Media Monitoring Report – Metal Release

Social and Traditional Media

March 3, 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 **(KUOW)**
- Toxic Moss in Portland, Ore., Shakes City's Green Ideals **(New York Times)**
- Proud of its progressive image, Portland shocked by toxic moss **(SeattleTimes)**
- Moss collected from Portland trees found to be highly toxic **(Maine News Online)**

DEQ

- Locals blast Precision Castparts' potential DEQ renewal at Milwaukie council meeting **(Portland Tribune)**
- DEQ looks to change air quality guidelines; Precision Castparts works under old permit **(KATU)**
- Precision Castparts permit renewal on hold **(KGW)**

Related topics

- Our Opinion: Time to take control of airshed **(Portland Tribune)**
- Oregon needs local toxics-reporting laws (OPINION) **(OregonLive)**

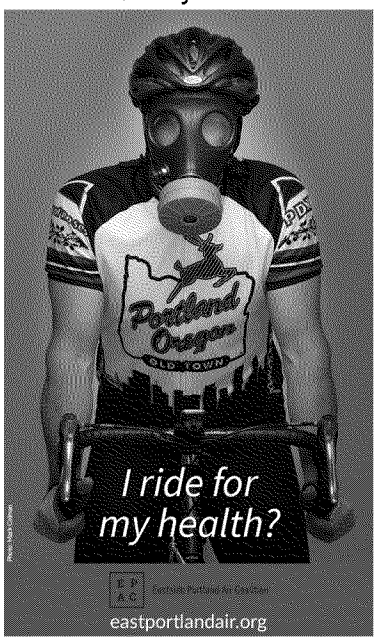
Social Media (Provided by: Julie Black)

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

- Neighbors for Clean Air **Facebook – Members: 1879**
  - **Comments:**
    - None

- Eastside Portland Air Coalition **(A.K.A** Inner SE/NE Air Quality**) Facebook – Members: 2756**
  - **Comments:**
    - Let's learn from Eugene, where the air has been improved with functional regulations established in 1996. Here's an article to help shine a light, co-written by Lisa Arkin from Beyond Toxics: Link to article

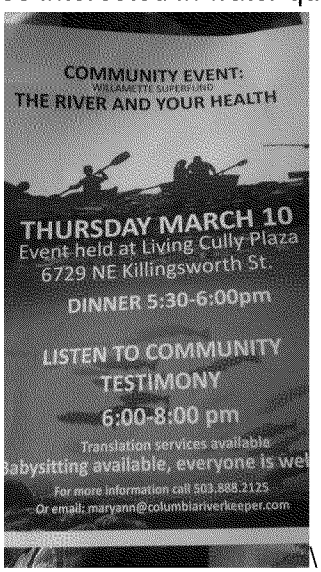
- ********** TODAY IS THE DAY! **********
  Bring your signs, your voices, and your cleaning gear to the SE corner of Pioneer Square TODAY at NOON as we tell the DEQ to clean up its act! Together, as a community, we are turning the tide of Portland's "greenwashing," pushing for extreme air quality reform, and uniting under a common goal: PEOPLE BEFORE POLLUTERS. Link to event

- South Portland Air Quality **Facebook – Members: 308**
  - **Comments:**
    - Sharable! "On Dec. 17, the U.S. Environmental Protection Agency released data indicating that Portland's air-quality problems extend far beyond the neighborhoods near the glass companies. The National Air Toxics Assessment shows that Portland's airshed is bursting with a toxic stew consisting of dozens of heavy metals and chemical compounds, including 49 that are carcinogenic. The assessment was based on raw data collected in 2011 that took several years for the EPA to analyze and compile. "There are hot spots here and there, but, generally, there's an elevated risk throughout the Portland area," says Kevin Downing, the Clean Diesel Program coordinator for Oregon's Department of Environmental Quality." - KOIN TV
    - 

    - Link to the Eastside Portland Air website.
      - DEQ Demands March 3, 2016 Ex. 6 - Personal Privacy Today at noon members of the Eastside Portland Air Coalition will deliver a demand letter to interim DEQ Director Joni Hammond. It's been a month since residents learned of highly toxic emissions from Bullseye and Uroboros Glass and many have serious concerns about DEQ's actions to curtail them. Among the group's concerns, Compel an immediate cessation of any further toxic emissions from McClure Industries, Precision Castparts, Bullseye Glass and

Uroboros Glass until best in class pollution control equipment has been installed and verified to be functional. Revoke air discharge permits if any are uncooperative. DEQ has this authority under O.A.R. 340-216-0082 (4) (b) when it finds there is a serious danger to the public's health. Read the letter? Download the PDF. The delivery of the letter will be part of a noontime rally at Pioneer Square. All are welcome.

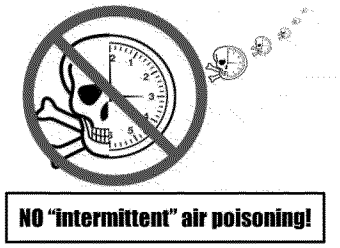
- **Ex. 6 - Personal Privacy**

- For those interested in water quality, too.
  - 

- "Precision Castparts continues to operate under its old permit until new health risk-based standards can be adopted by the state. In the meantime, the metal parts manufacturer said it will be installing improved air emission equipment by the end of April." Link to article
- “The status quo has been: pollute first, ask questions later,” a concerned father said. Residents pushed for the DEQ to announce exactly what chemicals Precision Castparts uses in its manufacturing, and whether or

not they're being exposed. "I don't have the exact list of all the chemicals," DeConcini said. "But there are metals and other solvents used in their processes." Link to article

- Say no to DEQ



- Airadvocacy **Facebook - Members: 55**
  - **Comments:**
    - It's time for beach bonfires to clean up their act. Woodsmoke is a carcinogen. Link to article
    - Oregon Rep. Weidner's economic logic isn't well thought through – new companies won't come if the environment is poisoned and the workforce is sick. Link to video
    - This grassroots community group is making itself heard and making progress Link to article
    - Unrealized environmental ideals... Link to NY Times article
- 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**

- Ex. 6 - Personal Privacy

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