newspapers***, ***Knight-Ridder*** and many more.

- EMS' work with Drs. Gary Nabhan and Steve Buchmann on their book, The Forgotten Pollinators (Island Press), attracted widespread attention to recent declines of bees and other pollinators due to habitat loss, pesticides and disease. Billions of dollars in crop losses could be threatened by the loss of these free pollinator services. Extensive press coverage included ***Time***, ***Newsweek***, ***U.S. News & World Report*** and major daily newspapers and broadcast media around the country.

- EMS assisted the Sierra Club by contacting 145 TV weather reporters around the U.S. to arrange for them to receive a satellite transmission of an excellent six-part tape created by

Sierra Club's Dan Becker and the Climate Institute for use in explaining to viewers the relationship between climate change and local weather events.

- EMS board member Hope Babcock, a professor at the Georgetown University Law Center, worked with EMS staff to write an op-ed for the ***Washington Post*** on environmental justice setbacks in the District of Columbia. EMS is working to secure publication.

- EMS staff worked with Island Press to prepare for the late September launch of Betrayal of Science and Reason, a new book by Stanford Professors Paul and Anne Ehrlich that rebuts the growing number of anti-environmental myths being spread by such skeptics as the Wise Use movement and extractive industries.

Rapid Response Update

- Rapid Response highlights for July included a detailed criticism sent to nine anchors, senior producers and executives of ***NBC-TV Nightly News*** about a report on climate change which was riddled with errors. The reply underlined the need to re-schedule a long-delayed meeting arranged by EMS to introduce senior ***NBC News*** staff to a team of prominent climate change scientists.

- EMS also wrote letters for the Surface Transportation Policy Project (STPP) in response to columns in ***Newsweek*** and the ***Washington Post*** by Robert Samuelson. The lengthy *Post* letter appeared in the paper with a full-size graphic. EMS also wrote an Op/Ed article for STPP, to be to be submitted under the name of mayors or other local officials, detailing how states shortchange cities and suburbs of their federal transportation funds.

August

Climate Change Newsletter, Media Guide Frame Issue

August saw the release of the first issue of a bi-monthly EMS newsletter, *Global Climate Change Update.* Designed to counter misinformation perpetuated by fossil fuel industry interests, the newsletter provides brief summaries on current developments in the science, policy and politics of global climate change. It will be mailed regularly to several hundred journalists. EMS also produced and released a *1996 Media Guide to Climate Change.* The guide concisely summarizes the Intergovernmental Panel on Climate Change findings, potential impacts of climate change, efforts of industry skeptics to distort the issues and measures that can be taken cost-effectively to reduce greenhouse gas emissions. The 12-page guide was distributed to hundreds of reporters, editors, producers and meteorologists nationwide.

Early September

Climate Scientists On Extreme Weather

EMS arranged for eminent scientists Dr. Kevin Trenberth of National Center for Atmospheric Research (NCAR), Dr. Stephen Schneider of Stanford and Dr. Paul Epstein of Harvard to brief TV and radio weather broadcasters, meteorologists and print reporters on the potential impacts of global climate change. The scientists focused on the implications for the world's weather -- extremely valuable information for weather casters to understand and explain how our climate is

changing and why. Nearly two dozen reporters and meteorologists from throughout the U.S. joined the 90-minute conference call that centered on how global warming is fact, not theory, and is likely to lead to more intense hurricane seasons and other extreme weather events. Jim Little, meteorologist at KOIN-TV in Portland, was among journalists who called or wrote to say the session was "valuable and informative."

Early September

Press Breakfast: 104th Congress' Last-Ditch Attack on the Environment

Gone are the days when House leaders publicly called EPA "the Gestapo of government" or environmentalists "an intellectual bunch of idiots." But they continued to press a long list of anti-environmental measures into the final days before adjourning for the elections. In fact, a number of very destructive proposals were bundled into one final package -- the Omnibus Parks Bill. Rep. George Miller (D-CA) and Rep. Sherwood Boehlert (R-NY) joined NRDC Legislative Director Greg Wetstone at an EMS Press Breakfast for an extended session with two dozen reporters. Joined by a half-dozen experts from other environmental groups, the panelists explained how the proposed legislation was loaded with riders directly attacking the laws that protect America's public lands.

Early September

Green Scissors Leaders Target 22 Highway Projects in *Roads to Ruin*

The taxpayer-environmentalist coalition of Taxpayers for Common Sense, Friends of the Earth and U.S. Public Interest Research Group called on Congress to halt 22 wasteful and environmentally destructive highway projects in 15 states. At a press conference planned and implemented by EMS, the coalition explained that putting the brakes on these unneeded projects would save $10 billion in federal tax dollars, protect the environment, and help preserve local communities. Coverage included AP, Gannett, Knight-Ridder and numerous other wire services and newspaper chains, ***The Journal of Commerce***, ***The Atlanta Journal-Constitution***, ***Hartford Courant***, ***Houston Chronicle*** and other regional newspapers.

Mid September

"Dirty Dozen" Campaigns Against Anti-Environment Congress

The League of Conservation Voters continued its campaign to identify Members of Congress with some of the worst environmental voting records by adding six more targets to their 1996 "Dirty Dozen" campaign -- an all-out effort of advertising, grassroots organizing and media outreach to educate voters on the issues. EMS organized the national and regional communication of the announcement, with resulting coverage in ***The New York Times***, ***AP***, ***Reuters***, ***Christian Science Monitor***, ***MSNBC*** and many regional newspaper, radio and television outlets.

Late September

1.5 Billion Pounds of Toxics Dumped Legally in Rivers

Billions of pounds of toxic chemicals -- including carcinogens, neurotoxins, reproductive toxins and persistent toxic metals like lead and arsenic -- are dumped *legally* by industries into America's rivers each year. Using industry-supplied Federal Toxic Release Inventory data covering 1990-94, the Environmental Working Group and USPIRG released the first-ever

compilation of the pollution dumped into every U.S. river, plus a listing of the polluters. The groups called for increased monitoring of other pollutants and industries currently not covered, so that community residents can accurately know what is being dumped into their backyards. A Washington, DC news conference attracted nearly two dozen reporters and resulted in coverage around the country.

Late September

Noted Scientists Debunk "Pseudo Science"

With the increasing prominence of the environment as a campaign issue, industry front groups and right-wing think tanks have stepped up their campaigns of disinformation on science, environment and public health issues. Eminent scientists Dr. Jane Lubchenco, President of the American Association for the Advancement of Science, Dr. Henry Kendall, Nobel Laureate in Physics and chair of the Union of Concerned Scientists and Dr. Paul Ehrlich, Stanford University biologist and author of the new book, Betrayal of Science and Reason, took part in an EMS Press Breakfast attended by 20 reporters to describe how issues like global climate change, human population and destruction of species are distorted in a willful effort to make scientific consensus look like scientific disagreement -- and how, in the name of balance, journalists are misled into giving credence to "junk" science. The speakers emphasized that these disinformation campaigns have permeated the media to the point where they threaten the efficacy of the scientific process itself by substituting ideology for legitimate research. EMS also arranged a day of briefings for Dr. Ehrlich in New York, including ***Newsweek***, ***The New York Times***, ***ABC-TV***, ***AP Radio*** and ***CBS Radio's*** "The Osgood File."

End September

Appliance Energy Use Standards Save Billions, Under Fire

A little-known government program that will save consumers more than $130 billion in reduced energy costs by making common household appliances more efficient was halted for one full year by Congress last year and is again threatened. The Reagan-era program has been heralded by environmental groups, consumers and industry leaders like Carrier and Whirlpool, yet Congress -- bowing to lobbying pressure led by General Electric and others -- has substantially cut the program's funding. Matt Chadderdon, VP at the Carrier Corporation, joined Steve Nadel, acting head of the American Council for an Energy-Efficient Economy, and Anna Aurilio of the U.S. Public Interest Research Group at an EMS Press Breakfast to brief journalists on the current battle in Congress and on the Department of Energy's reluctance to press for tough standards.

End September

Conference Callers Briefed on Perils Facing Ocean

As part of EMS' continuing media education campaign with SeaWeb, recently created by the Pew Charitable Trusts, EMS arranged a telephone conference call to educate reporters about the multiple threats facing the health of the world's oceans. Four of the world's leading oceans experts -- Drs. Sylvia Earle, Jane Lubchenco, John Ogden and Carl Safina -- discussed with nearly 20 regionally-based reporters such issues as red tides, threats to tuna, swordfish and other commercially-sought species, factory farming, coral reefs, pollution and more. In addition, ***The New York Times'*** "Science Times" published its second front-page feature on the issue, both of them generated by EMS' briefings in New York in July.

Rapid Response Update

- Rapid Response work in September included a detailed rebuttal to a segment by correspondent Robert Bazell on NBC's Dateline that inaccurately dismissed the linkages between cancer and environmental exposure to pesticides and other man-made toxins. The piece essentially portrayed the well-documented impact of toxic materials as nothing more than alarmist environmental hype. The NBC report appeared to have been based largely on the views of the Harvard Center for Risk Analysis (HCRA), which receives substantial funding from chemical, pesticide and petroleum industries. A carefully detailed 5-page EMS response documented the HCRA's financial ties, and provided an itemized rebuttal to false or misleading claims in the Bazell report. The letter was sent to nine producers and executives at NBC, as well as the ***Columbia Journalism Review*** and a number of other EMS media contacts. The EMS letter generated an article in the ***Pesticide and Toxic Chemical News***.

- Rapid Response activities in September also included contacts with a number of print and broadcast reporters working on global climate change stories, and preparation of advance rebuttal material for Paul and Anne Ehrlich's important new book Betrayal of Science and Reason.

Early October

LCV 1996 Congressional Scorecard Confirms Horrible Record

Surprising no one who has been paying attention this year, the League of Conservation Voters Congressional Scorecard for 1996 reaffirmed the 104th Congress' negative record on the environment.

The scorecard revealed that while polling numbers prompted Republican leaders to scale back their anti-environmental rhetoric, the 104th Congress made relatively little real progress on environmental protection.

While several high-profile, but largely non-controversial environmental and public health bills passed with large, bi-partisan majorities during the second session, attacks on many environmental protections continued unabated, impeded only by a series of Presidential vetoes.

While the number of zeros on the LCV Scorecard dropped substantially during the second session, the raft of low scores received high visibility in elections around the country.

EMS helped implement the release of the Scorecard and then worked with LCV, the Sierra Club, and other groups to organize post-election wrap-up events aiming for coverage of the impact of environmental issues on November 5.

Early October

Highway Repair Funds Diverted for New Roads Instead

The overwhelming majority of our nation's crumbling roads and bridges could be repaired right now with government funds already earmarked for maintenance. However, billions of those highway maintenance dollars are being diverted by states for new highway construction instead. These were the findings of a report by the Surface Transportation Policy Project (STPP) which EMS released nationwide with the Campaign for Reliable Transportation. Coverage included

dozens of newspaper and radio outlets, especially in states with the largest diversions. North Carolina, Tennessee, Delaware, Massachusetts, New Jersey, Mississippi, Colorado and California spend one-half or more of this funding on new roads; yet at least 20 percent of their existing roads are classified as being in poor or mediocre condition.

Early October

Oceans Briefing Team Completes West Coast Tour

The SeaWeb oceans briefing team that met with journalists in New York and Washington earlier this year -- resulting in multiple articles in ***The New York Times*** and other outlets -- met with leading journalists in Los Angeles, San Francisco and Seattle during a four-day tour. Briefings were held at ***The Los Angeles Times***, ***AP***, ***NPR*** and ***Wall Street Journal*** among others. Issues discussed included overfishing, marine sanctuaries, listing of endangered species and coastal pollution. The ***San Francisco Examiner*** ran a front-page story based on the briefing. Other outlets are working on longer-term articles.

Mid-October

Press Breakfast: Everglades Ballot Initiative: Battling 'Big Sugar' Polluters

The sugar industry has spent an estimated $20 million to defeat a Florida referendum that would impose a penny-a-pound fee on sugar grown in the Everglades. The "polluter pays" measure is meant to make growers pay their fair share for restoring damage their run-off has caused to the Everglades and Florida Bay ecosystems, South Florida's economic and biological lifeline. The sugar fees would be earmarked to finance restoration of the Everglades and Florida Bay. Total projected revenue over the 25-year life of the special levy would amount to just one fifth of the *federal subsidies* sugar producers will receive during that same period. In preparation for the historic November vote, EMS worked closely with Save Our Everglades and the Everglades Coalition to generate coverage by both national and Florida media. EMS phoned reporters, issued releases, drafted a statement signed by CEOs of 19 national environmental organizations, and held a press breakfast. Coverage ranged from NBC and NPR to ***The New York Times***.

Mid-October

Special 50th EMS Press Breakfast: ENVIRONMENT & THE ELECTION PREVIEW

To celebrate its 50th Press Breakfast in two years, EMS brought together four nationally prominent environmental experts to discuss how the environment has changed as a political issue over the past two years and the substantial impact it is likely to have in the outcome of many elections. Some 28 reporters and dozens of guests from the environmental and nonprofit communities heard Katie McGinty, chair of the Council on Environmental Quality, Gary Lee, national staff reporter for ***The Washington Post***, Celinda Lake, President of Lake Research, and Deb Callahan, President of the League of Conservation Voters. The panelists described specific races where the environment is playing a key role; the political dynamics that persuaded the President -- and candidates across the nation -- to "discover" the environment; how and why media perception of environmental issues has changed; the 104th Congress' unprecedented assault on environmental protection; and the role of national environmental groups in turning the tide. The *Post's* Gary Lee stated that "I would give a great deal of credit to the [media] education

that has been done by Environmental Media Services for helping to educate journalists on the issues we've had to write about."

Mid-October

City Tour for Paul Ehrlich, Author of Betrayal of Science and Reason

Dr. Paul Ehrlich's EMS calender included a number of important road dates in October. In New York, he met with ABC News, CBS Radio, ***Newsweek*** and columnist Bob Herbert of the ***New York Times***. A Boston stopover included talks with Monitor Radio and the ***Boston Globe***. In Chicago, Ehrlich's live midnight call-in show on WGN radio was a huge hit with listeners, according to the station. He also met with the ***Chicago Tribune***.

Next day in St. Louis Ehrlich did a drive-time segment on KMOX news radio then participated in a luncheon panel discussion at the annual meeting of the Society of Environmental Journalists. Joining Dr. Steve Schneider and Dr. Peter Raven in a moderated debate with three scientific 'skeptics' before some 250 working journalists, Ehrlich and his colleagues emphasized the issues featured in Betrayal of Science and Reason.

Rapid Response Update

- A lengthy conversation late last month with a ***Houston Chronicle*** business reporter paid off on October 4 with an article headlined "Industry Backs Global Warming Skeptics." Prompted by EMS' new *Climate Change Media Guide*, the *Chronicle* -- which has been skeptical about climate science -- reported that a "handful of vocal naysayers" has used industry funding "to keep the public debate churning, even as the bulk of the scientific community appears to be reaching a consensus that global warming poses a real threat."

- EMS also prepared responses for the League of Conservation Voters and other groups to articles in the ***Washington Post***, the ***New York Times*** and the ***Wall Street Journal*** that either missed or misstated important environmental aspects of this year's election campaigns. We also prepared a response by STPP to an article in ***USA Today*** on transportation funding, and helped Redefining Progress prepare an op-ed on environmentally beneficial tax reform.

- Continuing efforts to quash an aggressive industry PR campaign, EMS prepared a mailing to several hundred science and environmental reporters aimed at laying to rest the persistent myth that the 1989 decision to pull the pesticide Alar off the market was the result of environmental scare tactics. Included was an excellent article from the ***Columbia Journalism Review*** describing industry's calculated efforts to perpetuate the myth, and explaining that subsequent research has shown Alar to be *more* dangerous than originally recognized.

- EMS also helped reporters find the best sources for stories about climate change, endocrine disruptors, electromagnetic fields, forestry and frog mutations.

Beginning November

TIME Magazine Int'l Devotes Full Issue to Plight of Oceans

With a cover photo and 18 pages of coverage, the international edition of ***Time*** magazine focused on the plight of the oceans -- linking issues of coral reef destruction, pollution, overfishing and development. The coverage was directly triggered, according to ***Time*** Regional Editor Charles Alexander, by meetings arranged by EMS with ***Time*** senior editors. The team of ocean experts also met with many other influential media editors throughout the fall. The oceans work is being done on behalf of SeaWeb, the new oceans project of the Pew Charitable Trusts.

Early November

Election Wrap-Up: Environment Plays Key Role

Environment played a stronger role in November's elections than in any previous national election according to exit polls and focus groups conducted by nearly every major pollster. EMS worked with the League of Conservation Voters, Sierra Club, Environmental Information Center and many others to drive home this important factor to reporters covering the election. The effort included an all-day "green room" on election day where reporters could receive the latest data and reach key environmental leaders and pollsters. A follow-up news conference was held the day after the election, and dozens of interviews were arranged across the country with leaders and pollsters. In the days following the election, the Winter 1996 edition of ***Nieman Reports*** featured an article by Arlie Schardt asserting that the media is lagging far behind the public in interest and concern about the environment.

Mid November

First Anniversary of Nigeria's Execution of Ken Saro-Wiwa, Others

One year after the Nigerian dictatorship's sham trial and execution of Ken Saro-Wiwa and other activists for justice, democracy and environmental protection in the Ogoni region of Nigeria, the international community has failed to hold the Nigerian government responsible for its actions. To mark the anniversary of the executions, EMS again worked with Amnesty International, Human Rights Watch, Sierra Club and others to bring attention to the lack of international action and protests around the U.S. Coverage included ***ABC World News Tonight***, news services, radio outlets and a long ***Washington Post*** article outlining how the Nigerian government has spent millions on U.S. public relations firms to block sanctions or any other U.S. government action.

Late November

Link Between Transportation Reform, Welfare Reform focus of *New York Times* op-ed

"What good is a job if you can't get to it?" Milwaukee Mayor John Norquist argued in a ***New York Times*** op-ed that EMS drafted and placed. Mayor Norquist's point was that most welfare recipients do not have access to affordable, reliable transportation, yet more jobs are being located in suburbs -- out of reach of many welfare recipients. If welfare reform is to work, communities and policymakers must invest in transportation reform to help connect jobs with those who need them. In Congress, one important place to start is with reauthoriazation and expansion of the Intermodal Surface Transportation Efficiency Act (ISTEA), Norquist argued.

Late November

Forgotten Wild Bees, Other Pollinators Secure Bountiful Harvest for Thanksgiving

In a story timed to coincide with Thanksgiving, EMS coordinated the national release of summer field research by the Forgotten Pollinators campaign on the threats to crops from recent massive declines in honey bees due to pesticides, mites and weather. The research found that native wild bees and other pollinators for the most part filled the gaps left by the decimated honey bees and preserved bountiful harvests in most regions of the country. Coverage of the report, *Rescued Harvest,* included dozens of newspapers and television stations around the country. EMS also placed an op-ed by Gary Nabhan of the Arizona-Sonora Desert Museum in ***The St. Louis Post-Dispatch*** and other newspapers.

Rapid Response Update

- Because broadcast networks have no letters or op-ed pages for listeners and viewers to respond to erroneous or biased reporting, EMS aims instead to ensure that future coverage of a misreported story will be accurate. The result is that some networks are beginning to use EMS as a resource when searching for authoritative sources.

  In early September EMS responded in detail to a biased, seriously misleading segment on NBC's ***Dateline*** downplaying the link between environmental risk factors and cancer. Although NBC stood by the report, ***Dateline*** producers contacted EMS in November seeking scientific experts to provide balance and context for a follow-up cancer-related story. EMS provided several expert environmental scientists for NBC to contact. EMS also provided guidance on a cancer segment to ***MSNBC*** -- the on-line service of NBC News and Microsoft.

- EMS sent a letter to 1,200 editors and reporters aimed at quashing the persistent myth that the pesticide Alar was banned as a result of environmentalist scare-mongering. Despite studies by its own manufacturer showing Alar to be a potent carcinogen, ***Columbia Journalism Review*** reported this fall that the Alar myth is being kept alive with the help of an industry-financed PR campaign. By coincidence, the mailing coincided with an EMS Alar rebuttal in response to comments on NPR's ***Marketplace***.

- EMS wrote rapid response letters for LCV on campaign coverage in the ***Wall Street Journal*** and the ***Washington Post***, and for STPP on the *Journal's* coverage of transportation spending. We also assisted the Chicago-based Cancer Prevention Coalition in responding to ***New York Times*** on coverage of research on electromagnetic fields.

- Using a new service called ProfNet, in which reporters post queries on a broad range of subjects to experts around the country, EMS has aided reporters from ***Alaska Public Radio***, the ***Baltimore Sun***, ***MSNBC***, ***British Broadcasting Corporation***, and ***Chemistry and Industry*** magazine. We have also been feeding stories from local and regional papers to ***Greenwire*** for redistribution on their national daily update.

Early December

New York Press Luncheon: New Home Energy Guidebook Helps Save Dollars, Reduce Greenhouse Gases

By saving energy, homeowners can save hundreds of dollars each year while also helping protect the environment from climate changing greenhouse gas emissions. But information about energy savings can be hard to find and harder to understand. EMS hosted a press luncheon in New York for consumer and business reporters, and writers and editors from women's magazines, with the American Council on an Energy Efficient Economy. ACEEE Director Steve Nadel, New York City Public Advocate Mark Green and Geoffrey Martin of Consumer's Union discussed the importance of ACEEE's new *Consumer Guide to Home Energy Savings* -- which highlights the most energy efficient new home appliances in a 90-minute discussion with a dozen reporters.

Mid December

Press Breakfast: 1997 Congress Environmental Preview

Will moderate Republicans prevail in seeking consensus on environmental issues in the 105th Congress, or will the intense ideological struggles of the 104th Congress continue? A packed house of 30 national reporters joined Congressional leaders Henry Waxman (D-CA) and Wayne Gilchrest (R-MD) along with NRDC Legislative Director Greg Wetstone for a 90-minute discussion of the outlook for environmental issues in the next Congress. Televised live on **C-SPAN**, the briefing addressed the coming struggles over new Clean Air regulations, reauthorization of ISTEA, global climate change, logging, the Everglades, Endangered Species Act, property rights, Clean Water Act and many more.

Mid December

5th Anniversary of Landmark Progressive Transportation Law (ISTEA): Successes, Looming Reauthorization Battle in Congress

Five years after an innovative transportation law breached the once-impregnable Highway Trust Fund for the first time (making federal dollars available for transportation alternatives), national leaders including Transportation Secretary Federico Pena, Reps. Oberstar (D-MN), Petri (R-WI), Rahall (D-WV) and others previewed the contentious reauthorization battle looming in Congress over ISTEA -- the 1991 Intermodal Surface Transportation Efficiency Act. EMS orchestrated media outreach for the luncheon event and worked to focus attention on a new publication by STPP, the Surface Transportation Policy Project. The booklet describes more than 100 ISTEA projects featuring innovative technologies, light rail, pedestrian safety, rails-to-trails and other practical transportation alternatives that have reduced traffic congestion and made communities more livable. Coverage included ***C-SPAN, CNN, NPR, AP*** and many regional newspapers and newspaper chains from around the country.

Press

ENVIRONMENTAL
MEDIA SERVICES

July 23, 1997

Mr. Todd Stern
Staff Secretary
Ground Floor, West Wing
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20503

ARLIE SCHARDT
Executive Director

Dear Todd:

I am founder and Executive Director of Environmental Media Services, a non-profit communications group that works to generate increased coverage of environment and public health issues. For the past three years EMS has run a highly effective, broad-based campaign to educate U.S. media and the general public on the science, economics and politics of global climate change. I served as National Press Secretary in Vice President Gore's 1988 presidential campaign, and I know how committed both he and President Clinton are to addressing this critical issue.

I am writing to ask your help in unlocking the resources necessary for EMS to implement a public information campaign to ensure support for the Administration's goal of achieving meaningful greenhouse reduction commitments in Kyoto.

The President is absolutely correct that American public opinion will make or break his efforts on climate change. But it is clear that neither the White House nor the federal agencies alone can create the necessary level of public education and support. Nor do any of the national environmental organizations have the capacity to wage a sustained, professional climate change media campaign on their own.

A few major foundations have already recognized this problem, and it is their generous support that makes the existing efforts by EMS and a handful of other organizations possible. But much more support is needed to lift public understanding of climate issues to a level sufficient to achieve the President's objectives.

I believe the White House could help bring this about by calling a meeting of selected foundation heads with the President and/or the Vice President, and urging them to expand their support of media and public education efforts during this critical period. Such a request would not be without recent precedent:

Before the population summit in Cairo, for example, Mrs. Clinton contacted foundations to urge their support for related media and public education efforts. Foundations and the NGO community responded resoundingly.

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This formal outreach would be a powerful incentive for foundations to allocate the resources necessary to educate journalists and the public on climate impacts *and the economic opportunities offered by the new energy technologies used to reduce greenhouse gases.*

I would be pleased to help the White House bring this meeting about, drawing on my experience with extensive fundraising for climate media work by EMS, as well as six years as Vice President of Communications at the Council on Foundations. I can also help assemble media and advertising professionals to brief your office and the foundation heads on the indispensable role media must play in this political effort, and prepare an outline for an expanded media campaign.

How We Work:

EMS is a non-profit media organization created in 1993 to expand and improve media coverage of environmental and public health issues. We combine top-flight communications skills to pursue campaigns on an *issue*, rather than working on a client/project basis. We do this by partnering with coalitions of environmental groups, scientists, politicians and business leaders to bring the media the best available expertise on the issues we promote.

Our board of directors includes respected former journalists like Bill Kovach, head of the Nieman Program at Harvard and former *New York Times* Washington bureau chief; Phil Shabecoff, the former *New York Times* reporter who founded *Greenwire*; and Ann Crittenden, former CBS and *New York Times* economics reporter. My own journalism experience includes eight years covering politics and civil rights for *Time*, and a stint as the Media Editor at *Newsweek*. I also served five years as Executive Director of the Environmental Defense Fund.

We have top contacts -- not only reporters, but also their editors and producers -- at the major news outlets like *The New York Times, Washington Post, Wall Street Journal, AP, CBS, CNN, ABC, NBC, Newsweek, Time* and others, and are in constant contact with them. Our work in publicizing the 104th Congress's assault on the environment was so effective that Rep. George Miller (CA) said EMS was a major factor in causing the split in the Republican party.

Global climate change is one of the largest and longest EMS media campaigns. Over the past several years, EMS has managed dozens of press events on climate-related issues, including the U.S. release of all three sections of the 1995 IPCC science report. Our on-going series of media briefings on human and environmental impacts of climate change has generated extensive coverage in all national and regional media outlets. In the course of these efforts, we have:

- Worked closely with the top scientists and economists in the field, including Robert Watson, Ben Santer, Eric Chivian, Paul Epstein, Steve Schneider, Jerry Mahlman, Florentin Krause, Bob Repetto, Tom Wigley, Kevin Trenberth, George Woodwell, and Joe Romm.

- Partnered with industry leaders including Franklin Nutter of the Reinsurance Association, Jeremy Leggett of Solar Century, and Scott Sklar of Solar Electric Industries Association and Bob Kelly, co-chair of Amoco-Enron Solar.
- Worked with EPA and state utility regulators, consumer advocates, and the full spectrum of U.S. environmental organizations.

Most recently, we orchestrated a response by the heads of five leading environmental NGOs to President Clinton's June 26 U.N. address, and helped national environmental groups coordinate their media strategy at the Denver 'Summit of the Eight.' We also created the national media tour for Ross Gelbspan's new book on climate skeptics, *The Heat Is On.*

EMS has also written and placed prominent op/eds -- most recently for Gelbspan in *The Boston Globe* -- and a pair of plain-English media guides on the economics and science of climate change policy. The climate/economics guide was just sent to 1,800 journalists. (EPA has purchased 5,000 copies of the science document, and is exploring a similar acquisition of the economics guide. Tim Wirth just requested 35 copies of both guides.) We also write a bi-monthly climate update newsletter mailed to more than 1,000 reporters summarizing developments in the politics, science and economics of climate issues.

Upcoming Climate Change Media Work:

The principal focus of our climate change work in the coming months will be to convince the public and decision makers:

1) That climate change has enormous potential to impact their lives and their wallets.

2) That effective greenhouse gas reductions can be achieved without substantial disruption of the economy or their way of life. The public needs to know about the many technological solutions already at hand.

In addition, our goals will be to:

3) Help ensure that the developing country issue does not scuttle or undermine serious reduction commitments by the U.S. and other industrial countries, and

4) Defend and advance public understanding of the science on which climate policy is based.

The core of our proposed Fall media campaign will be to run a steady series of powerful, persuasive paid ads in leading dailies and TV to educate the public on points 1 and 2 above. We also want to organize local and regional media briefings and other work to support the various White House, OSTP and EPA climate change meetings this summer and fall. These events will help create a public understanding of regional impacts and potential benefits of mitigation, and create an important local news hole that otherwise would not exist.

I hope we can talk soon about the possibility of arranging a foundation meeting led by the Vice President.

Best regards,

Arlie Schardt
Executive Director

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