



Gordon Walker <gdwalker@utah.gov>

**Press**

1 message

Holt, Jeff <jeff.holt@bmo.com> Wed, Apr 8, 2015 at 9:10 AM  
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Commissioners and all others associated with the terminal project:

We've had an unfortunate article appear on the terminal project. Since one can never control the way the press writes an article, it is best to do what one can to stick to a script and to understand the possible effects in today's world of the Internet, Google Alerts and instant press updates.

Please discuss any comments to the press ahead of time with the rest of the team. If anything needs to be said, the script was to downplay coal, and discuss bulk products and a bulk terminal.

It is certain that it came up on similar alerts for every Sierra Club member concerned.

Phil Tagami had been pleased at the low profile that was bumping along to date on the terminal and it looked for a few days like it would just roll into production with no serious discussion. At this point there is nothing to do about it but weather the storm and see what additional fallout occurs.

I have had four calls of distress this morning from [redacted]. They all think this means the terminal project may be dead. Apparently, Phil is now prepping to talk with Oakland's mayor about the article today and its meaning. [redacted] thinks this appears to have seriously imperiled the project.

Press in this regard was inevitable. How we deal with the press on this, however, is critical to the possibility of success.

Again, the key concept is - This is a bulk terminal, many commodities can and will go through the terminal. (Could coal be one of them, you ask? Sure, I guess so, but we have so many products here in the State of Utah that need rail.) less press us best. Controlled message is critical.

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

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