Media Monitoring Report – Metal Release

Social and Traditional Media

March 2, 2016

Good Morning –

This is a situation specific media monitoring report relating to the Portland metals release. This report contains both traditional and social media sources.

Nick on behalf of the HSPR Team

Traditional Media (Provided by: Nick May)

Environment

- 3rd Portland Company In Toxic Metal Pollution Spotlight **(OPB)**
- Oregon DEQ won't renew Precision Castparts' air quality permit **(KATU)**
- People Near Glass Makers Want More State Help **(OPB)**

DEQ

- Dick Pedersen, Oregon's top environmental official, resigns amid air pollution scare **(OregonLive)**
- Oregon Department Of Environmental Quality Director Dick Pedersen Steps Down **(OPB)**
- Oregon DEQ director steps down amid toxic air concerns in Portland **(KVAL)**
- Oregon DEQ Director Dick Pedersen Resigns Amid Air Pollution Concerns **BLOG (Portland Mercury)**

Related topics

- A Paperwork Error Costs Oregon DEQ Ownership of Cleaned-Up Land **(Willamette Week)**
- Can You Smoke Weed Grown Near a Pollution Danger Zone? **(Willamette Week)**
- How does Portland's air quality compare to other cities? **(Blog-Portland Business Journal)**

Social Media (Provided by: Julie Black)

Online Groups – What they are discussing within the last 24 hours. This report is not exhaustive.

- Neighbors for Clean Air **Facebook – Members: 1872**
    - **Comments:**
        - Tune-in live to the Milwaukie Council hearing on Precision Cast-Parts, McClure Industries, Bullseye. Lots of people are demanding a local air agency that protects the public from polluters! http://cityofmilwaukie.granicus.com/MediaPlayer.php?view_id=5&ev

ent_id=415

- Over the years, we have found Oregon Department of Environmental Quality's Director Pedersen accessible and thoughtful in all of our engagements. We wish him the best. Link to Oregonian article, "Dick Pedersen, Oregon's top environmental official, resigns amid air pollution scare"

- Eastside Portland Air Coalition **(A.K.A** Inner SE/NE Air Quality**) Facebook – Members: 2696**
  - **Comments:**
    - Tomorrow tomorrow tomorrow!!! See you all at noon!!! (And to highlight our theme, please consider wearing cleaning gear and bringing mops/brooms/etc. Ex. 6 - Personal Privacy will be rocking her cat apron.) We would love to have AS MANY PEOPLE AS POSSIBLE show up! Come on your lunch break! And bring signs!!! Link to event
    - A BIG IDEA: Gov. Tom McCall's landmark 1962 "Pollution in Paradise" investigative documentary helped wake the public up to the fact that Oregon's environment wasn't as clean as residents thought. Now, some 54 years later, a large number of people are once again realizing we face some vexing environmental and public health issues. Fortunately, some media have risen to the challenge and they are currently zoomed in covering specific stories. But where's the 30,000 foot view? Kolberstein's front page piece in the Tribune was a start, but when will producers and reporters at OPB television, KATU, or KOIN zoom out, follow in McCall's footsteps, and work to inform the public more broadly about our pressing environmental issues (heavy metals, diesel particulate matter, or even climate change, etc)? As I mention those outlets, I cannot help but think some enterprising reporter at KWG might actually be best suited to tackle this, after all they own Gov. McCall's legacy on the topic. (See the link for those who might be unfamiliar with this.) So that's my big idea for the day. Media folks, maybe you can pitch this to some folks you know? http://oregonencyclopedia.org/articles/pollution_in_paradise_documentary/#.Vtc4E8norS1
    - Your activism resulted in the resignation of Dick Pedersen And stopped Bullseye (permanent solution to come) from spewing metals into our neighborhoods. If we had done nothing, nothing would have changed. This is just the beginning. In my many years of activism, I have never seen such an amazing community group. Wow! EPAC rocks!!! Kick ass and take names, Don
    - There is another step people can take to eliminate carcinogens from your yard, don't use RoundUp or other pesticides. The World Health Organization has labeled the chemical that is RoundUp – glysphosate – a "probably carcinogen." California is mandating a "May Cause Cancer" label on RoundUp and other products with this chemical. Children are

most vulnerable and it's not good for our bees either. Link to article
    - Do not eat veggies out of your yard, the advice we all get. I do not see either Bullseye coming over or the DEQ to plant this in our garden beds, but if you wonder like me what we can do ourselves..... Use protective gloves and do not let your children help..... Link to article
    - How many other things have slipped through the cracks at DEQ? 6.5 million spent to clean up land that they just lost in the shuffle...kind of like how they lost Bullseye in the shuffle. Just a fraction of that 6.5 million could buy a whole lot of air monitors. Link to article
    - I've rented a room in Brooklyn for a year,and during that time developed full-on Multiple Sclerosis. I am very interested in this issue. Thank you for adding me.
    - September 2005, Fred Cresswell, founder of Seaview Art Glass in Cazadero, California, wrote to the EPA with scathing allegations. ""I have personally been to [Bullseye] and have seen what I believe to be gross violations of the emissions standards as well as the contaminated wash down water into and on to the City of Portland," he wrote. "A few months passed. "Cresswell wrote to the EPA again..." Link to article

- South Portland Air Quality **Facebook – Members: 285**
  - **Comments:**
    - Heard from Amelia Templeton that a short version (of her new article or interviews I'm not sure) is airing on OPBs newscasts today. She's also working on a longer (4 min) radio feature on the impacts to community members who live near PCC, and hopes to get that on air by Friday. First article she has written from last night: Link to article
    - Amelia, the reporter that was at the meeting yesterday evening was very cool *smile emoticon* . Her email is: Atempleton@opb.org .
    - "At this point, we're confident saying that Precision Castparts is going to be the source of the nickel hotspot," said DEQ air quality manager David Monro. "What we don't know is what the concentrations are in the air that people are breathing." He says that DEQ needs to install an air quality monitor to learn if the emissions are unhealthy to breathe, but doesn't have a timeline for that yet. Link to article
    - BREAKING: At Milwaukie City Council meeting, DEQ's Nina DeConcini just said that DEQ will not issue a new ACDP permit for Precision Castparts (though it will be administratively extended) and that Precision has notified DEQ that they plan to install new pollution control devices in their Portland facilities. (Edited to reflect the fact that PCC doesn't have a Title V permit.)

- Airadvocacy **Facebook - Members: 54**
  - **Comments:**
    - Portland's savior? Let's draft Barry to DEQ! He could poach other smog

champions like Dr. Fine. If the AQMD wants a chief executive who goes soft on business, they should take a look at Oregon DEQ's outgoing Dick Pedersen. Link to "**Southern California smog regulator may be forced out amid shift on air board**" (Los Angeles Times)

- **Right to Clean Air Facebook – Members: 98**
  - **About:** Right to Clean Air is a group of homeowners, parents, and business owners of the Montavilla neighborhood in Portland, OR. We're dedicated to ensuring the quality of the air and noise levels are safe for everyone living the immediate and surrounding area.
  - **Comments**
    - Currently reposting content from the groups above.

Hashtags

- It does not yet appear that any one hashtag has been adopted for this issue.
  - Eastside Portland Air Coalition group is discussing the following options:
    - #airmatters
    - #EPAC2016
    - #EPAC
    - #breathclean
    - #cleanairpdx
    - #cleanairmatters
    - #filtrateorvacate
    - #bagthatstack