

MANE-VU

Mid-Atlantic/Northeast Visibility Union

Scoping Study on



Regional Haze

Initial Communications and Outreach Framework

Prepared by
NESCAUM

December 10, 2002

for the
Mid-Atlantic/Northeast Visibility Union

Submitted to the United States Environmental Protection Agency, Region III
Under EPA Agreement X-983607-01-1

ABOUT MANE-VU

The Mid-Atlantic/Northeast Visibility Union (MANE-VU) was formed by the Mid-Atlantic and Northeastern states, tribes, and federal agencies to coordinate regional haze planning activities for the region.

MANE-VU was formed to encourage a coordinated approach to meeting the requirements of EPA's regional haze rules and reducing visibility impairment in major national parks and wilderness areas in the Northeast and Mid-Atlantic region. MANE-VU provides technical assessments and assistance to its members, evaluates linkages to other regional air pollution issues, provides a forum for discussion, and encourages coordinated actions. MANE-VU also facilitates coordination with other regions.

MANE-VU's structure includes a board comprised of state and tribal environmental Commissioners/Secretaries, air program directors and two committees staffed by agency personnel: a Technical Support committee to assess the nature of regional haze, the sources that contribute to regional haze and the technical tools that states will use to develop their programs and a Communications Committee to develop outreach messages and approaches.

Members include Connecticut, Delaware, the District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, the Penobscot Indian Nation, Rhode Island, the St. Regis Mohawk Tribe, and Vermont. Also participating as non-voting members of MANE-VU are the U.S. Environmental Protection Agency, the National Park Service, the U.S. Fish and Wildlife Service, and the U.S. Forest Service.

The Ozone Transport Commission Executive Staff Office provides management and administration for MANE-VU. The Mid-Atlantic Regional Air Management Association (MARAMA) and the Northeast States for Coordinated Air Use Management (NESCAUM) conduct MANE-VU's technical projects.

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Submitted to the United States Environmental Protection Agency, Region III in partial fulfillment of requirements for EPA grant X-983607-01-1 to the Ozone Transport Commission

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MANE-VU Scoping Study Outline

The Scoping Study is designed to provide a framework for the MANE-VU communications and outreach effort. With this in mind, research of prior haze media coverage, interviews with MANE-VU members regarding outreach and communications needs, and research of potential partnerships were incorporated into the development of the framework. The Scoping Study provides a detailed strategic plan for communications and outreach for MANE-VU program years 4 and 5. The actual communications and outreach elements will be refined based on the benchmark survey and focus groups included in the work plan.

Scoping Study Elements:

1. Communications and Outreach Framework:

The Scoping Study includes a strategic framework for MANE-VU communications and outreach conducted for program years 4 – 9. The framework includes Phase I outreach to key stakeholders followed by a Phase II public awareness campaign and a Phase III call-to-action program.

2. Communications and Outreach Plan:

The Scoping Study includes a detailed communications and outreach plan for MANE-VU program year 4 and year 5. The description of the year 4 and year 5 plan is included in this packet.

3. Media Audit:

The media audit is designed to reveal how the haze issue has been covered in the press over the past few years, in terms of messages, placements and extent of news coverage. The audit provides information that will help hone the MANE-VU messaging and targeted media outreach.

4. Survey of MANE-VU States:

In order to assess the communications and outreach needs of the MANE-VU member organizations, the Scoping Study includes a summary of interviews conducted with MANE-VU members regarding current haze communications efforts and projected outreach needs. The survey results provide information that will help optimize the development and use of outreach tools, distribution channels and materials to best assist the MANE-VU members and participating outreach partners.

5. Research of Potential MANE-VU Partners:

The Scoping Study includes a researched listing of potential partners who could assist MANE-VU in reaching a variety of target audiences regarding the haze messages. This potential partner list will be further explored as part of the program year 4 (2003) communications and outreach effort.

6. Draft Haze Backgrounder:

A sample backgrounder is included in this packet to reflect the type of materials the Communications Committee will produce as part of the communications and outreach effort.

Mid-Atlantic/Northeast Visibility Union (MANE-VU)
Years 4 and 5 (2003 and 2004) Communications and Outreach Work Plan

This Communications and Outreach work plan (for the two-year period starting February 1, 2003 and ending January 31, 2005) is a component of the overall MANE-VU work plan that includes all of the following sections.

- Monitoring and Data Analysis
- Modeling
- Emissions Inventory
- Regulatory Support
- **Communications and Outreach**
- Workshops/Technical Meetings
- Program Development and Support
- State/Tribal Travel

For the purposes of this Scoping Study, only the Communications and Outreach plan is detailed below. The communications and outreach effort has been allocated \$600,000 of the anticipated \$3.4 million in total MANE-VU funding for years 4 and 5.

COMMUNICATIONS AND OUTREACH:
(Year 4 & Year 5 Budget: \$600,000)

The goals of MANE-VU communications efforts are to reach out to the public, stakeholders, and decision makers to raise awareness of reduced visibility in the MANE-VU region and to communicate the public health and environmental effects of the contributing air pollutants. States and Tribes, with MANE-VU support, will manage and coordinate communications. The MANE-VU Communications Committee will serve as the coordinating body for the projects described below and as the conduit for input on this effort. Responsible parties for associated tasks will be determined at an appropriate time. (Note that costs associated with supporting the operations of the Communications Committee are covered in a separate work plan item, under Program Development and Support.)

Year 4: Program Development, Market Research & Initial Stakeholder Education
(Year 4 Communications and Outreach Budget: \$300,000)

As outlined below, major tasks to accomplish in year 4 include: developing messages; creating outreach materials for distribution to third-party stakeholders, media and potential partners; conducting background media briefings regarding the issue of haze; conducting outreach to raise general awareness of regional haze in the MANE-VU region; conducting third-party stakeholder briefings.

a. Program refinement, coordination and management, and ongoing MANE-VU member support

Building on the year 3 scoping study results, MANE-VU will develop a communications and outreach strategy and work plan, and provide ongoing management and coordination of the communications and outreach program. MANE-VU will work with State and Tribal members to implement the outreach and communications efforts, and provide support to leverage specific State and Tribal outreach opportunities.

b. Benchmark survey

A benchmark survey will be conducted that will serve as the baseline of current public understanding of the haze/visibility issue. Tracking polls may be considered in future years to assess the effectiveness of the public outreach and communications efforts.

c. Program identity and print and electronic outreach materials

MANE-VU will work with a contractor to develop a unifying logo and tagline for use on all program outreach materials. The identity will be designed in various formats for use in print, video and web site applications. Outreach materials will be developed to educate the media and key stakeholders (such as chambers of commerce, park and outdoor associations, environmental groups, etc.) on regional haze. A guidebook or similar resource will be developed for States and Tribes to conduct background briefings on haze. Initial outreach materials may include: (1) Stakeholder briefing materials, such as fact sheets, backgrounders and talking points for use in meetings; (2) Media briefing materials designed for use in one-on-one meetings with reporters; and (3) Materials, links and news pages of MANE-VU web site. Support materials, such as presentations and briefings, may be developed for use in speaking opportunities before business, environmental, public health, and government groups.

d. Media briefings and media outreach

Media briefings will be developed to educate and inform the trade, environment, health, science and other targeted media on the issue of haze and visibility. In-depth background stories on the issue could also set the stage for future hard news stories. With this in mind, initial media efforts will include such elements as: one-on-one media briefings, media breakfasts featuring MANE-VU representatives, creation of a haze media guidebook and resource guide for reporters, and development and placement of special articles, such as by-lined articles, op-eds and guest columns.

e. Stakeholder outreach

MANE-VU briefings will be organized in a way that enables reaching out to stakeholders, including third-party non-profits, environmental organizations, outdoor clubs, park associations, energy companies, etc. Efforts will generate awareness of regional haze and potentially subsequent support for MANE-VU's objectives.

f. CAMNET photo archive

In year 4, a gallery of photos for each site at different ranges of PM_{2.5} concentration will be developed to communicate the complex aerosol/visibility relationships to the public by using the currently available CAMNET photo archive (for those sites with co-located or nearby PM_{2.5} data). The collection of images can demonstrate the influence of varying species compositions or relative humidity (RH) on visibility. For comparison, modeled variations can be produced using Winhaze. Use of actual PM data and associated photos will reinforce the detrimental effects of pollution on the environment.

YEAR 5: Stakeholder Outreach and Public Awareness

(Year 5 Communications and Outreach Budget: \$300,000)

As outlined below, major tasks to accomplish in year 5 include: Conducting market research to refine messaging; developing and implementing third-party partnerships; creating public campaign materials including public service announcements and advertising; conducting extensive outreach to print, radio, broadcast and Internet media outlets; launching an extensive public awareness campaign, while continuing outreach to key stakeholders.

a. Program refinement, coordination and management, and ongoing MANE-VU member support

The elements for a broad public outreach campaign will be prepared while continuing to educate press and key stakeholders. Ongoing management, coordination and implementation of the communications and outreach program will be provided. MANE-VU will work with State and Tribal members to implement the outreach and communications efforts.

b. Market research

Focus groups, as one means of market research, may be conducted to refine and test messages that will be used for public service announcements (PSAs), outreach materials and public relations efforts targeted to the general public.

c. Public outreach work plan

Using information derived from the benchmark survey and focus groups, a detailed public outreach and communications work plan will be developed, including all of the specific communications, outreach and media components for MANE-VU members and associated partners. The plan will then be refined, leading to the subsequent adoption of a final detailed plan incorporating the research findings and related public policy issues.

d. Public service announcements and ad development

MANE-VU will work with a contractor to develop and produce print, radio and transportation public service announcements (PSAs) to raise public awareness regarding haze and visibility issues. Given the high cost of television in the MANE-VU key media markets, only radio and print PSAs will be produced. The print PSAs will also be configured to serve as transportation cards on buses, trains and other public transportation. The PSAs may be used to direct the public to additional resources, such as the web site. The PSAs may include tailored taglines to optimize the use of the materials by states and MANE-VU outreach partners.

MANE-VU may purchase some paid radio and print advertisement in order to leverage the placement of the public service announcements. In addition, to maximize placement of the PSAs, media partnerships in key markets may be pursued. MANE-VU will also pursue securing a celebrity spokesperson for the PSAs through partnership with Environmental Media Association or a similar organization.

e. Media relations

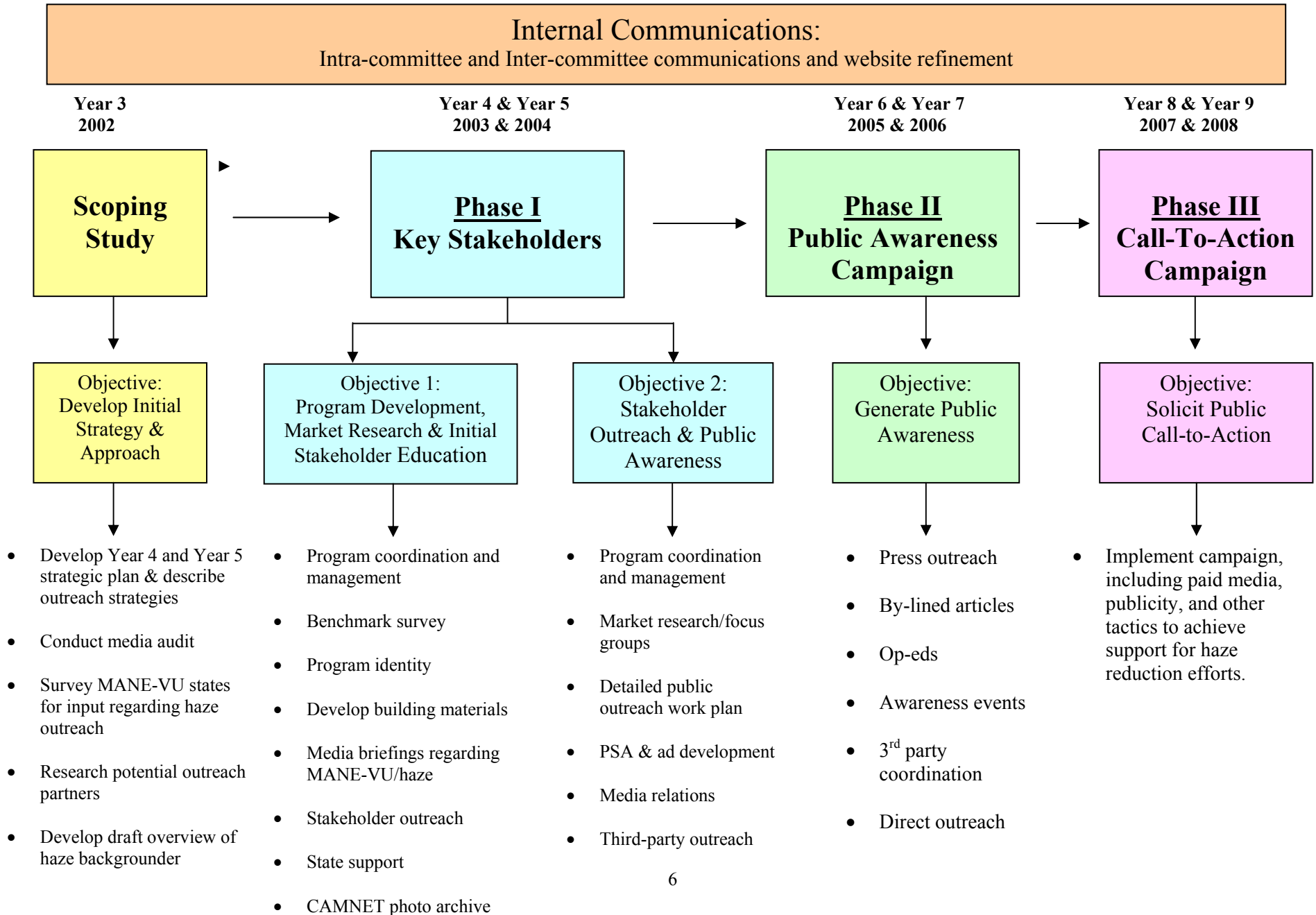
MANE-VU plans to develop a comprehensive press kit including fact sheets, backgrounders, ongoing press releases and visual elements for distribution to a spectrum of general, trade and targeted broadcast and print media outlets during the public outreach campaign. Media outreach should be designed to educate and inform the general public about regional haze and its effects. MANE-VU will also pursue opportunities to reach a wide number of reporters through low-cost venues, such as speaking at the annual Society of Environmental Journalists conference and conducting electronic (Internet and telephone) press conferences.

f. Third-party outreach

MANE-VU will strive to establish program partnerships to engage the multitude of organizations and entities with an interest in the air quality and public health issue to provide haze-related outreach and communications. MANE-VU will explore specific program partnerships with various entities, in addition to the Federal Land Managers represented in MANE-VU, to contribute to the outreach and visibility efforts. By soliciting appropriate third-party support for the program, MANE-VU anticipates vastly extending the outreach and visibility of the program in a cost-effective manner. Engaging the private sector through such methods as public/private sector alliances may also be evaluated. Based on market research results, retail partnerships to encourage, for example, consumer purchases of energy efficient products may also be explored.

MANE – VU COMMUNICATIONS FRAMEWORK

December 2002



MANE-VU Communications Survey

Survey Summary

This survey includes the results of phone interviews conducted by NESCAUM in August 2002. Nine of twelve MANE-VU communications committee members were surveyed. Most state agencies are currently not communicating about haze to the public except for brief mentions in general air quality information or alerts when PM levels are high. Only one state currently has a web page specifically on haze. Every state responded that more materials would be useful, particularly materials customized to their state. Respondents also expressed a need to use the Internet to link haze messages and outreach materials to state web sites. Many respondents felt the information provided by EPA was useful background information, but would be more effective if the material was specific to the region or their own state.

Haze Communication Questionnaire

I have a few questions to help us prepare the Scoping Study for MANE-VU. Our goal is to assess the current programs (if any) on communicating regional haze/fine particulate pollution to the public in order to determine how MANE-VU should build a regional communications strategy. At the end of this questionnaire, please let me know if you would like the results tallied cumulative (and therefore, anonymously), or if you would like a state-by-state comparison.

1. Does your agency currently communicate haze or fine particulate pollution to the public?

(Summary: 3 No, 3 forecast PM, 2 brief mention in general air quality information, 1 Yes)

- No
- No
- No
- Just starting PM forecasting
- Not haze, PM forecast sent to TV media, telephone hotline, and updated daily web site; Only when PM levels are elevated
- In basic air quality information
- Annual air quality report
- Yes, web site on haze, updating pamphlets

2. *Would the development of adaptable materials be helpful for your agency to communicate haze?*

(Summary: 9 yes)

- Yes;
- Yes, EPA flyer on haze has been helpful
- Yes, Haze would be helpful, PM fine
- Yes
- Sure
- Yes
- Yes
- Yes
- Yes

3. *What type of material do you think would be most useful for MANE-VU to pursue? (i.e. brochures, presentations, common web site, communications guidebook for staff)*

(Summary: 6 all materials; 3 web site and brochures)

- All
- All
- All
- All, in multiple languages
- Anything
- All, state web site linked
- Brochure and web site
- Web site and brochures
- Web site to link to state web site; brochures

4. *What current outreach methods (web site, newsletters, etc) do you have that could be utilized in a MANE-VU outreach campaign?*

- Regular contact with major newspaper and TV stations re. AQI;
- Nothing yet, working on wood burning campaign;
- Web site
- Web site, occasional news bulletin, weekly news column, school education
- Web site, episodic newsletter, regular newsletter
- Ozone palm cards send to doctors' offices

5. *Other ideas?*

- Really likes state or regional level materials rather than from EPA;
- In states without a Class I area, health perspective must be approach in order to get legislative support.

If answered YES to question 1:

a. What methods do you use (ex. Brochures, websites, news stories, health alerts)?

- Presentations, web site (being updated);
- Web site
- Web site and hard copy
- Web site and hotline

b. How are the materials distributed? How often? What is the target audience?

- Web site is updated daily
- Available on web site
- Annually
- During episodes

c. What is the main message of the materials? (i.e. visibility reduction, health effects, pollution sources, pollution prevention)

- Visibility, particulates as a criteria pollutant
- Visibility
- Cautionary message when PM is high

d. Are you satisfied with your current communication materials and outreach methods?

- Always room for improvement
- Satisfied
- Could do more
- Would like to expand
- Can always do more

Potential Outreach Opportunities

The following is an initial sampling of potential outreach partners. NESCAUM will contact these and other potential partners in order to produce detailed recommendations for third-party alliances.

Organization	Website	Outreach Mechanisms
Travel and Tourism		
AAA	http://www.aaa.com	Website, Travel Guides, Tourbooks
GORP.com	http://gorp.com/index.adp	Website, newsletters
AAA Mid-Atlantic	http://www.aaamidatlantic.com	Website, Membership, Travel discounts, Newsletter
Scenic-America	http://www.scenic-america.com	Travel Guides organized by region
Connecticut Tourism Div	http://www.tourism.state.ct.us	Website, Travel Guide, E Newsletter,
Delaware Tourism Office	http://www.visitdelaware.net/	Website, Press Room, Marketing Forum, Free Literature
Maine Office of Tourism	http://www.visitmaine.com/home.php	Travel Guide, Website, E-Mail updates
Maryland Office of Tourism Development	http://www.mdifun.org/	Travel Guide, Website, Press Releases, Videos,
Massachusetts Office of Travel and Tourism	http://www.massvacation.com/	Website, Newsletter, Travel Guide, Promotions
New Hampshire Travel and Tourism	http://www.visitnh.gov/	Website, E-Mail Updates, Promotions
New Jersey Division of Travel and Tourism	http://www.state.nj.us/travel/	Website, Travel Guide, Brochures
New York Division of Tourism	http://iloveny.state.ny.us/	Website, Travel Idea Guide,
Pennsylvania Travel and Tourism Office	http://www.experiencepa.com	Website, Travel Planner, E-Mail list, Photo Gallery, Education
Rhode Island Tourism Division	http://www.visitrhodeisland.com	Website, Vacation Guide, Events Calendar
Vermont Division of Tourism and Marketing	http://www.vermont.com/	Website, Events Calendar, Guide to VT Golf Courses
Washington DC, Convention and Tourism Corporation	http://www.washington.org	Website, E-mail Newsletter, Official Souvenirs, Newsletter
Recreation.gov	http://www.recreation.gov/	Website, Guidebook,
New England Chamber of Commerce	http://newenglandcc.org/	Yankee Magazine, Newsletter, Online Forum,

Organization	Website	Outreach Mechanisms
Environmental		
Leave No Trace	http://www.lnt.org/	Website, Training material, Newsletter
National Parks Conservation Association	http://www.npca.org/flash.html	National Parks magazine, website, outreach programs
Northeast Energy Efficiency Partnerships	http://www.neep.org/	Website, news link, Newsletter,
Appalachian Mountain Club	http://www.outdoors.org/	Website, Outdoors Magazine, E-Mail Alerts, Press Releases, Conservation Action Network
The Nature Conservancy	http://nature.org/	Website, E Newsletter, Magazine, Annual Report,
National Audubon Society	http://www.audubon.org	Audubon Magazine, direct outreach, Offices in 27 states, nature centers
Center for Clean Air Policy	http://www.ccap.org/	Meetings and forums, monthly updates,
Clean Air Trust	http://www.cleanairtrust.org	Direct outreach to members, email updates,
National Environmental Trust	http://environet.policy.net	Newsletters, email updates to members, educational campaigns
Environmental and Energy Study Institute	http://www.eesi.org/	Newsletter, meetings and forums
National Wildlife Federation	http://www.nwf.org	National magazines, newsletters, email updates, educational programs, travel, conferences
Natural Resources Defence Council	http://www.nrdc.org/	Magazines, newsletters, email updates, educational programs, travel, conferences
US Forest Service	http://www.fs.fed.us	IMPROVE (visibility monitoring program), outreach to park visitors, website
National Park Service	http://www.nps.gov	IMPROVE, website, educational programs
US Fish and Wildlife Service	http://www.fws.gov	Visibility monitoring system through Div. Of Env. Quality
National Institute of Environmental Health Sciences	http://www.niehs.nih.gov	Publication (<u>Environmental Health Perspective</u>)
Keep America Beautiful	http://www.kab.org	Education and public outreach
Harvard Med School-Center for Health and the Global Env.	http://www.med.harvard.edu/chge/	Research, publications, website, education
National Safety Council-Environmental Health Center	http://nsc.org	Outreach, education
Conservation Law Foundation	http://www.clf.org	Environmental advocacy organization

Organization	Website	Outreach Mechanisms
Health		
American Lung Association	www.lungusa.org	Websites, state offices, educational programs, direct mailing, Asthma Magazine
Allergy & Asthma Network / Mothers of Asthmatics, Inc.	http://www.aanma.org/	Website, newsletters, emails, toll-free help line, community programs,
American Academy of Allergy, Asthma, and Immunology	http://www.aaaai.org/	Website, newsletters, academic meetings and conferences, doctor and patient outreach
American Association for Respiratory Care	http://www.aarc.org	Websites, newsletters, magazines, meetings, patient and health care worker education programs, National Respiratory Care Week
American Medical Association	http://www.ama-assn.org	Websites, newsletters, journals, meetings, conferences, direct outreach to health care providers
American Nurses Association	http://www.nursingworld.org/	Websites, newsletters, journals, meetings, conferences, direct outreach to nurses
American Public Health Association	http://www.apha.org/	Websites, newsletters, journals, meetings, conferences, direct outreach to public health professionals
American Thoracic Society	http://www.thoracic.org	Websites, journals, newsletters, email updates, conferences, educational programs
Association of Occupational and Environmental Clinics	http://www.aoec.org/	Websites, educational program, library, newsletters, email updates, direct mail,
Association of State and Territorial Health Officials	http://www.astho.org/	Websites, conferences, newsletters incl. Environmental Health Policy
Asthma and Allergy Foundation of America	http://www.aafa.org/	Website, Outreach to patients, healthcare prof., newsletters, updates, meetings, educational programs
Center for Health, Environment, and Justice	http://www.chej.org	Newsletter, email updates, education campaigns
Children's Health Environmental Coalition	http://www.chechnet.org	Website, email updates, newsletters, educational programs, videos
Physicians for Social Responsibility	http://www.psr.org	Newsletter, local chapters, website, advocacy
Society for Public Health Education	http://www.sophe.org/	Meetings and conferences, health education professionals, newsletters and magazines, local chapters
US Dept of Health and Human Services		
--Center for Disease Control and Prevention		Disseminate info to federal, state and local health depts.
---National Center for Environmental Health	http://www.cdc.gov/nceh	re: respiratory illness associated with air pollution
Coalition of National Health Education Organizations	http://hsc.usf.edu/CFH/cnheo/index.html	Influence priority health issues and policies. On Website: Health Education Advocate.

Communicating Regional Haze

Jim Brooks

Maine Bureau of Air Quality

Media Audit

- What does the media know about haze?
- Why/when do they report haze?
- What messages do they convey and are they accurate?
- What does the media need to know about haze to further educate the public?

Current Media Coverage of Regional Haze

- Limited coverage on haze as an air quality/health issue. Coverage surrounds wildfire smoke and government action, largely White House & EPA.
- Blurred distinction among haze, smog, and ozone.
- Health effects connection not prevalent.

Our Opportunity “Fill the Gap”

Proactively get the haze message into the public domain in an substantive, accurate, and ongoing manner that clearly reflects MANE-VU’s goals.

Our Plan

- Educate and inform the media to generate coverage that is substantive, accurate and ongoing.
- Enlist third-party partners to expand outreach and communications efforts.
- Generate public awareness of haze and key air quality, public health, visibility issues year-round.
- Create support for regulatory action and personal actions (energy efficiency) to reduce haze.

Media Audit of Haze

In order to determine the status of press coverage, initial background media research has been conducted using Lexis/Nexis Academic database to search daily newspaper, broadcast outlets, and industry magazine, journal, and newsletter coverage over the past two years (July 30, 2000 – July 30, 2002). Our goal was to determine the type of messages the media have covered in communicating about haze. The stories were reviewed to determine the opportunities for educating media and achieving positive coverage of the issues.

It is important to note that the Academic database, the only one currently available at NESCAUM, is not a complete database of all relevant media outlets. These preliminary results must be used with the caution that only a small portion of press coverage is included. In addition, since historical radio and television transcripts were not readily available, this analysis is based on print coverage.

Findings

- The terms haze, smog, and ozone are often interchangeable in news stories, or not appropriately defined.
- Most of the stories are responsive to specific haze/air quality events or government action.
- General education articles are reported during the summertime when air quality issues are exaggerated by the heat and humidity.
- Cardiovascular health effects of haze or fine particles are rarely reported.
- Industry journals frequently report on federal and state actions related to controlling haze-forming chemicals.

Newspapers

Seventy-seven newspapers were searched for the terms “haze” and “pollution” appearing in the last two years. The newspapers include most national papers throughout the country as well as smaller papers in the Northeast. Our search was limited to the database of papers provided by Lexis/Nexis Academic and may not include some key newspapers.

Table 1: National or Northeast/Mid-Atlantic area

Region	Total papers	Total articles	# op-ed	# AQ event	# Gov't event	# General education
MANE-VU & national	53	41	8	10	17	7

Forty-one articles were found in 53 journals serving the national or Northeast/Mid-Atlantic area (see Table 1). Of those, eight were editorial/opinion/perspective, and 33 were news

stories. Of the 33 news articles, ten were specific to a singular haze event with eight of them in the last month covering the smoke from Canadian fires that covered the East Coast over July 4th weekend. Most of the articles (17) were related to a government announcement or ruling, litigation or federal appointment. Seven articles provided general information about air quality. Among those, six were reported during the summer months (May through September).

In reading over the 33 news stories, the definitions of haze, ozone, and smog are inconsistent. Twelve of the articles provided no definition other than referring to air pollution. Seventeen of the articles provided vague descriptions of haze as “smoke,” or “particles of pollution,” but often interchanged the word haze with smog. For example, *New York Times* reporter Katherine Q. Seelye (6/22/01) writes:

“The Bush administration is preparing to issue rules on Friday to clamp down on old coal-fired power plants that are the chief culprits of haze that has spoiled the vistas in many national parks and wilderness areas.” Later she writes, “the view of Penobscot Bay is often obscured by smog that includes particles emitted by midwestern power plants.”

In another *New York Times* article (9/1/01), reporter Michael Janofsky attributes visible air pollution to ozone, “ozone pollution, a visible and primary ingredient of smog.”

Four articles provided textbook definitions of haze such as in the *Pittsburgh Post-Gazette* on 3/26/2001.

“Haze happens because microscopic particles and certain gaseous molecules in the air scatter or absorb light. It is different from smog, which is primarily gaseous.”

Interestingly, all four articles with complete and accurate descriptions of haze include quotes or information from NESCAUM or OTC experts.

The message concerning the health effects of haze varies from articles to article.

- 12 made no mention that haze can cause health problems.
- 2 of 4 with textbook definitions of haze, failed to mention health effects.
- Some articles referred to a “public health threat” or “health advisory” but did not identify sensitive populations or explain how haze affects health.
- Some articles about haze at national parks use ozone alerts as an example of poor air quality.
- Only 3 of the articles mention that haze is hazardous to people with cardiovascular problems.

The smoke plume from fires in Quebec over the July 4th weekend provides an excellent example of episodic coverage. Of the eight articles written about the Canadian fires, only two mentioned the daily occurrence of haze. The *Times Union* (7/9/02) mentioned that “particles from power plants attribute to haze on a regular basis.” The *Lancaster New Era* (7/8/02) attributes daily particles in the air vaguely as “emitted directly by a source or formed in the atmosphere.”

Overall, the news articles not related to a specific haze event, attributed haze pollution to combustion of fossil fuels by power plants, vehicles or other industrial sources. Many of the articles pointed out that sulfates originating from coal-burning power plants in the Midwest compose the majority of haze pollutants in the Northeast.

Table 2: Outside MANE-VU area

Region	Total papers	Total articles	# op-ed	# AQ event	# Gov't event	# General education
Outside MANE-VU	24	25	1	8	8	8

Twenty-five articles were found in 24 major daily papers across the United States (see Table 2). These papers do not have a national audience or are outside of the MANE-VU geographic area. The articles were reviewed to determine how haze is communicated in other parts of the country. Of the 25 articles found, only one was an op-ed piece, while the other were news stories. The news stories were split evenly (8 each) among stories about a single haze event, a government action, and general education stories. It should be noted that 13 of the 25 articles are from the *Los Angeles Times*, a paper serving an area with a long history of air quality awareness. Similar to stories found in the Northeast/Mid-Atlantic region, few articles carefully defined haze, or clearly defined the health effects. Many of the articles mentioned the pollutants of haze are from power plants and industrial factories. Many of the articles also mentioned car exhaust, boats, snowmobiles, and the effects of a quickly growing population as a source of haze-forming pollutants.

Television/Radio

Lexis/Nexis Academic contains 31 broadcast organizations. Our search for the words “haze” and “pollution” over the last 2 years produced 143 stories on 63 different local and national stations. Please review the summary sheet for a comprehensive list of stories found. Unfortunately, the full transcripts for the stories were unavailable. The following analysis is made on brief summary notes and word length of each story. Only stories over 100 words provided enough notes to be analyzed. It is important to note that these stories are estimated to be over one minute of airtime, but were not actually viewed or read.

Table 3: TV/Radio

# Radio stories	# TV/Cable stories	# >100 words	# with haze as main topic
14	129	40	25

Broadcast media reports on haze primarily during the summertime. Eighty-six (86) of the 143 stories were aired between May and September. Air quality stories during the “hazy, hot, and humid” days of summer are frequent, and focus primarily on ozone alerts. Very few of the stories were about the haze rule regulations.

Journals, Magazines, and Newsletters

The Lexis/Nexis Academic database includes industry publications for energy and utilities, fossil fuels, chemical manufactures, and environmental law. The terms “haze” and “pollution” were searched in the Academic database for articles in the last two years and 58 articles were found in 26 different publications. The articles are primarily related to government regulatory announcements and actions.

For example, *Generation Week* (5/29/2002) stated:

“The U.S. Court of Appeals for the District of Columbia Circuit voted 2-1 to vacate the EPA’s haze rule provisions that give the states broad authority to require pollution sources to install ‘best available retrofit technology’ (BART).”

Most of these articles include detailed descriptions of EPA proposals, rules, hearings, or positions. There are a few articles are about environmental groups advocating for tougher standards. *Megawatt Daily* (8/31/02), for example, reported:

“Reducing air pollution at the largest national parks would lead to more tourism, more jobs and millions of dollars in additional revenue, a report commissioned by a leading environmental group claims.”

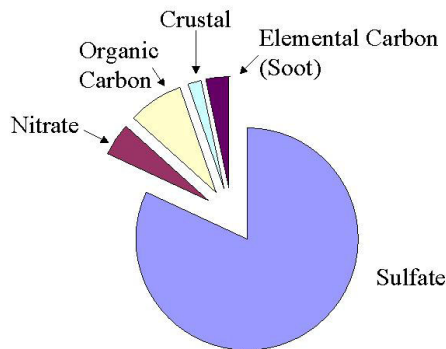
Draft Haze Backgrounder

The Scoping Study work plan includes development of messaging, talking points, fact sheets and backgrounders to assist MANE-VU members and other outreach partners with information to communicate about haze. This sample backgrounder is only designed as a preliminary mock-up to demonstrate the type of materials that will be produced through the Communications Committee.

What is haze?

- Haze can consist of sufficient smoke, dust, and moisture suspended in air to impair visibility. The term regional haze refers to haze that impairs visibility in all directions uniformly. This form of haze is generally caused by man-made air pollution, often carried by the wind hundreds of miles from where it originated.
- Haze or visibility impairment results when fine particles scatter and absorb visible light before it reaches the observer.
- Haze can occur anytime of year but is predominantly a summertime phenomenon.

Sources of Pollutants that Contribute to Haze



Contribution of Various Constituents to Haze in the Eastern United States on Days with the Poorest Visibility.

- The primary cause of haze in the Northeast is sulfate particles, formed from sulfur dioxide released by coal-burning power plants and industrial boilers. Some of the sulfate pollutants are from power plants in New England while others originate in the Midwest and are transported hundreds of miles. As depicted above, sulfates are the major contributor to haze in the Eastern United States.

- While the majority of sulfates come from man-made sources, small amounts are emitted naturally from tiny organisms at the ocean surface or from volcanoes and wildfires. These sources are generally insignificant contributors to haze.
- Natural visibility conditions in the Northeast are estimated at over 100 miles. Under current polluted conditions, average visibility ranges from 40-60 miles.
- In order to reduce haze, it is necessary to reduce emissions of particles less than 2.5 micrometers (PM_{2.5}) because these fine particles are very efficient at scattering light and reducing visibility.
- Sulfates are the dominant contributor to fine particle pollution in the eastern U.S., accounting for one-half to two-third of total fine particle mass and two-thirds to three-quarters of visibility impairment.
- Organic carbon is the second largest component of fine particle matter in the eastern U.S., contributing about one-third of PM_{2.5}. Major sources of organic carbon include cars, trucks, non-road vehicles such as construction equipment and natural (biogenic) emission sources.

How does regional haze affect the views at National Parks?

- In July 1999, the U.S. EPA issued new regulations to address poor visibility in federally protected parks and wilderness areas (the so-called "Class I" areas). These regulations set a target date of 2064 for achieving natural visibility conditions.
- Beginning in 2008, states are required to assess key contributors to haze formation and develop plans to reduce sources of haze-forming pollutants. The regulations place a new emphasis on regional strategies to address haze distributed over a wide geographic area. Even states that do not have national parks within their borders must participate in the regional planning process.
- The Mid-Atlantic/Northeast Visibility Union (MANE-VU) is the regional planning agency responsible for developing plans to reduce haze in the Northeast and Mid-Atlantic States. MANE-VU members include: Connecticut, Delaware, the District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont and the Penobscot and St. Regis Mohawk tribes.
- Numerous surveys have shown visitors to parks rank clean air and scenic views among the most important attributes of the parks. Further studies quantify the value of clean air and scenic views at millions of dollars.

Health Effects of Fine Particles

- Fine particles (PM_{2.5}) that make up haze can be inhaled deep into the lungs where they become lodged and over time, pose health risks to otherwise healthy individuals.
- Fine particles can aggravate respiratory conditions for people with asthma, emphysema or chronic bronchitis. Young children, the elderly and people with weakened immune systems are also susceptible.
- Recent studies have linked inhalation of fine particles with elevated risk of heart attacks, heart beat irregularities and blood clotting for people with heart conditions.

Overview of Haze, Ozone, Smog, Particles and Soot

Regional haze refers to fine particles that impair visibility in all directions over a large area.

It consists of fine particles including sufficient smoke, dust, and moisture suspended in air to impair visibility. Haze or visibility impairment results when fine particles scatter and absorb visible light before it reaches the observer. It is generally caused by man-made air pollution, often carried by the wind hundreds of miles from where it originated.

Ozone is an invisible and odorless gas that forms near ground level when pollutants (nitrogen oxides – NO_x, and volatile organic compounds – VOCs) emitted by cars, power plants, industrial boilers, refineries, chemical plants, and other sources react chemically in the presence of heat and sunlight.

Since ozone formation requires heat and light, elevated levels are found only in the summer in the MANE-VU states. Ozone is protective in the stratosphere but is harmful at ground level.

Smog is the common term the U.S. Environmental Protection Agency uses for pollution composed mainly of ozone.

However, as mentioned above, ozone is invisible. Thus, we are creating confusion the minds of the public because the public considers smog to be a visible plume of dirty brown air. These brown plumes are actually composed of fine particles (and often ozone) generally resulting from local sources of motor vehicle exhaust.

Fine particles are the chief component of regional haze.

Fine particles consist of the solid particles and liquid droplets found in the air. Individually, these particles and droplets are invisible to the naked eye. Collectively, however, they can appear as clouds or a fog-like haze.

Soot is the common term used by the media and public for fine particle pollution (PM_{2.5}).

The component of haze particles which is most accurately described by the term “soot” would be elemental carbon which is a combustion product released by diesel and other vehicles.

Lexis/Nexis Academic Database

Daily Papers

1. Associated Press State & Local Wire, The
2. Atlanta Journal and Constitution, The
3. Baltimore Sun, The
4. Bangor Daily News (Bangor, Maine)
5. Bennington Banner
6. Berkshire Eagle
7. Boston Globe, The
8. Boston Herald, The
9. Brattleboro Reformer
10. Buffalo News, The
11. Central Maine Morning Sentinel
12. Chicago Sun-Times
13. Christian Science Monitor, The
14. Columbus Dispatch, The
15. Connecticut Law Tribune
16. Connecticut Post
17. Crain's New York Business
18. Daily News (New York)
19. Denver Post, The
20. Ethnic Newsline
21. Evening Sun, The
22. Gazeta Mercantil Online
23. Hartford Courant, The
24. Houston Chronicle, The
25. Intelligencer Journal
26. Journal of Commerce
27. Kennebec Journal
28. Lancaster New Era
29. Lebanon Daily News
30. Legal Intelligencer
31. Los Angeles Times
32. Lowell Sun
33. Metropolitan Corporate Counsel
34. Miami Herald
35. Middle East Quarterly
36. Morning Call (Allentown), The
37. New Jersey Law Journal
38. New Jersey Lawyer
39. New York Law Journal
40. New York Observer
41. New York Post, The
42. New York Times, The
43. New Yorker, The
44. Newsday (New York, NY)
45. North Adams Transcript, The
46. Northeast Power Report
47. Observer, The
48. Omaha World Herald
49. Patriot Ledger, The
50. Pennsylvania Law Weekly
51. Plain Dealer, The
52. Portland Press Herald
53. PR Newswire
54. Providence Journal-Bulletin, The
55. Reconstructionism Today
56. Reconstructionist, The
57. Record (Bergen County, NJ), The
58. Regional Newsline
59. San Diego Union-Tribune
60. San Francisco Chronicle, The
61. Seattle Times, The
62. Sentinel & Enterprise
63. St. Louis Post-Dispatch
64. St. Petersburg Times
65. Star Tribune (Minneapolis MN)
66. Sunday News (Lancaster)
67. Tampa Tribune, The
68. Telegram & Gazette
69. Times Union (Albany, NY), The
70. Times-Picayune, The
71. Union Leader, The
72. USA Today
73. Village Voice, The
74. Washington Post, The
75. York Daily Record
76. York Dispatch, The
77. York Sunday News

Broadcast Media

1. ABC News Transcripts
2. Burrelle's Transcripts
3. CBS News Transcripts
4. CNBC News
5. CNBC/Dow Jones Business Video
6. CNN
7. CNN Financial Network
8. CNN International
9. FDCH Congressional Press Releases
10. FDCH News Service Capitol Report
11. FDCH Political Transcripts
12. Federal Document Clearing House
Congressional Testimony
13. Federal News Service
14. Fifth Estate, The
15. Fox News Network
16. Health Show, The
17. Market Place
18. National Magazine, The
19. National Narrowcast Network
Transcripts
20. National Public Radio
21. National, The
22. Nature of Things, The
23. NBC News
24. NewsHour with Jim Lehrer, The
25. Nightly Business Report
26. Official Kremlin International News
Broadcasts
27. Presidential Campaign Press
Materials
28. Saturday Report
29. Sunday Report
30. Undercurrents
31. Venture

Magazines and Journals

1. ABA Antitrust Law Journal
2. ABA Journal

3. ABA Tort & Insurance Law Journal
(formerly ABA Forum)
4. Access Control & Security Systems
Integration
5. Accountancy Age
6. Accounting Today
7. ADC News & Solutions
8. Adhesives Age
9. Aerospace America
10. Air Force Magazine
11. Airline Business
12. American City & County
13. American Demographics
14. American Indian Quarterly
15. American Indian Report
16. American Journalism Review
17. American Printer
18. American Prospect, The
19. American School & University
20. American Spectator, The
21. Arable Farming
22. Asian Banker Journal, The
23. Asiaweek
24. AutoWeek
25. Aviation Week & Space Technology
26. Bank Management
27. Bank Systems & Technology
28. Bank Technology News
29. Beauty Counter
30. Beef
31. Beverage World
32. Billing World and OSS Today
33. Black Enterprise
34. Black Issues Book Review
35. Black Renaissance/Renaissance
Noire
36. Boards
37. Brand Strategy
38. Brandweek
39. British Printer
40. Broadcast Engineering
41. Broadcasting and Cable
42. Builders Merchants Journal
43. Building Design
44. Building Design & Construction
45. Business & Commercial Aviation

46. Business Directory Series
47. Business Lawyer, The
48. Business Mexico
49. Business News From Poland
50. Business Review Weekly (Australia)
51. Business Today
52. Business Week
53. C&D Debris Recycling
54. Cabinet Maker
55. Cable & Satellite Asia
56. Cable & Satellite Europe
57. Cable & Satellite Express
58. Cablevision
59. Cadence
60. California Construction Link
61. California Journal
62. Campaigns & Elections
63. Canadian Business
64. Capital Markets Russia
65. Carpet & Floorcoverings Review
66. Cellular & Mobile International
67. Chain Store Age
68. Chemical Week
69. Chemist & Druggist
70. Circulation Management
71. City Journal
72. Coal Age
73. Colorado Construction
74. ColorLines
75. Columbia Journalism Review
76. Commentary Magazine
77. Commerce Business Magazine
78. Commercial Real Estate South
79. Common Cause Magazine
80. Communications Standards News
81. Community Pharmacy
82. Company Fact Sheet
83. Computer Retail Week
84. Computer Weekly
85. Concrete Products
86. Consulting-Specifying Engineer
Prime Power Supplement
87. Consumer Reports
88. Contract Journal
89. Control Engineering
90. Corporate Money
91. Creative Review
92. Dairy Farmer
93. Data Based Advisor
94. Design News
95. Design Week
96. DIY Week
97. Drug Discovery and Development
98. Drug Store News
99. e-Business Advisor
100. e.Business
101. Ebony
102. Economist, The
103. EDN Europe
104. Election Weekly
105. Electric Light & Power
106. Electrical Construction &
Maintenance
107. Electrical World
108. Electricity Journal
109. Electronic Engineering
110. Electronic Engineering Times
111. Electronic Times
112. Electronics Weekly
113. Energy IT
114. ENEWS
115. Engineering and Mining Journal
116. Essence
117. Estates Gazette
118. EXE
119. Farmers Weekly
120. Farming News
121. Fast Company
122. Financial Director
123. Financial Mail (South Africa)
124. Financial Pulse
125. Fleet Owner
126. Flight International
127. Food Engineering & Ingredients
128. Food Manufacture
129. Foreign Affairs
130. Forestry & British Timber
131. Freight & Transport
132. Future Banker
133. Genomics and Proteomics
134. Glass Age
135. Global Design News

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| 136. | Global Telephony | 175. | Journal of Marketing Research |
| 137. | Governing Magazine | 176. | Journal of Marketing, The |
| 138. | Government Executive | 177. | Journal of Public Policy & Marketing |
| 139. | Hay & Forage Grower | 178. | Journal of Small Business Management |
| 140. | Health Data Management Top Internet Technologies | 179. | Kidscreen |
| 141. | Health Management Technology | 180. | Kiplinger Publications |
| 142. | Hispanic Business | 181. | Kirkus Reviews |
| 143. | Home Furnishings | 182. | Latin Trade |
| 144. | Home Office Computing | 183. | Law Practice Management |
| 145. | Hotels | 184. | Leather |
| 146. | Housewares | 185. | Leisure Week |
| 147. | In These Times | 186. | Library Journal |
| 148. | Inc. | 187. | Library Journal netConnect Supplement |
| 149. | Independent Retail News | 188. | Lighting Dimensions |
| 150. | India Today | 189. | Logistics Management |
| 151. | Industrial Distribution | 190. | Louisiana Contractor |
| 152. | Industrial Maintenance and Plant Operation | 191. | M&A Europe |
| 153. | Industry Standard, The | 192. | Maclean's |
| 154. | Industry Week | 193. | Malaysian Business Times |
| 155. | Information Security | 194. | Management Consultancy |
| 156. | Inside Cosmetics | 195. | Management Today |
| 157. | Insight on the News | 196. | Manager |
| 158. | Intellectual Property Magazine | 197. | Manufacturing Chemist |
| 159. | Intellectual Property Today | 198. | Manufacturing Systems |
| 160. | Intermountain Contractor | 199. | Marketing Health Services |
| 161. | International Construction Review | 200. | Marketing Management |
| 162. | International Engineering Review | 201. | Marketing News TM |
| 163. | International Lawyer, The | 202. | MARKETING RESEARCH: A Magazine of Management & Applications TM |
| 164. | International Manufacturing Review | 203. | Megawatt Daily |
| 165. | International Money Marketing | 204. | Microwave Engineering Europe |
| 166. | International Retail Review | 205. | Midwest Construction |
| 167. | Internet World | 206. | Midwest Real Estate News |
| 168. | Investors Digest (Malaysia) | 207. | Millimeter |
| 169. | IP Worldwide | 208. | Mining Annual Review |
| 170. | Jerusalem Report, The | 209. | Mining Journal |
| 171. | Jet | 210. | Mining Magazine |
| 172. | Journal of American Citizenship Policy Review, The | 211. | Mobile Radio Technology |
| 173. | Journal of Business Strategy | 212. | Modern Bulk Transporter |
| 174. | Journal of Counterterrorism and Security | 213. | Modern Materials Handling |
| | | 214. | MSI |
| | | 215. | Multichannel News International |

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| 216. | Music Business International | 260. | Printing World |
| 217. | Music Week | 261. | Promo |
| 218. | Nation's Business | 262. | ProSound News Europe |
| 219. | Nation's Restaurant News | 263. | Public Perspective, The |
| 220. | National Hog Farmer | 264. | Public Utilities Fortnightly |
| 221. | National Interest | 265. | Publishers Weekly |
| 222. | Real Estate Investor | 266. | Pulse |
| 223. | National Review | 267. | Purchasing Magazine |
| 224. | Native American Law Digest | 268. | Quick Print Products |
| 225. | Network Computing | 269. | Radio |
| 226. | Network News | 270. | Realscreen |
| 227. | Network Solutions | 271. | Registered Rep |
| 228. | New Media Age | 272. | Reinsurance Magazine |
| 229. | New Republic, The | 273. | Research Review, Journal of the
Society of Insurance Research |
| 230. | New Scientist | 274. | Retail Week |
| 231. | New Statesman, The | 275. | Revolution |
| 232. | New York Construction | 276. | Rock Products |
| 233. | New Yorker, The | 277. | Russia Xtension |
| 234. | new.architect | 278. | Safety & Security |
| 235. | Newsweek | 279. | School Library Journal |
| 236. | Northwest Construction | 280. | Semiconductor International |
| 237. | Nuclear Engineering
International | 281. | Shopping Center World |
| 238. | Nuclear News | 282. | Sound & Video Contractor |
| 239. | NZ Infotech Weekly
(Wellington) | 283. | Southwest Contractor |
| 240. | O'Dwyer's PR Services Report | 284. | Soybean Digest |
| 241. | Offshore | 285. | Spectator, The |
| 242. | Oil & Gas Journal | 286. | Strategy |
| 243. | One to One | 287. | Studio Sound |
| 244. | Optimize | 288. | Subcon |
| 245. | Overhaul & Maintenance | 289. | Swiss Review of World Affairs |
| 246. | Packaging Magazine | 290. | Tax Lawyer, The |
| 247. | Packaging Week | 291. | tele.com |
| 248. | Personal Investor (Australia) | 292. | Telephony |
| 249. | Physician and Sportsmedicine | 293. | Television Europe |
| 250. | Pig Farming | 294. | Television Latin America |
| 251. | Plant Engineering | 295. | Texas Construction |
| 252. | Playback | 296. | Texas Monthly |
| 253. | Post Graduate Medicine | 297. | Textile World |
| 254. | Post Magazine | 298. | Theatre Crafts International |
| 255. | Power | 299. | Timber Trades Journal |
| 256. | Power Economics | 300. | Trailer/Body Builders |
| 257. | PR Week US | 301. | Transmission & Distribution
World |
| 258. | Practitioner, The | 302. | Travel & Tourism News |
| 259. | Presstime | | |

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| 303. Tunnels & Tunnelling International | 12. African Mining Monitor |
| 304. UK Environment News | 13. African Review of Business and Technology |
| 305. UK: Medium-Term Political Outlook | 14. AG Bulletin |
| 306. US News & World Report | 15. AIDS Litigation Reporter |
| 307. Utility Europe | 16. AIDS Policy and Law |
| 308. Utility Week | 17. Air Cargo Report |
| 309. VARBusiness | 18. Air Safety Week |
| 310. Video Business | 19. Aircraft Value News |
| 311. Video Systems | 20. Airline Financial News |
| 312. Ward's Auto World | 21. Airline Industry Information |
| 313. Warehousing Management | 22. Airline Marketing News |
| 314. Washington Quarterly, The | 23. Airport Security Report |
| 315. Water Power and Dam Construction | 24. Airports |
| 316. Weekly Standard, The | 25. Alabama Employment Law Letter |
| 317. What's New in Building | 26. Alabama Environmental Compliance Update |
| 318. What's New in Design | 27. Alaska Employment Law Letter |
| 319. What's New in Electronics | 28. American Banker Washington Watch |
| 320. What's New in Electronics Europe | 29. Antitrust Litigation Reporter |
| 321. What's New in Industry | 30. Antitrust Report |
| 322. Wireless Review | 31. Arizona Employment Law Letter |
| 323. Wood Based Panels International | 32. Arkansas Employment Law Letter |
| 324. World Broadcast Engineering | 33. Armed Forces Newswire Service |

Newsletters

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| 1. 21st Century Fuels | 38. Asian Aviation News |
| 2. Accountant, The | 39. Asian Review of Business and Technology |
| 3. Accounting & Financial Planning for Law Firms | 40. Asset Sales Report |
| 4. Accounting Department Management & Administration Report | 41. Asset Sales Report International |
| 5. Accounting Office Management & Administration Report | 42. ATC Market Report |
| 6. Advanced Intelligent Network News | 43. Audio Week |
| 7. Advanced Transportation Technology News | 44. Audiotex Update |
| 8. Aero Safety and Maintenance | 45. Automotive Litigation Reporter |
| 9. Aerospace Daily | 46. Aviation Daily |
| 10. Africa Energy & Mining | 47. Aviation Litigation Reporter |
| 11. Africa News | 48. Bank & Lender Liability Litigation Reporter |
| | 49. Bank Advertising News |
| | 50. Bank Automation News |
| | 51. Bank Bailout Litigation News |

52. Bank Investment Marketing
53. Bank Investment Services Report
54. Bank Lawyer Liability
55. Bank Loan Report
56. Bank Marketing International
57. Bank Network News
58. Banking Attorney
59. Bankruptcy Bulletin
60. Bankruptcy Strategist
61. Battery & EV Technology
62. BCD News & Comment
63. Billing & Customer Care Review
64. Biotech Business
65. Biotech Equipment Update
66. Biotech Financial Reports
67. Biotechnology Newswatch
68. BMD Monitor
69. Book Publishing Report
70. Breast Implant Litigation Reporter
71. Broadband Networking News
72. Brownfields Report, The
73. Business Mailers Review
74. Business Spain
75. BuyOuts
76. C4I News
77. Cable Europe
78. Cable TV and New Media Law & Finance
79. CableFax
80. CAD/CAM Update
81. Cal-OSHA Reporter
82. California Employment Law Monitor
83. California Public Finance
84. California Special Education Alert
85. California Supreme Court Service
86. Card News
87. Cards International
88. CD Computing News
89. CD-ROM Databases
90. Chapter 11 Update
91. Civil RICO Litigation Reporter
92. Civil RICO Report
93. Civil Rights Update
94. CNS Outlook
95. Coal Outlook
96. Colorado Employment Law Letter
97. Colorado Environmental Compliance Update
98. Commercial Leasing Law & Strategy
99. Commercial Lending Litigation News
100. Communications Standards News
101. Communications Today
102. Commuter/Regional Airline News
103. Commuter/Regional Airline News International
104. Compensation & Benefits for Law Offices
105. Computer & Online Industry Litigation Reporter
106. Computer Protocols
107. Computer Publishing & Advertising Report
108. Computer Workstations
109. Connecticut Employment Law Letter
110. Connecticut Environmental Compliance Update
111. Consumer Bankruptcy News
112. Consumer Electronics
113. Consumer Financial Services Law Report
114. Consumer Multimedia
115. Consumer Protection Report
116. Consumer Reports On Health
117. Consumer Reports Travel Letter
118. Controller's Report
119. Controller's Tax Letter
120. Controlling Law Firm Costs
121. Corporate Counsellor
122. Corporate EFT Report
123. Corporate IT Update
124. Corporate Officer & Director Liability Litigation Reporter
125. Reporter
126. Correctional Educational Bulletin
127. Corrections Professional
128. Counterterrorism & Security Reports

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| 129. Credit Risk Management Report | 168. EDI News |
| 130. CTI News | 169. Educating for Employment |
| 131. Database Alert | 170. Educational Marketer |
| 132. DC Plan Investing | 171. EFT Report |
| 133. Death Care Business Advisor | 172. Election Weekly |
| 134. Debit Card News | 173. Electric Utility Week |
| 135. Defense Cleanup | 174. Electric Utility Week
International |
| 136. Defense Daily | 175. Electricity Daily, The |
| 137. Defense Week | 176. Electro Manufacturing |
| 138. Delaware Corporate Litigation
Reporter | 177. Electromagnetic Field Litigation
Reporter |
| 139. Delaware Corporation Law
Update | 178. Electronic Advertising &
Marketplace Report |
| 140. Delaware Employment Law
Letter | 179. Electronic Commerce Briefing,
The |
| 141. Department of State Dispatch | 180. Electronic Commerce News |
| 142. Derivatives Litigation Reporter | 181. Electronic Commerce Review |
| 143. DES Litigation Reporter | 182. Electronic Education Report |
| 144. Design Firm Management &
Administration | 183. Electronic Information Report |
| 145. Report | 184. Electronic Materials Update |
| 146. Diesel Fuel News | 185. Electronic Messaging News |
| 147. Digital Cellular Report | 186. Electronic Payments
International |
| 148. Direct Delivery International | 187. Emerging Markets Debt Report |
| 149. Disability Compliance Bulletin | 188. Employee Benefit News |
| 150. Disability Compliance for Higher
Education | 189. Employment Law Strategist |
| 151. Display Development News | 190. Employment Litigation Reporter |
| 152. DOC TV | 191. Energy Compass |
| 153. Document Imaging Report | 192. Energy Conservation News |
| 154. DOE Environmental Bulletin | 193. Energy Daily, The |
| 155. Drug Recall Litigation Reporter | 194. Energy Insights |
| 156. DTV Business | 195. Energy Intelligence Briefing |
| 157. DVD NEWS | 196. Energy Network |
| 158. DVD Newswire | 197. Energy Report, The |
| 159. DVD Report | 198. Energy Services & Telecom
Report |
| 160. Early Childhood Report | 199. Enrollment Management Report |
| 161. Eastern Europe Report | 200. Entertainment Industry Litigation
Reporter |
| 162. EBRD Annual Economic
Outlook | 201. Entertainment Law & Finance |
| 163. EBRD Annual Economic Review | 202. Entertainment Law Reporter |
| 164. EBRD Quarterly Economic
Review | 203. Entertainment Litigation
Reporter, The |
| 165. EBRD Transition Report | 204. Environment Update |
| 166. EBRD Watch | |
| 167. EBRD Working Paper | |

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| 205. Environmental Compliance and Litigation Strategy | 242. Franchising Business & Law Alert |
| 206. Environmental Laboratory Washington Report | 243. Funds International |
| 207. Equipment Leasing | 244. Gaming Development Bulletin |
| 208. Euro-East | 245. Gaming Industry Litigation Reporter |
| 209. Europe Environment | 246. Gas Daily |
| 210. European Accountant | 247. Gas Processors Report |
| 211. European Accounting Bulletin | 248. Gas-To-Liquids News |
| 212. European Banker | 249. Georgia Employment Law Letter |
| 213. European Broadband Networking News | 250. Georgia Environmental Law Letter |
| 214. European Insight | 251. Georgia Health Law Update |
| 215. European Media Business & Finance | 252. Gerrard & National Monthly Economic Review |
| 216. European Report | 253. Global Positioning & Navigation News |
| 217. European Social Policy | 254. Global Power Report |
| 218. European Telecommunications | 255. Government Contracts Litigation Reporter |
| 219. European Venture Capital Journal | 256. Guarantor, The |
| 220. Eurowatch | 257. GUI Program News |
| 221. Executive Speaker, The | 258. Hart's Africa Oil And Gas |
| 222. Expert and the Law, The | 259. Hart's Asian Petroleum News |
| 223. FDIC Watch | 260. Hart's Deepwater International |
| 224. Federal Discovery News | 261. Hart's E&P Daily |
| 225. Federal EEO Advisor | 262. Hart's European Fuels News |
| 226. Federal Human Resources Week | 263. Hart's European Offshore Petroleum Newsletter |
| 227. Federal Technology Report | 264. Hart's European Petroleum Finance Week |
| 228. Federal Tort Claims Act News | 265. Hazardous Waste Litigation Reporter |
| 229. Fiber Optics News | 266. Health & Life Insurance Litigation Reporter |
| 230. Financial Crimes Report | 267. Health Alliance Alert |
| 231. Financial Planning | 268. Health Care Fraud Litigation Reporter |
| 232. Financial Services Report | 269. Health Care Fraud Report |
| 233. Flame Retardancy News | 270. Health Data Network News |
| 234. Florida Employment Law Letter | 271. Health Law Litigation Reporter |
| 235. Florida Environmental Compliance Update | 272. Healthcare PR & Marketing News |
| 236. Florida Healthtrac | 273. Helicopter News |
| 237. Florida Worker's Compensation Law Bulletin | 274. Heritage Foundation Reports |
| 238. Food Ingredient News | |
| 239. Forecast | |
| 240. Foreign Assets Litigation Reporter | |
| 241. Foster Natural Gas Report | |

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| 275. | High Performance Computing and Communications Week | 311. | Insurance Network News |
| 276. | High Tech Ceramics News | 312. | Intellectual Property Litigation Reporter |
| 277. | High Tech Separations News | 313. | Intellectual Property Strategist |
| 278. | High Yield Report | 314. | Intelligent Network News |
| 279. | HR on Campus | 315. | Interactive Daily |
| 280. | HR Reporter | 316. | Interactive Marketing News |
| 281. | HRFocus | 317. | Interactive PR & Marketing News |
| 282. | Human Resource Department Management Report | 318. | Interactive Video News |
| 283. | Idaho Employment Law Letter | 319. | International Accounting Bulletin |
| 284. | Illinois Employment Law Letter | 320. | International Banking Regulator |
| 285. | Illinois Environmental Law Letter | 321. | International Enforcement Law Reporter |
| 286. | Illinois Health Law Update | 322. | International Law Update |
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Date	Paper	Title	Reporter	Section	Quotes	Notes
6/21/2002	Environmental News Service	"North Carolina Restricts Power Plant Emissions"	NA	NA	"On Thursday, Governor Michael Easley signed the Clean Smokestacks bill, which is intended to slash power plant emissions of air pollutants responsible for smog, haze and other air quality problems."	bill will reduce SO2 emissions,
6/3/2002	Inside Energy	"Judge throws out major portion of EPA rule on haze"	NA	Emissions		same as Generation Week 5/29/02
5/31/2002	Modern Power System	"AEP fights purple haze"	NA	NA		American Electric Power, EPA and OEPA evaluate the effectiveness of sulphur aerosol emissions at the Galvin power plant
5/31/2002	Utility Environment Report	"Utility industry claims major victory as court tosses component of haze rule"	NA	pg1		same as Generation Week 5/29/02
5/29/2002	Foster Electric Report	"Divided appeals court directs the EPA to rewrite regional haze rule"	NA	NA	"In a 2-1 per curiam decision, the US Court of Appeals for the DC Circuit on 5/24/02 ordered the Environmental Protection Agency (EPA) to rewrite the technology-based emission control provisions of the agency's landmark 1999 regional haze rule."	long article w/ background info on haze rule and details about court decion, industry and EPA position
5/29/2002	Generation Week	"Court throws out major portion of EPA haze rule"	NA	pg1	"The U.S. Court of Appeals for the District of Columbia Circuit voted 2-1 to vacate the EPA's haze rule provisions that give the states broad authority to require pollution sources to install "best available retrofit technology" (BART)."	Court ruling of bart provision in haze rule, proindustry position
5/28/2002	Energy Daily	"Divided court sends regional haze rule back for EPA rewrite"	Chris Holly	NA	"The court said the agency distorted a congressionally imposed mandate that states consider five key factors when deciding what type of technology they must require sources to install to improve visibility in these so-called "Class I" areas."	long article w/ background info on haze rule and details about court decion, industry and EPA position
5/16/2002	Federal Technology Report	"DOE Panel: Coal technology use depends on easing air standards"	David Jones	NA	"In adopting the report, the council called on EPA to revamp a draft regulation for limiting air emissions from coal- and fas-fired power plants in Class I areas, such as federally protected national parks and wildernes areas, a proposed standard known as the regional haze rule."	National Coal Council issues report to DOE and EPA to change haze rule, says it bans new plants from 185 mi. of Class I areas,
5/13/2002	Inside Energy	"DOE Panel :Coal tech use depends on easing air standards"	David Jones	NA	see above	see above

Date	Paper	Title	Reporter	Section	Quotes	Notes
4/29/2002	Energy Daily	"EPA approves plan to cut western haze"	Chris Holly	NA		preliminary approval of WRAP SO2 program by Whitman in speech, details program, special need in west due to increasing energy demands
2/27/2002	Southwest Virginia Enterprise	"Pollution wafter over valleys"	Steven Mackay	NA	"McKinney said weather forecasters from the Forest Service sought ideal atmospheric and temperature conditions for a controlled burn with a high pressure system, but a low pressure system arose instead. On days of high weather pressures, smoke will rise and dissipate, McKinney said."	fires create smoke in valleys of VA
2/13/2002	Generation Week	"Enviros air to stop Ariz., Ky coal-fired plants"	NA	pg1	"The National Parks Conservation Association said the mine-mouth plant 'may release thousands of tons of haze- and smog-forming pollutants yearly, threatening human health and nearby Mammoth Cave National Park."	enviros sue or otherwise oppose coal-fired plants b/c of haze at national parks
11/30/2001	Utility Environment Report	"Tenn. District Court tosses 'Citizens Suit' against TVA charging opacity violations"	NA	pg1	US District Court Judge James Jarvis in Knoxville, Tenn., has dismissed a suit by the National Parks Conservation Assn. Claiming that two Tennessee Valley Authority plants in Tennessee were biolating federal opacity standards, causing excess haze in nearby Great Smokey Mountain National Park."	dismissal of court case over smoke opacity from powerplant
10/24/2001	Generation Week	"National park proximity threatens coal plants"	NA	pg4	"Regional haze, Dreyer reminded the audience, is purely about visibility and not about air pollution harmful to public health. "Ladies and gentlemen, I don't know of a more restrictive environmental regulation than this on new coal-fired plants," he said.	haze rule threatens coal-plants, reported at meeting, says haze is not a public health problem
Oct-01	Governing Magazine	"The web gets wind of pollutants"	Ellen Perlman	Environment Briefing	"People in many areas of the country may see haze or notice a rotten odor and wonder if it's pollution...residents...can...check levels of sulfur dioxide in the air during the past hour and also can see historical data on the pollutant."	web site shows current SO2, CO2 levels at 8 monitors in Montana
9/10/2001	Coal Week	"Seeking stronger regional haze measures"		Coal in Brief		Earthjustice files lawsuit against EPA saying Haze Rule is too weak.

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Sep-01	North Carolina Environmental Law Letter	"Power Industry, Environmental Advocacy Groups Contest Federal Haze Rule"	Poyner & Spruill	NA	"EPA's recently issued regulation to improve visibility in national parks came under immediate attack in litigation filed by the Utility Air Regulatory Group and Earth Justice Legal Defense Fund, according to published sources."	Earthjustices files law is too weak, Utility group files law is too strong
Sep-01	Texas Environmental Compliance Update	"EPA proposes new guidelines to reduce regional haze"	Locke, Liddell & Sapp LLP	NA		long article w/ background info on haze rule and of BART guidance
8/31/2001	Megawatt Daily	"Environmental groups blame utilities for park haze"	NA	NA	"Reducing air pollution at the largest national parks would lead to more tourism, more jobs and millions of dollars in additional revenue, a report commissioned by a leading environmental group claims."	Report from Clean Air Task Force and Clear the Air shows public willing to pay for emission reductions at power plants to increase visibility at parks
8/30/2001	Generation Week	"Proposed SO2 caps would cover much of West"	NA	NA	"To clean up haze over national parks and wilderness areas, the multigovernmental Western Regional Air Partnership (WRAP) is proposing sulfur dioxide emissions cuts at pwer plants and industrial sources in nine western states from 2003 and 2018."	details of WRAP SO2 trading program, links to list of target plants, public hearings,
8/27/2001	Coal Week	"Industry, environmental groups disagree on trading to meet EPA haze standards"	NA	Government	"Several small business managers said the guidelines would help tourism and other industries that have suffered from pollution at national parks"	Aug 21 public hearing on BART guidelines, mostly about industry position
8/24/2001	Utility Environment Report	"Groups urge use of 'BART' to control haze; industry wary of state's power"	NA	Emission Controls	"Environmental and health groups urged federal regulators last week to move forward on guidelines requiring older fossil fuel plants to install pollution control equipment to curb emissions that create a haze over the nation's parks."	Public hearing on BART guidance, ends with ALA testimony
7/2/2001	Coal Week	"EPA proposes guidance for states in cutting haze from coal plants"				
7/2/2001	Engineering News-Record	"EPA rule targets regional haze"	NA	News site	"The haze rule requires states to establish goals to improve visibility in the areas to be protected and to develop long-term strategies for reducing emissions that impair visibility."	EPA proposes BART guidance for haze rule, describes targeted industries by tons per year, ends with quote from Edison Electric Institute

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Jul-01	Virginia Environmental Compliance Update	"EPA Moves Ahead with Regional Haze Guidance"	Williams, Mullen, Clark & Dobbins, Thomas E. Knauer		"EPA Administrator...move ahead with a controversial plan to require stringent emissions reductions from old power plants and industrial facilities that contribute to "regional haze" in the country's national parks and wilderness areas."	brief summary of haze rule
6/21/2001	Environmental Laboratory Washington Report	"EPA moves forward with emissions rule to improve visibility in national parks"	NA	Federal News	"To clear the skies in the nation's national parks and wilderness areas, the U.S. Environmental Protection Agency decided May 29 to move forward with a Clinton-era rule to help states control emissions from older power plants and industrial facilities."	brief summary of haze rule
6/14/2001	The Electricity Daily	"Three southern governors in regional air agreement"	NA		"The governors of Georgia, North Carolina and Tennessee have signed a ground-breaking state-level agreement to develop a regional clean air strategy that will address the problems of ozone pollution, acid rain and haze."	Announcement of "Southern Air Principles" to formulate a joint multi-pollutant bill by March 2002
6/4/2001	Coal Week	"EPA proposal to limit haze could affect half of coal burning"	NA	Environment	"Riedinger told Coal Week that EEI supports efforts to address the regional haze problem, but he expressed concern about EPA's approach....'The proposal doesn't take into account the emissions reductions from EPA's current acid rain program or the NOx reductions that will be achieved under the NOx SIP call...Together, they may go a long way toward addressing visibility concerns."	review of industry and environmental positions on EPA's haze rule amendments
6/4/2001	The Energy Report	"EPA to require lower emissions of haze-forming pollutants"	NA		"The EPA said last week it is moving forward with a proposed rule that will require older power plants and industrial facilities to cut sulfur dioxide, nitrogen oxide and particulate matter to control haze-causing emissions."	brief summary of haze rule
Jun-01	Environmental Compliance and Litigation	"Federal regulation; new rules require states to develop control strategies for regional haze"	Robert S. Pierce		"The latest set of amendments to the federal regional haze rule have the potential to sweep many new sources of air emissions into the rule's ambit."	detailed summary of rule

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Jun-01	Environmental Compliance and Litigation	"Regional Haze; A look at EPA's proposed guidelines"	Gale R. Lea		"Under the Jan. 12 proposed rule, EPA intends to require certain stationary sources built between 1962 and 1977 to install best available retrofit technology (CART) as the first control step toward achieving compliance with the agency's regional haze rule."	detailed summary of rule
Jun-01	Utility Environment Report	"EPA going ahead with haze program; utilities see a loss of flexibility"	NA		"But utilities expressed concern that the proposed rule too closely resembles the proposal offered by the Clinton administration by offering only a 'one-size-fits-all solution' and casting power plants as among the worst offenders."	summary of rule, statement from enviros and industry
5/30/2001	Chemical Week	"Clean Air; EPA to finalize Haze Rule"	Neil Franz	News	"EPA Administrator...will finalize a Clean Air Act regulation...that calls for states to limit air pollution from older industrial facilities, including chemical plants. The proposal...would strengthen a 1999 EPA rule that seeks to improve visibility in national parks."	BART guidance, details type of industries targeted
5/23/2001	Environmental Laboratory Washington Report	"EPA proposes approval of western regional haze plan"	NA	NA	"Goal: Revise the EPA's Regional Haze rule to incorporate sulfur dioxide emission reduction goals for the western states."	short article about EPA proposed approval of WRAP SO2 trading program, provides info for commenting
2/13/2001	Energy Daily	"Industry, states seek delay in EPA Regional Haze Rule"	NA	NA	"The February 5 letter from the states of West Virginia and Michigan, Edison Electric Institute, National Mining Association and others provoked a quick response from environmental groups, who said in a February 8 letter to Whitman that the controversial visibility rule has been delayed enough."	brief article describing industry petition and enviro response
2/1/2001	Environmental Laboratory Washington Report	"EPA revises regional haze rule"				
Feb-01	Virginia Environmental Compliance Update	"Bush administration puts the brakes on EPA air guidance"				
1/31/2001	Foster Electric Report	"EPA proposes to amend its regional haze rule"				
1/24/2001	Chemical Week	"EPA targets chemicals in haze plan"	Neil Franz	News	"Nitrogen oxide and sulfur dioxide limits would be sought from facilities that were exempt from Clean Air Act standards, sources said."	BART guidance, details type of industries targeted

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6/20/2002	PR Newswire	"Eastern North Carolina Public Power cities will have to chip in to pay for clean air bill"	NA	NA	"The Clean Smokestacks bill will substantially cut the state's coal-fired power plants emissions of multiple air pollutants that cause smog, haze and other pollution problems."	North Carolina cities says bill will raise costs for the consumer
1/24/2001	Generation Week	"EPA proposes regional haze rules"	NA	NA	"EPA originally adopted the regional haze rule in April 1999 to reduce smog and other visibility pollution in the national parks."	proposed BART guidance, doesn't mention haze, says smog reduces visibility
1/22/2001	Platts Coal Outlook	"EPA proposes regional haze guidance to states"				
1/22/2001	The Energy Report	"EPA proposes tougher emissions standards to reduce haze"				
1/18/2001	The Electricity Daily	"EPA outlines BART rules for park haze"				
1/17/2001	Energy Daily	"Old plants targeted; EPA sets utility SO2 cuts to combat regional haze"				
10/3/2000	Chemical Business Newsbase	"Western Regional Air Partnership approves SO2 emissions-reduction package"				
9/11/2000	Platts Coal Outlook	"EPA to propose regional allowance trading as BART option"				
9/8/2000	Utility Environment Report	"EPA preparing haze guidance for plants; green groups urge stringent 'BART' rules"				
9/5/2000	The Electricity Daily	"EPA plans air pollution rules for parks"				
9/4/2000	Electric Utility Week	"EPA preparing haze guidance for plants; green groups urge stringent 'BART' rules"				
9/4/2000	Power Markets Week	"Enviros call for retrofits"				

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9/4/2000	The Energy Report	"Environmental groups blame utilities for park haze"				
9/1/2000	Energy Daily	"EPA planning new air rule to cut haze in national parks"				
Sep-00	Waste Treatment Technology News	"Converters clean air, but cause pollution"				
8/28/2000	The Energy Report	"Proposed SO2 caps would cover nine western states"				
8/21/2000	Platts Coal Outlook	"Proposed SO2 caps would cover nine western states"				
8/17/2000	Energy Daily	"WRAP: Western SO2 plan would save up to \$100 million"				