

APPENDIX III: Forms & Templates

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Appendix III: Forms & Templates

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Nomination Request Template

***This is an example of a letter/email written to introduce Polluted Places to a contact in order to solicit site nominations.**

DATE HERE

Dear NAME OF NGO CONTACT:

I represent the Blacksmith Institute, a U.S.-based foundation created to identify, assess and provide support for locations in the developing world where human health and the environment are significantly impacted by pollution.

At this time, we are looking for projects in the ADD NAME OF REGION HERE region to assess for possible inclusion in our network.

[OPTIONAL: PUT PARAGRAPH HERE OF HOW YOU FOUND THIS ORGANIZATION. FOR EXAMPLE: Recently, we had good conversations with the Foundation for International Environmental Law and Development (FIELD) which has done some significant work in the Pacific Islands region. M.J. Mace of FIELD suggested that you might be able and willing to nominate one or more polluted sites in XXXX.]

We are specifically looking for projects that fit the following profile:

- Pervasive pollution-related health impacts;
- Sustainable local partners (governments, NGOs);
- Practical and demonstrable commitments to pollution remediation;
- Reasonable and cost-effective expectations of success.

If you know of sites that don't quite fit these criteria (for example, if the level of pollution is so great that remediation is currently not feasible or there is no group currently involved), we would still be interested in hearing about them. These sites could still be included in the global directory of polluted places that we are putting together.

We sincerely hope that you are interested in contributing nominations from your region. If you have any questions, feel free to contact us, or go to our web site at www.pollutedplaces.org.

Sincerely,

NAME
TITLE
ADDRESS

Site Assessment Matrix

*The Initial Site Assessment form is used during site visits by Polluted Places staff to gather all necessary information on a polluted site. The questions help to guide the assessor in identifying site characteristics and stakeholders.

Polluted Places - Initial Site Assessment

Participant Name(s):

Date:

Site Name & Region:

Instructions:

- Fill out this form during and upon completion of the Site Assessment. Forward it to NY offices upon completion.
- Some data from this form will be uploaded to the PP website. Contact information and sensitive information will not be uploaded.
- Take photographs of all aspects of the site, and forward with the report.
- Take water samples where appropriate. Sampling methodology should follow PP guidelines.

I. Physical Description

Location & Size of Site (ex. sq. miles/km)

Setting of Site & Relevant Topographical Details (ex. On a body of water, in a valley)

Contaminant Type, Quantity, Source

--

How is the Toxin being transmitted? What is the pathway to human contact?

--

Site history, and remediation history

--

II. Human Exposure

Number of potentially affected people, including demography specifics if available

--

III. Site Stakeholder - Meeting Details

Key Government Environmental Agency:

Contact Details:

Meeting Date, Notes, and Key Findings:

Municipal Authority (Mayor, etc):

Contact Details:

Meeting Date, Notes, and Key Findings:

Local Health Facility Director:

Contact Details:

Meeting Date, Notes, and Key Findings:

NGO/Community Agency:

Contact Details:

Meeting Date, Notes, and Key Findings:

Business/Corporate Interest:

Contact Details:

Meeting Date, Notes, and Key Findings:

Other Agency (note details):

Contact Details:

Meeting Date, Notes, and Key Findings:

Other Agency (note details):

Contact Details:

Meeting Date, Notes, and Key Findings:

IV. Existing Health Impact

Describe credible health impact of pollutant. Indicate resources for verification, if available

V. Expected Intervention Description

Describe short and long term strategy for site remediation. Outline key players, timeframe, etc

VI. Potential Barriers

Note any physical, political or social barriers to remediation efforts.

VII. Champion

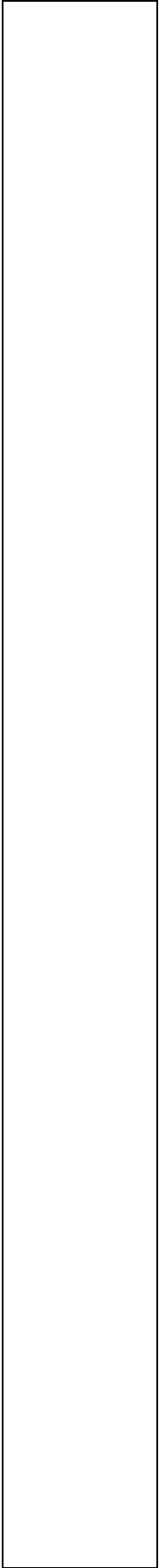
Note local Champion(s)

VIII. Other Key Issues

Any other matters pertinent to the site

IX. Other Sites

Note any other potential Polluted Places identified in the region.



Sample Project Proposal: Rudnaya Pristan/Dalnegorsk, Far East Russia

PROPOSAL to the BLACKSMITH INSTITUTE

Project to Address Problems of Lead Health Risks in Dalnegorsk District, Primorye, Russia

Proposing Agency: Dalnegorsk Division of the Center of State Sanitary and Epidemiologic Supervision for Primorsky Krai (CSSES)

Collaborating Partners: Municipality of the City of Dalnegorsk and Dalnegorsk District, Vladivostok Medical Institute, Far Eastern Health Fund, Far Eastern State University, University of Idaho Environmental Science Program, TerraGraphics Environmental Engineering Inc.

INTRODUCTION

CSSES seeks \$19,400 from Blacksmith Institute to initiate a project of lead health risk reduction in Dalnegorsk and Rudnaya Pristan, Primorye Region, Russia. The primary goal of the project is to initiate a program of reducing risk of lead poisoning in Dalnegorsk District, with the assistance of local health officials, and to determine appropriate actions in long-term intervention to remediate polluted environment and mitigate lead health dangers.

BACKGROUND

The city of Dalnegorsk and town of Rudnaya Pristan are centers of mining and metals production in Primorye region. The total population of Dalnegorsk is 40,000 (6,300 children under 14) and Rudnaya Pristan 2,500 (400 children under 14). Including Dalnegorsk, Rudnaya Pristan, and neighboring villages the total population that is at risk of lead poisoning is 57,000.

The area of Rudnaya Pristan, a small industrial town in the Russian Far East is ubiquitously contaminated with heavy metals, especially lead. Residents of the area have multiple health problems that could be associated with high levels of industrial pollution. Children in Rudnaya Pristan have the highest rates of respiratory problems in the region. There are reports of abnormal levels of basophilic stippling and abnormal formation of blood cells among school-aged children in the lower Rudnaya Valley. Compared to the nearby non-industrial town of Terney, people in Rudnaya Pristan have 4.9 times higher rates of lung and stomach cancer, and 33 times higher rates of cancers of blood forming tissues. A recent study used site-specific environmental data and the USEPA-approved Integrated Exposure Uptake Biokinetic Uptake (IEUBK) model to predict that an average child in Rudnaya Pristan may have blood lead concentrations over 40 µg/dl (von Braun et. al. 2002; USEPA 1994). These levels significantly exceed Russian and American "safe" standards (8 and 10 µg/dl, respectively) and are medical emergency levels in the U.S. (CDC 1991). Problems of similar nature are known for the city of Dalnegorsk where recent studies conducted in 1997-2001 by Russian and American scientists revealed high

concentrations of lead much above allowed levels in soil, water, dust, and home-grown berries and vegetables.

The main source of lead in environment of Dalnegorsk is an operating lead ore mine and a lead refining facility. The main source of lead in Rudnaya Pristan is a lead smelter located in the center of town. The technology of the smelter dates back to 1930s and no upgrades are promised by the administration in the foreseeable future. The lead ore is mined and processed in the city of Dalnegorsk; then, lead concentrate is transported via railroad to Rudnaya for smelting. Lead is also produced at the smelter by recycling of old submarine batteries from the Russian Navy. Hazardous lead concentrate is spilled throughout the railroad rights-of-way. Highly contaminated submarine battery casings are also scattered throughout town and are used by local residents to build trails, fences, garages, and rain cisterns, and for containers to feed cattle and domestic birds. Soil lead concentrations in Rudnaya Pristan and some areas in Dalnegorsk generally vary between 500 and 10,000 mg/kg, which exceed the Russian standard of 32 mg/kg and the US safe level of 400 mg/kg (Kachur et al. 2003; von Braun et al. 2002; USEPA 1990).

Federal, regional and local authorities have done little to address the problems of lead poisoning and environmental degradation, although Russian laws state that people have the right to a clean environment. The Committee of Environmental Protection of Russia did acknowledge that Rudnaya Pristan is one of the five most heavy metals contaminated settlements in Russia. However, to date, no assessment has been done to determine the extent of lead exposure in the residents of Rudnaya Pristan.

This proposal addresses the need to mitigate lead health hazards as well as evaluate the extent of lead poisoning in Dalnegorsk and Rudnaya Pristan. This project also seeks to initiate efforts of environmental advocacy in order to promote environmental awareness of local residents, and trigger some actions by authorities to address the environmental health problems.

PROJECT OBJECTIVES

The project would build upon efforts at the site by researchers of CSSES, Vladivostok Medical University, Far Eastern State University, Pacific Institute of Geography, and University of Idaho. The project goal is to reduce lead exposure of people, especially children, in the area and to introduce successful experiences in health intervention and environmental cleanup from similar sites, such as the Bunker Hill Superfund Site in northern Idaho (TG 1997, 2000).

The specific objectives for the achievement of the proposed goal are the following:

To promote public awareness by publishing information about lead health issues, directly working with children and parents in schools and at public meetings, providing information about ways to avoid lead exposure through media;

To support conducting blood lead testing of children;

To conduct follow-up investigations of children with high blood lead levels;

To involve authorities, smelter administration, and local residents in the development of an action plan to improve the situation in Rudnaya Pristan using successful experiences from similar sites;

METHODOLOGY

To achieve the above objectives the following methodology will be used: **Public awareness program.** The people in Dalnegorsk and Rudnaya Pristan do know that there are lead health dangers, but are unaware of sources of lead and the actual health risks to them. Even some local doctors are ignorant of many aspects of human lead exposure and its dangers. Using available information about lead contamination in the area, known facts about lead and ways to reduce exposure, as well as vast experience from abroad, we would present information on lead health issues to people and this way achieve reduction of lead exposure and also make parents interested in having their children tested for blood lead concentration. This work would be conducted by two specially appointed specialists in CSSES who would be based in Dalnegorsk and engage in conducting public lectures and meetings, working with schools, preparing publications, and release information through local and regional media.

Blood lead testing would be conducted by a local doctor in Dalnegorsk hospital trained by specialists from Vladivostok Medical Institute and using their blood lead analyser. There are 400 children under 14 living in Rudnaya Pristan who are at the highest risk of lead poisoning and 6,300 in Dalnegorsk who are also likely to have elevated blood lead levels. Therefore, we estimate that at least 400 samples are necessary. Our specialists would be working with local health department to determine families where children are at highest risk of lead poisoning and work with them to have those children tested.

The project would assist local health authorities in investigating in-home exposures to children with levels exceeding 20 ug/dl. Follow-up would consist of a home visit, parental interview, assessment of soil, dust, and other environmental media lead concentration and counselling the parents on minimizing risk of lead poisoning. CDC (1991) recommends that children at or above 20-ug/dl blood lead level receive environmental evaluation and remediation, and a medical evaluation. We expect assistance from the regional Department of Health to treat children that are lead poisoned as its required by the legislation of Russian Federation. The follow-up activities would be conducted by local paediatricians assisted by our specialists appointed to this project.

DELIVERABLES

Series of publications for local population about lead health issues as well as information releases through local and regional media.
Blood lead testing assessment report that relates earlier studies of site lead contamination and existing lead poisoning situation
Summaries of meetings with local residents, smelter administration, and government agencies.

PROJECT MANAGEMENT

The project would be managed by the head of the Dalnegorsk Division CSSES Anatoly Tokarchuk based in Dalnegorsk. In parts of coordinating the project with regional authorities and regional scientists he would be assisted by head of Environmental Health Department in the Regional CSSES Alexander Glushak based in Vladivostok. Two specialists would be appointed in CSSES Dalnegorsk Division to implement public awareness

program and other aspects of the project. An expert from the Far Eastern Health Fund Petr Sharov would be providing constant support for preparing information releases, publications, and shaping lead exposure reduction strategy in the project. Consulting assistance from experts based in the Far Eastern State University, University of Idaho, Pacific Geography Institute, Occupational Knowledge International, and TerraGraphics Environmental Engineering will also support our work.

BUDGET

Item	Description	Amount
Head of the project	1*\$150/ 12 months	\$1 800
CSSES staff, 2 specialists	2*\$300/ 12 months	\$7 200
Medical University specialist blood lead analysing training	\$200	\$200
Transportation	Travel between Vladivostok and Dalnegorsk for Medical University specialist, blood lead analyser, and project participants as necessary	\$1 000
Blood lead testing supplies	5000 samples * \$1	\$5 000
A person responsible for blood lead tests	1*\$100/ 12 months	\$1 200
Accommodation & field allowance	in Dalnegorsk	\$1 000
Publications for local population	publishing expenses	\$2 000
Subtotal - funds requested from Blacksmith Institute		\$19 400
Office space costs	rent, phone, supplies, etc. - \$300/ 12 months	\$3 600
Computers for CSSES specialists working in the project	2 computers*\$800	\$1 600
Dalnegorsk Hospital blood lead analysing assistance	equipment, room, personnel, etc. - \$500/ 12 months	\$6 000
Subtotal - local resources		\$11 200
Total		\$30,600

In support of this project, personnel from the University of Idaho Environmental Science Program, TerraGraphics Environmental Engineering Inc., Pacific Geography Institute and the Far Eastern State University will contribute time.

PROJECT TIMELINE

The project is planned for implementation throughout 2005 and is expected to continue depending on general development and success of this stage.

REFERENCES:

Centers for Disease Control (CDC). 1991. Preventing Lead Poisoning in Young Children. A Statement by the CDC. October.

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von Braun M., I. von Lindern, N. Khristoforova, A. Kachur, P. Yelpatyevsky, V. Elpatyevskaya, S. Spalinger. 2002. "Environmental Lead Contamination in the Rudnaya Pristan - Dalnegorsk Mining and Smelter District, Russian Far East." *Environmental Research Section A*, 88, 164-173.

Blacksmith Institute & Polluted Places Programs Monitoring

The following describes the current system used by Blacksmith to effectively monitor project progress and efficiently collect information on projects throughout the funding term.

Monitoring is a process by which Blacksmith Institute is able to assess project development, and analyze whether or not expected outcomes and benchmarks are being met throughout the term of implementation. Systematic monitoring and diligent reporting by grantees allows us to collect, analyze, and communicate information on projects effectively.

I. Blacksmith strives to effectively monitor all active projects for a number of reasons:

1. **Communication:** A monitoring system is a structured way in which grant recipients and Blacksmith staff stay in touch about project developments and difficulties. Up-to-date information allows us to identify areas in which extra help or guidance is needed and it allows recipients the opportunity to state any deviation from outcomes or timelines as laid out in the initial proposal.
2. **Appropriate funding:** Regular reporting, including financial statements, allow us to have a clear view of how the project's progress and financial expenditures correspond.
3. **Financial accountability:** Quarterly financial statements and end-of-term accounting of funds allow grantees to remain financially accountable to Blacksmith and also helps Blacksmith to remain accountable to government and donor agencies.
4. **Evaluation of success:** All monitoring activities provide us with the information needed to conduct an evaluation of a project's outcomes.
5. **Reporting to funders:** As a re-granting institution, Blacksmith is accountable to a wide variety of individual, corporate, foundation and government funders. Effective monitoring allows us to analyze and communicate the outcomes of projects and the impact of funding to our supporters. This is crucial in the development of Blacksmith's resources for projects.
6. **Marketing and website updates:** The quality and frequency of updates from project partners determines the type and accuracy of information we have available for newsletters, media packets, and the website profiles of projects. Blacksmith's ability to effectively communicate and network on

behalf of project partners is largely dependent on the information we receive from grant recipients.

7. **Preparation for site visits:** Prior to conducting site visits, Blacksmith conducts research on a specific area or pollution problem. We also rely heavily on project reports and updates from country representatives to direct discussions and target areas of concern when conducting visits with existing partners.
8. **Developing accountability:** By adhering to monitoring requirements, project partners develop the skills needed to accurately report project details to funders across the board. These skills become indispensable as a partner cultivates and gains support from funders other than Blacksmith.

II. Our grantee/project partner reporting requirements are defined in all Partner Agreements once a project is approved for funding. Reporting is complemented by regular contact with country representatives or Polluted Places Regional Coordinators.

This system of reporting and monitoring includes:

- **Monthly meetings**, in person or via telephone, between country/regional staff and project partners.
- **Monthly reporting** by country/regional staff on the progress and delays of projects.
- **Quarterly Reports** submitted by project partners, as per the schedule outlined in initial communications from the New York office. As of November, 2004 this also includes financial statements using Quicken software. These reports are reviewed by regional and/or country staff and are compared to the project's initial proposal.
- **Final financial and project reporting** is required once a partner's funding term has been completed.
- **Site visits** are conducted by country/regional representatives on a regular basis.
- **A Polluted Places Regional Coordinator** will review project progress along with country representatives as the Polluted Places program is unrolled in additional regions.

III. The forms used to collect this data from partners consist of:

Partner Agreements:

This document lays out the terms of cooperation between Blacksmith Institute and the project partner, including prompt reporting and acknowledgment of Blacksmith's contribution in project-related literature and web content.

Quarterly Reporting Form:

The purpose of these reports is to assess project progress and how the past three months of activity have met the stated objectives and timeline of the proposal. Good quarterly reports **emphasize the results of funding** in terms of tangible headway made in drawing attention to a pollution problem, clean up activities completed, and fundraising. The focus of the report should be on activities and output rather than meetings and abstract goals and objectives.

Results-based information helps us to communicate that Blacksmith funding yields results and that investing in communities devastated by pollution is a worthwhile activity. For every dollar spent, we must be able to demonstrate some improvement in the well-being of human beings, increased awareness of pollution's consequences within the affected community, and the cooperation of industry and government officials. While positive results are not always forthcoming in situations where lax enforcement and ignorance of pollutant dangers are the norm, proper documentation will include both successes and setbacks of project development.

A thorough quarterly report answers the following questions in a clear, concise and well-organized fashion:

- Which activities have been the focus of the past three months' work? A clear outline or list should be provided.
- How do these correspond with the work objectives and timeline stated in the proposal?
- Is the project adhering to its stated timeline? If not, what have been the delays or setbacks?
- Has any attempt been made to engage and/or consult the affected stakeholders or community in the program's activities? If so, what has been the response?
- Given the circumstances, opportunities, and challenges on the ground, is there a need for a shift in strategy and/or objectives of the original proposal?
- Have there been any significant staff changes?

- How has the funding provided been spent on these activities, towards meeting the stated objectives? A printout from Quicken or other accounting software should be provided.

Country representatives may also use these questions in evaluating projects during monthly assessment meetings.

Blacksmith Institute Quarterly Report Form

Please complete the following form and submit fax, post or email. The report is due every three months starting from the start date of your funding. You may use more sheets if necessary.

Project Name:

Activity Dates Covered By Report:

Description of Activities and Progress over the last three months:

Goals and Activities for the next three months:

How else can Blacksmith help you with your project?

Please list any significant changes to the original strategy and budget:

Any other issues or questions should be expressed here:

Signature and Title

Expenses Reporting

All funds accounting will be completed using Quicken accounting software, where possible. A simple Quicken printout will be included with all Quarterly Reports, and a final accounting for the funding term is required with the final report.

**Project Budget for
Blacksmith Institute**

Name of Organization
Name of Project

Duration of Project: ____

Support

In-kind (non-monetary such as supplies and services)¹

\$

Pledged or received to date²

\$

Amount remaining to be raised

\$

Total Support

\$

Personnel Costs/Salaries	Annual Salary	Project %	
Staff #1	\$	%	\$
Staff #2	\$	%	\$
Staff #3	\$	%	\$
Taxes & benefits ³			\$
Total Personnel costs			\$

Other than Personnel Costs (Direct Costs)³

Rent	\$
Computer equipment	\$
Office supplies	\$
Transportation	\$
Postage	\$
Printing	\$

Total Direct Costs	\$
Overhead	\$
Total Costs	\$

¹ indicate value in US\$

² list sources of pledged or expected funds

³ only if appropriate

⁴ these are just examples of typical project costs, yours may be different

Country Review Methodology

Action:

This review is conducted upon initial country visit by Blacksmith Institute and Polluted Places personnel. In addition, this review is conducted by appointed in-country representatives annually, and forwarded to Blacksmith head offices for review each year.

Process Purpose:

Blacksmith's intent is to ensure that each country has capable infrastructure to deal with the full range of pollution related issues. Our purpose is to identify gaps in in-country capacity that would enable pollution issues to affect the local population, and then to provide support to develop capable local infrastructure to plug that gap. This assessment is thus a tool to uncover gaps in capacity so as to focus Blacksmith activities. The intent is to provide a systematic review of pollution related issues to highlight program areas that need further attention.

Methodology:

The Program Area review should be completed for each of the following Program Areas:

- Country Background
- Legal Structures and Legislation Review
- Enforcement Review
- NGO Capacity Review
- Solid Waste – major urban centers
- Water & Sanitation – major urban centers
- Medical Waste – major urban centers
- Industrial Waste – major industrial centers
- Hazardous Wastes – specific know hazardous waste locations
- Legacy Sites – specific legacy sites

For each program area, the current local agency with key responsibility for that area should be identified, and interviewed to determine current strategies and activities.

Program areas without an identifiable agency should be treated as priorities, and work on establishing such an agency begun as soon as possible.

Project Review Forms, by section, are available from Blacksmith and Polluted Places staff.

Blacksmith Institute Partner Agreement

This agreement is reviewed and signed by Blacksmith Institute's Director and the designated project implementation officer at the grantee institution. 'ORG' designates the responsible organization.

Organization: XXX
Representative: XXX
Title: XXX
Address: XXX
Country: XXX

Whereas XXX is a pollution problem that needs to be addressed in XXX and Blacksmith Institute, a USA based Foundation with main offices at Two Park Avenue, New York, NY 10016 has agreed to fund this pollution-related work of XXX, located at XXXX in XXX, it is hereby agreed that:

Responsibilities

ORG agrees to perform the activities detailed in the attached proposal.

ORG agrees to provide a summary activity report of all activities via email to Blacksmith Institute on a quarterly basis, according to the schedule and format specified by Blacksmith Institute. Failure to submit reports on time may result in withholding of funds.

ORG will review project progress by meeting with the designated Blacksmith Institute country representative on at least a quarterly basis.

ORG will conduct an annual project review in a format designated by Blacksmith Institute, detailing progress on each objective specified in the original proposal, with a full explanation of any changes to the originally stated objectives outcomes and/or the lack of their fulfillment.

ORG will provide a detailed accounting of all project expenses and account for the entirety of the budget to be attached to the final project report.

ORG will report all changes to expected outcomes, project strategy and responsible staff in a timely manner.

ORG will assist in site visits by Blacksmith Institute staff, aiding in meetings with the country representative and other agencies as required.

ORG will provide all required administrative forms to the Blacksmith Institute in a complete and timely manner (i.e. 501 c 3 equivalency form) and will provide updates in this information as the need arises.

ORG agrees to mention Blacksmith Institute on any relevant literature pertaining to this project, including any portion of the ORG website.

Compensation

Payment of grant funds for the attached project will be paid on a quarterly basis, to the designated bank account.

Payments will total XXX, to be made in XXX installments over the course of the funding year (XXX).

Terms

This agreement commences January 1, 2004 and shall continue for the complete funding year, terminating on XXX.

Other

Both parties agree that this agreement is enforceable only in the jurisdiction of New York, USA, and has no validity in any foreign state. The agreement shall be arbitrated when disputed, such arbitration to be conducted in the State of New York.

XXX agrees that this agreement, to the best of his/her knowledge, and work being overseen by XXX, is in full compliance with US foreign relations rules and regulations, specifically Executive Order 13224 blocking Terrorist Property, Terrorism Sanctions and Regulations (Title 31 Part 595 of the U.S. Code of Federal Regulations), Terrorism List Governments Sanctions Regulations (Title 31 Part 596 of the U.S. Code of Federal Regulations), and Foreign Terrorist Organizations Sanctions Regulations (Title 31 Part 597 of the U.S. Code of Federal Regulations).

In accepting the terms of this agreement, the undersigned tender their signatures:

X _____

Dated this _____ of _____, 200__

Richard Fuller
Chairman
Blacksmith Institute

X _____

Dated this _____ of _____, 200__

XXX
XXX

Polluted Places Press Release Primer

Polluted Places Regional Coordinators or other field-level staff members are naturally focused Polluted Places program work. The work done is urgent and important, and often of a life-or-death nature to the people who benefit from Polluted Places projects.

Obviously, the staff at Blacksmith Institute headquarters in New York is doing the heavy lifting in terms of marketing Polluted Places programs and getting its mission recognized. But the importance of on-the-ground staff in representing Polluted Places to the greater world should not be underestimated.

Writing press releases or calling journalists may feel like wastes of time and be the last thing on your priority list. Here's why we think it's worth your time.

Positive Media Attention is Invaluable to Our Cause

We need the outside world to know what we are doing and hear our success stories. Without this attention, we are just another of thousands of little organizations, competing with each other for limited resources and the legitimacy needed to do our work.

Positive media attention gives us:

- Legitimacy. Prospective partners and funders are more likely to take our call if they've heard of us. If we can show them, through press clippings, that we are a serious organization with a track record, it's a significant foot in the door.
- Ability to attract additional projects. If potential partners (government organizations, other NGO groups) have heard of a successful project we were involved in, they are more likely to think of us when they need help. We are also more likely to generate additional traffic to the website and a more diverse selection of site nominations.
- Easier access to funding. Press clippings give potential funders the security that we are not an amateur organization, and that their money will be well spent.

When to seek publicity and when not to

Obviously, we are looking for positive media attention. So the best times to put out a release are:

- When a project is about to launch;
- When a significant milestone in a project has been reached;
- When a project has been successfully completed.

This said, it is also important not to overwhelm journalists with junk mail or spam. Do not contact all media outlets every time anything happens. Reporters are inundated with press releases, so be mindful about what you send and when you send it. Try to stick to our three criteria for times to seek publicity.

It is also important to try and cultivate relationships with reporters who are responsible for covering environmental issues and are knowledgeable about pollution related issues. We suggest that you contact any reporter who writes a story that is related to the work of the Blacksmith Institute. Introduce yourself, the projects you are working on, and suggest meeting for coffee to discuss the possibilities of a follow up story that includes the Blacksmith Institute.

Who to contact

Both local and international media are important contacts. Local media will give you access to the local base of government officials, NGOs, funders and public opinion. Locally-based representatives of international media (the correspondent for the New York Times or the BBC, etc) can give us invaluable access to the world-wide stage: foreign institutions, partners and funders. The added benefit of contacting locally-based international journalists is that they will be much more receptive to your story than the busy editors back at headquarters, be it New York, London, or Washington D.C.

Take the time to find the correct reporter who covers environmental news. Some local media outlets may have a journalist who focuses on environmental, science or health news. It's important that you do the necessary research to find the appropriate reporter within each publication. There may also be local environmental magazines, radio shows or journals. These types of organizations are great places to send press releases to.

Call before you send the release and find out how they like to get it. Every organization likes to do things their own way. Do they want the release faxed? By e-mail? By postal mail (not our first choice due to the timeliness factor)? Who should you address it to? How do you spell their name? All these details, if done right, raise the chance of someone actually paying attention to your release.

Follow up after you send the release. Shortly after you send the release, follow up with an email or a call. Ask the reporter if he/she needs any additional information, photos, an interview, etc. Thoughtful persistence will help secure a story.

How to Write a Press Release

Here's a formula to remember: Good PR = 4W + H

There is a technique to writing good press releases.

1. Every press release must have 5 pieces of information:
 - Who
 - What
 - Where
 - When
 - How
2. The release should be short – no more than 2 pages, and ideally just one.
3. Headline and 1st paragraph should reflect the most important, and newest, information.
4. Start with the news, not who said the news.
5. The body of the press release should address the broader aspects of the story. Try not to add in superfluous details.
6. If possible, include a quote from a reputable scientist, community leader, advocate, or resident.
7. The end of the release should always be one or two paragraphs of background on Blacksmith Institute & Polluted Places. This ending can be identical from release to release. We suggest that you cut & paste the following:

The Blacksmith Institute

Founded in 1999, New York-based Blacksmith Institute's mission is to ensure that a clean and hospitable planet is accessible by future generations, regardless of their cultural or economic circumstances. Developing and implementing solutions for the innumerable pollution-related problems in the developing world is the focus of our work.

Polluted Places

In November of 2003, Blacksmith Institute launched the Polluted Places Initiative to address severely polluted sites throughout the world. By identifying polluted sites directly through an on-line nomination process, researching each site and publishing dossiers online, and conducting site assessments to consult with local stakeholders, Polluted Places seeks to streamline and target the way in which Blacksmith addresses pollution in the developing world.

For more information on the Blacksmith Institute or the Polluted Places initiative, please visit our web sites at www.blacksmithinstitute.org or www.pollutedplaces.org.

Most importantly, you need to practice writing press releases. Over time, it will come more naturally and you feel more comfortable with the writing process.

Press Release Template

Feel free to use this template to base your releases on:

(POINT OF CONTACT)

FOR IMMEDIATE RELEASE
CONTACT: Your Name Here
Polluted Places/Blacksmith Institute
Tel. (123) 456-7890
Cell (646) 123-4567
yourname@yourinternetaddress.com
Date

(HEADLINE) MOZAMBIQUE BANS LEADED GASOLINE

***(SUBHEADLINE) Initiative to Take Effect 2004; Government Approves
Blacksmith-funded Task Force's Action Plan***

(FIRST PARAGRAPH-TRY TO KEEP ONE SENTENCE) [Maputo, Mozambique, August 26, 2004 -- Mozambique is to ban the importation of leaded gasoline by the end of 2004, following the approval of the Blacksmith Institute-funded Leaded

Gasoline Phase-out Taskforce's Action Plan by government ministers this month, announced the Blacksmith Institute today.

(BODY OF THE PRESS RELEASE)

This process follows on the heels of a United Nations Conference on [phase-out in Sub-Saharan Africa in May](#). An official Cabinet announcement is expected in October, and once the lead is gradually flushed from the supply chain, the country's fuel supply will be declared lead-free towards mid-2005.

Since 2001, Blacksmith Institute has supported the Mozambique phase-out team, consisting of technicians from various Ministries, representatives of NGOs and the fuel industry, to develop out a national strategy. The task force's Action Plan was adopted after it was acknowledged that leaded gasoline pollutes the environment and endangers public health, especially the development of young children.

[perhaps insert a quote here from the MOE or Richard]

Recently, the government removed price distortions on unleaded gas, making it cheaper for Mozambique to import unleaded gas rather than leaded gasoline. This development is a significant step in the phase-out process, which is gathering momentum throughout the continent. The Blacksmith Institute is proud to contribute to the global movement to minimize human exposure to lead.

BACKGROUND INFORMATION

The Blacksmith Institute

Founded in 1999, New York-based Blacksmith Institute's mission is to ensure that a clean and hospitable planet is accessible by future generations, regardless of their cultural or economic circumstances. Developing and implementing solutions for the innumerable pollution-related problems in the developing world is the focus of our work.

Polluted Places

In November of 2003, Blacksmith Institute launched the Polluted Places Initiative (www.pollutedplaces.org) to address severely polluted sites throughout the world. By identifying polluted sites directly through an on-line nomination process, researching each site and publishing dossiers online, and conducting site assessments to consult with local stakeholders, Polluted Places seeks to streamline and target the way in which Blacksmith addresses pollution in the developing world.

(INDICATES END OF PRESS RELEASE)###

(ADDITIONAL INFORMATION SOURCES)

For more information on the Blacksmith Institute or the Polluted Places initiative, please visit our web sites at www.blacksmithinstitute.org or www.pollutedplaces.org.

Ideas to Generate News for Your Organization

1. Tie in with news events of the day.
2. Tie in with a newspaper or other medium on a mutual project. (ex. *Blacksmith's Mozambique environmental journalists project*: <http://www.blacksmithinstitute.org/mozambique.shtml#journal>, would be good for Mozambique groups to tie into)
3. Conduct a poll or survey.
4. Issue a report.
5. Arrange an interview with a local celebrity.
6. Take part in a controversy.
7. Arrange a speech.
8. Make an analysis or prediction.
9. Celebrate an anniversary.
10. Tie in with a holiday.
11. Make a trip.
12. Present an award.
13. Hold a contest.
14. Appear before public bodies.
15. Stage a special event.
16. Adapt national reports and surveys for local use.
17. Stage a debate.

18. Tie into a well-known week or day.
19. Honor an institution.
20. Organize a tour. *(works well with foreign reporters who may appreciate being shown the lay of the land)*
21. Inspect a project.
22. Issue a commendation.

Adapted from <http://lamar.colostate.edu/~hallahan/hpubty.htm#Ideas>

Media Resources

Here are some resources we hope will be useful for you. Some of these links may be out of date; please let us know if you come across broken or out-dated information so that we can keep this as accurate as possible.

FOREIGN MEDIA CONTACTS

A good way to locate foreign correspondents working in your region is to go through the local Foreign Correspondents' Club, if one exists.

- **Africa**
Many foreign correspondents cover Africa from South Africa or Nigeria. A very good guide to foreign media in South Africa can be found here: http://www.gcis.gov.za/gcis/pdf/media_13.pdf

- **Australia & The Pacific**
<http://www.foreigncorrespondents.org/index.html>
Foreign Correspondents' Association- Australia & South Pacific
P O Box A2404
Sydney South , NSW 1235
Australia
Executive Secretary: Nina Fudala +61 (0409) 321 918
Email: fca@foreigncorrespondents.org

- **Cambodia**
<http://www.fcccambodia.com/>
In Phnom Penh:
363 Sisowath Quay
Phnom Penh, Cambodia

Restaurant/Bar : 023 724 014
Office : 023 210 142
Fax : 855 23 427 758
Email : phnompenh@fcccambodia.com

In Angkor:
Pokambor Ave., next to the Royal Residenc, Siem Reap, Cambodia
Restaurant/Bar : 063 760 283
Office: 063 760 280
Email : angkor@fcccambodia.com

■ China

In Hong Kong:
<http://www.fcchk.org>
The Foreign Correspondents' Club Hong Kong
2 Lower Albert Rd
Central, Hong Kong
Telephone: [852] 2521 1511
Fax: [852] 2868 4092
E-mail: fcc@fcchk.org

In Shanghai:
<http://fccsh.org/home/home.asp>
E-mail: info@fccsh.org

In Beijing:
2-1-11 Jianguomenwai Diplomatic Apartments
Beijing, China, 100600
Tel: (86) 1370-107-5903
Fax: (86 10) 6532 3094
Email: fccc@public.bta.net.cn

■ India

New Delhi:
Foreign Correspondents Club of South Asia
AB - 19 Mathura Road, New Delhi - 110 001
Tel 338 8535, 338 5518

■ Russia

Moscow:
Radisson Slavjanskaya Hotel and Business Center
Berezhkovskaya nab. 2
121059 Moscow

Tel: (095) 941-8621, 941-8051
Fax: (095) 941-8418
Int'l Tel/Fax: (4481) 913-3219
E-mail: MOSCOWIPC@aol.com

- Thailand
<http://www.fccthai.com>
The Foreign Correspondents Club of Thailand
Penthouse, Maneeya Center Building
518/5 Ploenchit Road
Patumwan
Bangkok 10330.
Tel: 652-0580-1
Fax: 652-0582.
E-mail: fccthai@loxinfo.co.th

MARKETING/PRESS RELATIONS LINKS

- Community Media Workshop Writing Help
<http://www.newstips.org/writerhelp.htm>
A very good resource list that links to online articles about press release writing, writing style, etc, with samples.
- Basic Press Outreach for Not-For-Profit and Public Sector Organizations
<http://www.coyotecom.com/promote2.html>
Pointers on how to get media notice for non-profits.
- Common Press Release Mistakes
<http://www.prweb.com/pressreleasemistakes.php>
It's always good to know what NOT to do.
- How to Write a Press Release – Amnesty International
http://www.amnesty.ca/youth/youth_action_toolkit/how_to_write_press_release.php
With a sample release.

Blacksmith Institute Resources

Please feel free to call upon the staff in New York to assist you with editing, revising, and publicizing your press releases. Katherine Bruce Mechner (Katherine@pollutedplaces.org) and Larisa Pennington Whipple (Larisa@blacksmithinstitute.org) both have media and public relations experience and are eager to help you.