

GOOD NEWS, BAD NEWS, NO NEWS AT ALL?

Business
For Important Decision Makers
Sunday, July 1, 1996

STRIPPING AMERICA
Clinton Military Cuts May Lead

Downsizing



Jonathan And Christine
Husband, Wife Aim To Save

BY
LAURIE HORRIDGE
DIRECTOR OF EXECUTIVE AFFAIRS
NARRAGANSETT BAY COMMISSION
PROVIDENCE, RHODE ISLAND

Typical taking dilemma...



- You find the perfect property for your project !!!
- Based on the condition of the property you assume that the owner will be more than happy to take the money and run...









Until owner realizes that the FMV
of the property will never be
enough to relocate....









Win, Win

Project touted in the media as a great example of what two sister agencies can accomplish.



DOT maintenance building dedicated in Warwick

“It will provide more space than the outdated maintenance headquarters in Providence”

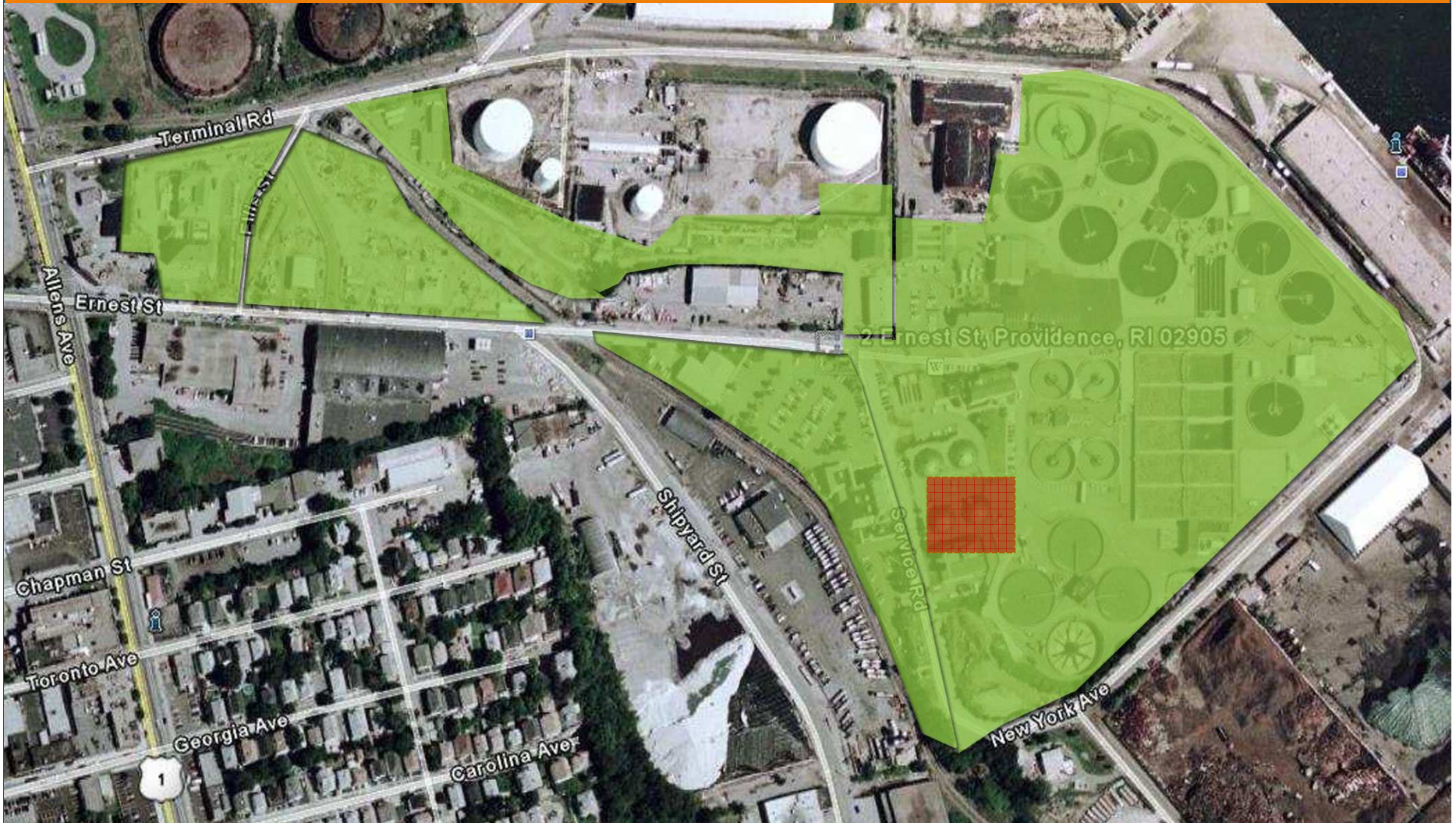
“Facility was completed on time and under budget.”

“The new site will be cleaner, more professional and definitely be a staff morale booster.”



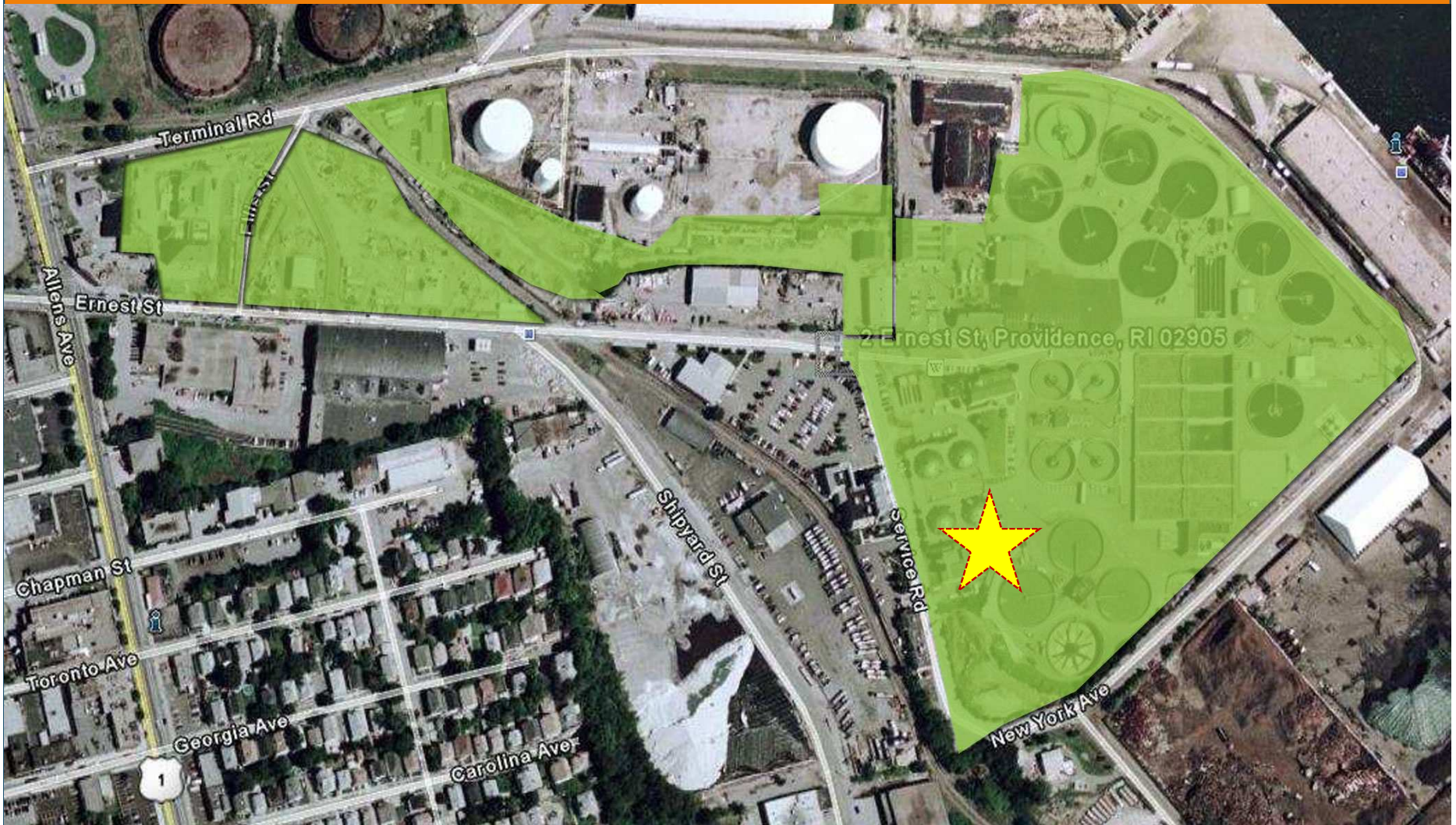
Narragansett Bay Commission

-Property Outline-



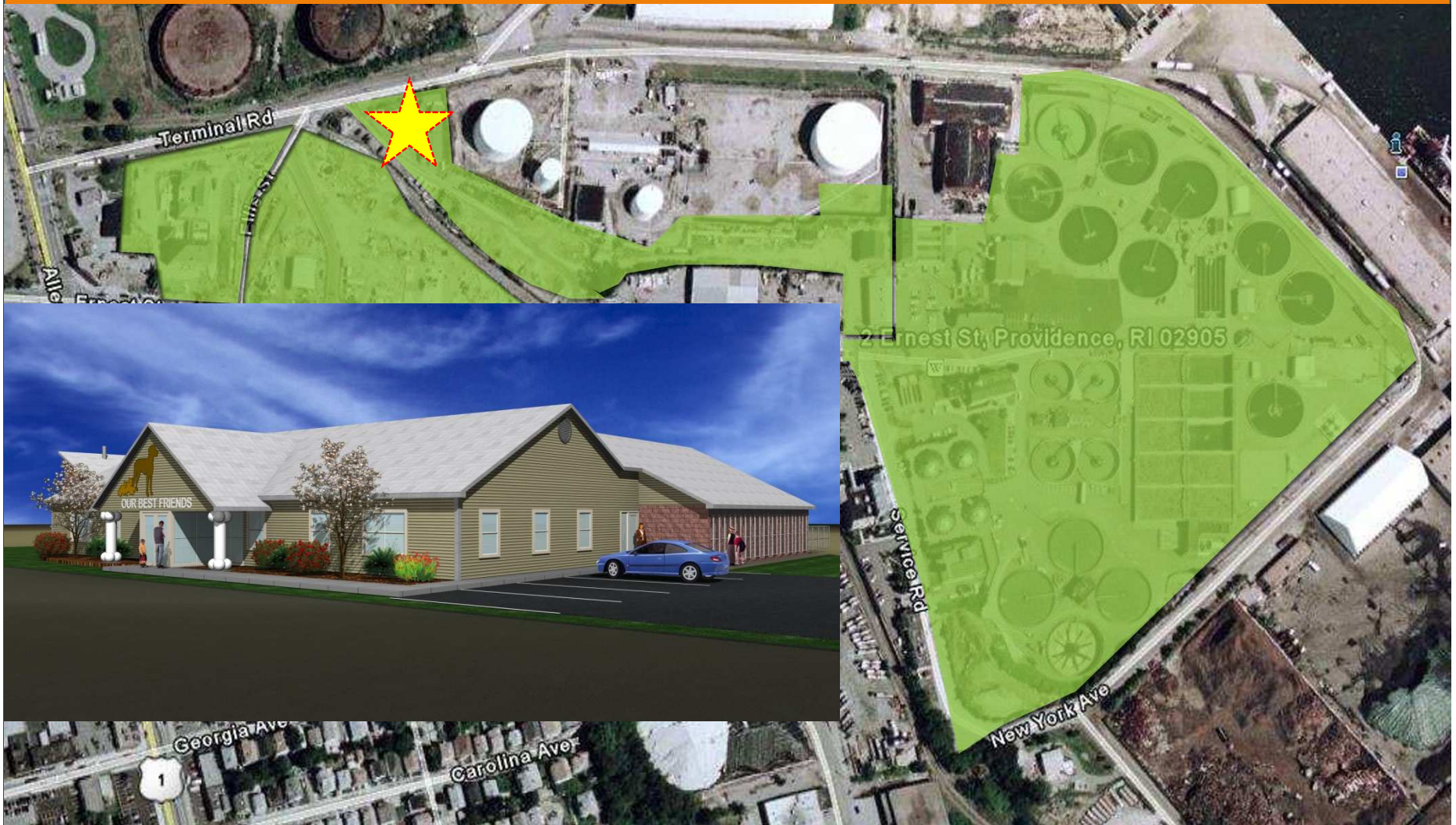
Narragansett Bay Commission

-Old Dog Pound Site-



Narragansett Bay Commission

-New Dog Pound Site-



Old Dog Pound



New Dog Pound



Repeat performance, right !!



NOT



“The location would be too stressful an environment for the animals”

“It’s not a place you’d want to visit”

Providence commission objects to site for new animal shelter

“You couldn’t find a worse site than what is being proposed. It’s just no place to have an animal shelter.”

OCT. 26 - NOV. 1, 2009

**Council panel to review
Providence Animal Control Center**

www.ri.ri.gov



**“Woof – Woof – Woof!”
(Bad News Continues)**

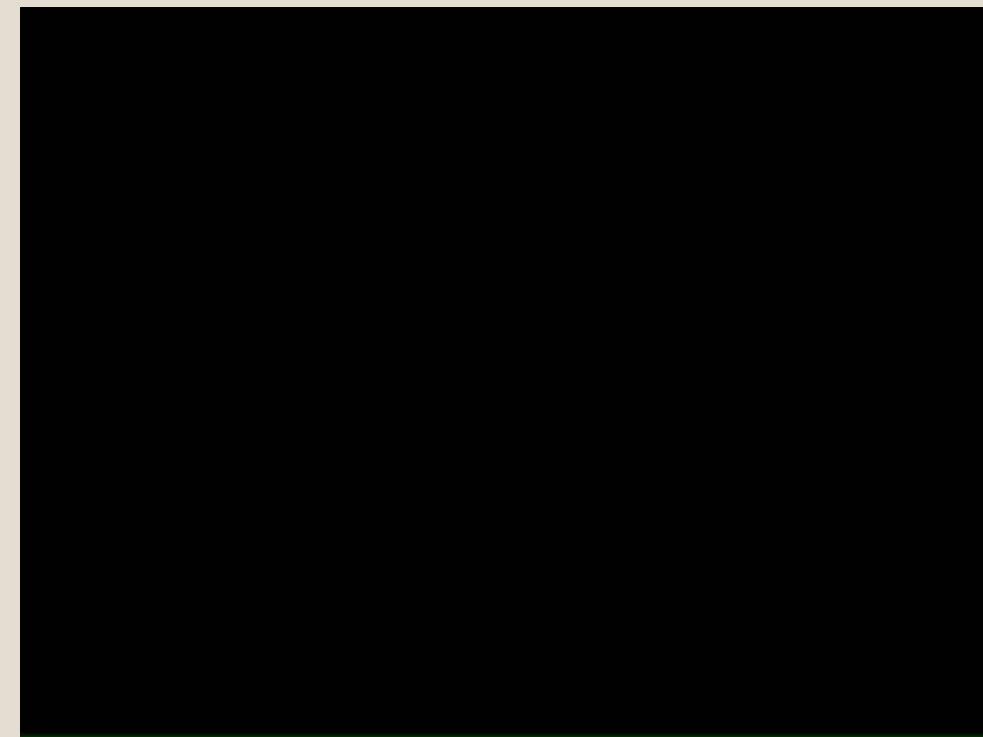
<http://www.thepetitionsite.com/1/change-the-proposed-location-for-the-providence-animal-control-center>

Responded to Press



- Site 3X larger
- Better access for public
- State of the art facility
- Smell decreased
- No increased rail or truck traffic







“It’s been a long time coming, but we’re really looking forward to it – it will have a huge impact.”

“I’m glad the water is getting cleaner”

“Our expectation is that we will be able to keep the upper Narragansett Bay Shellfishing water open under more rain event than we have previously.”

Upper bay now cleaner for shellfishing

Rain christen opening of sewage overflow tunnel

“I am happy with what RI is doing with the tunnel – It’s by light years the biggest thing. That [CSO’s] was the major source of pollution in Narragansett Bay.”

Project to solve much of Providence’s combined sewer overflow is complete

...and then

NOTHING



Eureka.....



Public Relations Email



From: Samons, Jamie
Sent: Thursday, July 02, 2009 1:56 PM
To: Horridge, Laurie
Subject: ProJo story

Hi :

I spoke with Peter Lord at length about tunnel performance for a story in the ProJo.

He actually said, “Don’t you have ANYTHING but good news to tell me? What am I going to say to my editor?”

JS

Jamie R. Samons
Public Affairs Manager
Narragansett Bay Commission
One Service Road
Providence, RI 02905
tel (401) 461-8848 x377
fax (401) 784-3528

Public Relations Email



From: Samons, Jamie

Sent: Thursday, July 02, 2009 2:47 PM

To: Alan Nathan; Angelo Rotella; Bruce Campbell; Jonathan Farnum; Joseph Kimball; Leo Thompson; Leslie Gray, III; Michael DiChiro; Michael Salvatore; R. David Cruise; Richard Brown; Richard Burroughs; Richard Worrell; Robert Andrade; Ronald Leone; Vincent Mesolella; Ames Colt; Bob Conlon; Cathy Truppa; Chris Hannifan; Cynthia Murray; Eric Beck; Harold Gadon; Howard Schacter; Jane Sherman; Kevin MacLeod; Kristin Sullivan; Lou Blais; Michele Zwerver; Phil Holmes; Rafael Cuello; Stephen Whitney; Ted Bragger

Subject: ProJo Story

Hello All:

This email is to alert you of a potential story in the Providence Journal. I spoke at length today with Peter Lord, the Journal's environmental reporter, about flows into the CSO tunnel since its commissioning, and especially throughout the very wet month of June and the early days of July. We anticipate that the story will be a positive one, as the tunnel has performed admirably, capturing over 740 million gallons since last November, over 65 million gallons in June alone, and saw its highest volume inflow during the surge this morning.

If you have any questions about the story, please feel free to contact me.

Best (dry) wishes for the holiday weekend,

Jamie R. Samons
Public Affairs Manager
Narragansett Bay Commission
One Service Road
Providence, RI 02905
tel (401) 461-8848 x377
fax (401) 784-3528

Front Page, Above the Fold....



**Heavy rains exceed even
overflow tunnel's capacity**



“...at some point in the morning, the gates were closed and the system was allowed to overflow.”

Heavy rains exceed even overflow tunnel's capacity

“the state's massive, \$359-million combined sewer overflow tunnel finally filled to capacity and allowed untreated sewage to spill into the city's rivers.”

Lessons learned ??



1. **MAN BITES DOG IS THE STORY THE MEDIA WANTS**
2. **NO ONE LIKES THE DENTIST**
3. **NO NEWS IS BETTER THAN BAD NEWS**