

From: Cherry, Brian K
Sent: 6/16/2011 10:51:40 AM
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Cc:
Bcc:
Subject: FW: Readout: ClimateSmart Stories

FYI

From: Redacted
Sent: Tuesday, June 14, 2011 5:45 PM
To: Pulling, Wendy; Parkhurst, Robert; Redacted
Cc: Foley, Beth; Redacted
Subject: Readout: ClimateSmart Stories

Team,

External Communications today conducted an on-camera interview with KGO ABC-7 about the ClimateSmart program's contract with The Conservation Fund (TCF) for the Garcia River Forest carbon offset project. KGO's interest in this story stems from its media partnership with California Watch, which has been working on a ClimateSmart story for nearly a month now. The story is expected to be negative, feeding on claims made by the California Watch reporter that ClimateSmart customer contributions to the project are duplicative, since the land was purchased with state taxpayer dollars. The final story will run Thursday, June 16 during the 11:00 p.m. newscast.

External Communications worked closely with the ClimateSmart team, TCF and the Climate Action Reserve for weeks to provide the California Watch reporter with accurate information for her story, soundly demonstrating that the Garcia River Forest project would not have been possible but for our ClimateSmart customers' contribution. Despite our best efforts, the reporter appears to be committed to the claim that nothing is being saved in the Garcia River Forest that wasn't already being saved when the state helped TCF buy the forests for the purpose of conservation, calling additionality into question.

Because California Watch produces and distributes their stories to ABC affiliates as well as other media partners, a broadcast piece is expected to run on ABC-7 and KXTV News 10 in Sacramento Thursday night during the 11:00 p.m. newscasts, and a print version will appear in the *San Francisco Chronicle* on Friday. Tomorrow or Thursday morning, Currents (<http://www.pgecurrents.com/>) will post a story on the ClimateSmart program and this project in particular. We will push the story out on a concurrent path to external stakeholders. External Communications will also monitor the coverage and be fully prepared to rapidly respond to any inaccuracies.

Please let me know if you have any questions.

Best,
Katie

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