



1

Final Report of Major EVC Promotional Activities - Bryan & Bryan Inc.

Estimated Direct Expenses (pg 12)

Original Scope of Work (attachment)



2

EVC Team Publicity Efforts

Media Tips Kit

Shell Press Releases

Industry Outreach Activities

EVC Information & Media Packet

Press Releases



3

Collection of Publicity Results

Articles (newspapers, magazines, industry newsletters, radio)

Press Releases Issued by Industry



4

EVC Competition & Road Rally

Promotional Events

Program Agendas

Photographs



5

EVC Team Promotional Activities

Newsletters

Websites

Team Brochures



6

Send-Off Events

Post-Competition Events

1998 Publicity Results



1999 Ethanol Vehicle Challenge

BRYAN & BRYAN INC. Final Report

Major Project Tasks Completed for EVC Promotional Efforts

PRE-COMPETITION PREPARATIONS AND PROMOTIONS

November 1998 Began development of motorcade route options for the promotional road rally.

BBI presented 3 route options at the November 15 Steering Committee meeting: Lansing/South Bend/Chicago, Pekin/Springfield/St. Louis, and Chatham/Waterloo/Guelph/Ottawa. These routes were chosen because each offers an important opportunity to the Challenge and ethanol. [Section 4]

December A letter was sent to each faculty advisor, team leader and public relations coordinator. The letter introduced teams to BBI, in particular Angela Graf as the lead BBI publicity coordinator for the 1999 EVC.

Produced shell press release on the delivery of the Chevy Silverado, which was sent to each school for distribution to local media. [Section 2]

Updated and maintained team contact information for future correspondences.

Arranged for Archer Daniels Midland Company to sponsor their clipping service to track articles resulting from EVC publicity.

Wrote article on the delivery of the Silverados and kick-off of the 1999 EVC for *The Energy Independent*. [Section 3]

The preferred motorcade route was decided by the Steering Committee, the Milford to St. Louis option. Preparations for the road rally events began. Communicated with key contacts and high level officials (including state Governors) at each of the five event locations for site selection and promotional activities. [Section 4]

January 1999 Continued development of the motorcade route and promotional events. Arranged and attended meetings with interested individuals and

organizations in each state to discuss their support for coordinating promotional events.

Preliminary road rally meetings were held with:

- Michigan - Michigan Corn Marketing Board, Keith Muxlow
Michigan Dept. of Agriculture, Vince Parris
- Indiana - Indiana Dept. of Commerce, Cheryl DeVol-Glowinski and
Niles Parker
- Illinois - Illinois Dept. of Commerce & Community Affairs, Mitch
Beaver, Dave Loos, and Norm Marek
Illinois Corn Marketing Board, Mark Lambert
Williams Energy Services, Jim Redding
- Missouri - Missouri Corn Growers Assn, Fred Stemme and via
telephone, John McClelland and Chris Neiland, National
Corn Growers Association.

Developed an EVC Media Kit for faculty advisors, team leaders and school media relation departments. The intent of the Media Kit was to provide schools with materials and tips for promoting their participation and activities in the EVC. We encouraged teams to write articles for submission to local and regional press and prepare for and seek interviews. Requested teams to submit clippings of articles and report on promotional activities and events.

The Media Kit included: [Section 2]

1. Media Tips Sheet on how to get the story to the press (BBI)
2. Shell press release (BBI)
3. Q&A sheet on the 1999 EVC (ANL)
4. U.S. DOE Press Release (DOE)
5. GM Press Release (GM)
6. Q&A Brochure on ethanol (MN Dept. of Ag)
7. Pamphlet on E85, includes refueling stations (NEVC)

Established a reporting system with each school to collect press coverage and publicity activities. BBI encouraged teams to submit press clippings and report on activities. Teams provided updates on activities and sent in press clippings and promotional materials. [Section 5]

Produced an Industry Press Packet on the 1999 EVC activities and background information for distribution to key individuals in the ethanol

industry, including producers, trade associations, and agricultural and environmental groups. The press packet was sent with an "EVC" file folder for future mailings on EVC happenings. Articles and promotional activities submitted by schools were distributed to industry on a regular basis. [Section 2]

The Steering Committee finalized the motorcade schedule and route stops which included Lansing, Fort Wayne, Indianapolis, Pekin and Springfield. St. Louis was omitted from the route due to time constraints. Communicated the final route to contacts established in each state in order to proceed with promotional events.

February

Assembled press clippings, announcements, and other promotional activities (such as websites) and reports collected from the participating schools for distribution to Steering Committee, industry and participating schools. [Section 3]

Interfaced with the road rally technical coordinator and event site coordinators on motorcade logistics such as itinerary, promotional event locations, display area, support vehicle staging, refueling facilities, and route to event site.

Made arrangements for the University of California-Riverside to participate in the National Conference on Ethanol Policy & Marketing in Las Vegas, February 22-24. The team displayed their vehicle and was introduced to prospective sponsors at the conference.

Began development and organization of proposed send-off events. Facilitated send-off event hosts with promotional activities and event logistics. Coordinated these efforts with GM's Communications Group.

Proposed send-off events included:

1. Kansas City – The Governors' Ethanol Coalition was interested in having the western schools gather in Kansas City on their way to Milford for a press conference with Kansas Governor Graves. Rich Hawkins from WHB Radio (Kansas City) contacted me regarding his interest in covering the EVC in general and doing a live broadcast from the send-off event. His (farm) broadcast airs daily from 11:30-noon and reaches stations in Iowa, Kansas, Missouri, Nebraska and Oklahoma. [Cancelled because host Governor had a last minute commitment.]
2. Oshawa or Chatham, Ontario – The Canadian Renewable Fuels Association was interested in a send-off for the University of Waterloo at the GM plant in Oshawa or Commercial Alcohol plant in Chatham.

This event was organized by CRFA, Iogen and GM Canada. [Section 6].

3. Chicago – The Renewable Fuels Association proposed a send-off with the Chicago teams. [Event was not pursued.]

March

Participated in special EVC Publicity meeting with GM Truck and Communications Groups (M. Maher, J. Schell, Joe Jacuzzi) and key EVC organizers in Detroit (Renaissance Center) to discuss details of EVC media activities before and during the competition and road rally events.

Pursued collaborations with the Reynolds Group on media activities. Provided Reynolds group with background information and current issues on ethanol and the industry for their press release.

Provided road rally site-coordinators with detailed information on event preparations and coordination requirements. Maintained communication on all aspects of event preparations with technical logistics committee.

Facilitated dry-run itinerary and meetings with road rally event site-coordinators for technical logistics committee. Provided contact information, event schedule, and recommended route for each motorcade stop. The technical committee conducted the dry-run March 29-30.

Produced 2nd shell release for schools on the environmental aspects of the EVC including the 89% recycleability of the Silverado. The press release was then distributed for comment and approval to DOE and GM. [Section 2]

April

Sent shell press release, "Ethanol Vehicle Challenge Drives Home 'Green is Best' Message" (4/8) to participating schools for use through their media relations department and team publicity contact. Teams were asked to include their own team photo with the release.

A press release (#3) on the "green" message was developed and included a generic black/white glossy of a (Illinois) team working on their Silverado. Both were sent to BBI's industry media list and key industry contacts. [Section 2]

Generated early media interest and interviews such as Karen Schulte from WMT Radio (farm broadcaster) in Cedar Rapids who interviewed Shelley Launey.

Organization of road rally events continued. Coordination efforts focused on promotional activities for each event and publicity along the route. Communicated activities with the technical logistics committee.

A promotional activity update, recent articles, press releases, webpage addresses, and the road rally schedule were sent to key people and organizations in the ethanol and agricultural industry. [Section 2]

Sent ADM the BBI and Reynolds Group media lists to obtain more effective tracking of press clips on the EVC.

Responded to developments in send-off events. Governor Graves of Kansas agreed to host a press conference in the Kansas City area on May 17. Five teams confirmed their participation. [Section 6]

Printed article for the April issue of *The Energy Independent* on the 89% recycleability of the Silverado and the road rally schedule. [Section 4]

May

Worked with the Governors' Ethanol Coalition chair representative, Greg Krissek, to organize the Kansas City send-off. Interfaced with GM Truck Group, GM Communications, GM Car Group and GEC on all coordination aspects of the press conference at the GM Car Plant in Fairfax. Communicated event itinerary and location to the five participating teams. Wrote announcement of event for distribution through the GEC. Wrote letter of invitation to GEC member governors of states that have schools participating in the EVC. [Section 6]

Provided logistical requirements to committee organizing University of Waterloo's send off at Oshawa and background information on the EVC for GM's publicity efforts. [Section 6]

Developed on-site/road rally publicity strategy that included;

1. Generation of press releases.
2. Production of media kits for distribution on site and during road rally.
3. Contact media interests at school, sponsor, industry and agriculture locations.
4. Contact industry-related organizations to develop interest and promote EVC competition activities.
5. Arrange interviews with teams, organizers, and sponsors as they developed.

Press Releases [Section 2/4]:

Produced and distributed (4th) shell press release to school contacts. The release included detailed information of competition events and schedule,

road rally itinerary and on-site (GM Proving Ground) and road rally contact information for interviews.

Produced and distributed (5th) press releases to BBI's industry publications and media list, ethanol producers, agriculture and environmental groups, email lists, and calendar listings.

Press releases were written on-site during the competition and for road rally events as needed.

Media Kits [Section 4]:

BBI had media kits available at Milford and road rally events for use by sponsors, such as GM, and site coordinators. Kits included:

1. EVC Program Brochure (ANL)
2. EVC Q&A Sheet (ANL)
3. Event Press Release (Host Organization)
4. EVC Competition and Road Rally Events Press Release (BBI)
5. Agenda of Speakers for the Specific Event (ANL)
6. General Press Release (Reynolds Group)

SUMMARY OF TEAM PRE-COMPETITION PROMOTIONAL ACTIVITIES

The following is a summary of team promotional activities including websites, newsletters, events and media coverage. This list was shared with teams through the EVC email list.

Team Websites [Section 5]:

Illinois Institute of Technology: <http://mmac.iit.edu/~sae/>

University of Illinois at Chicago: http://www2.uic.edu/stud_orgs/prof/sae/

University of Texas-El Paso: <http://vlobos.me.utep.edu/research/afri/>

University of Waterloo: <http://www.greenfuels.org/evcteam.html>

University of Nebraska: <http://www.engr.unl.edu/~ethanol/>

Kettering University (1998): <http://www.gmi.edu/~e85>

University of California-Riverside (1998):
<http://www.ucr.edu/subpages/2curnewsfold/campus/ethanol.htm>

Wayne State University: <http://motor1.physics.wayne.edu/~isabel/main.htm>

Idaho State University: <http://www.coe.isu.edu/engrg/ethanol.html>

Team Newsletters [Section 5]:

Illinois Institute of Technology - Produced a promotional half-fold and a monthly full-page newsletter on their team.

University of Waterloo - Produced a "Happenings" newsletter of their alternative fuels team including the EVC.

Wayne State University - Their College of Engineering produces a very nice glossy magazine, which highlighted the team and ethanol.

Events:

University of Waterloo - Displayed their Malibu at the David Suzuki Foundation's environmental tour in Ottawa, March 26.

University of Kansas - Displayed their Silverado at the Kansas City Auto Show, March 3-9.

University of California-Riverside - Drove their Silverado to the National Conference on Ethanol Policy & Marketing in Las Vegas, February 22-24, for display and promotion.

Wayne State University - Media department produced a 15 minute video on the 1998 competition. The video was sent to their sponsors, used at recruiting events and displayed at the 1999 North American Auto Show.

University of Nebraska - Participated in an auto show where they won first place for appearance.

Wayne State/Cedarville College/Kettering University - Displayed their Malibus and a Silverado in the 1999 North American Auto Show in Detroit.

University of Kansas - Met with high-level officials for a press conference that was aired on Kansas City's FOX television's evening news and other local television stations.

University of Nebraska - Had a kick-off press conference with their Governor at the Governors mansion.

Idaho State University – Participated in a "Day at the Capitol" in Boise, Idaho, January 28, 1999, and Silverado truck was featured at National Engineers Week Open House held at ISU College of Engineering, February 25, 1999.

Print Media Coverage of Teams [Section 3]:

The University of Illinois-Chicago - Team featured in the UIC Engineering Society Student News.

Idaho State University – Team featured in the ISU News & Notes (Faculty/Staff Newsletter), *Idaho State Journal*, and Ethanol Producers & Consumers Newsletter

University of Nebraska - Team featured in the *Daily Nebraskan*, *Lincoln Star Journal*, and *Omaha World-Herald*

Crowder College - Team featured in *Goodman News*, *Seneca News Dispatch*, *Neosha Daily News*, and *Joplin Globe*.

SUMMARY OF COMPETITION AND ROAD RALLY PROMOTIONS

BBI collaborated and coordinated with competition and road rally event hosts and major EVC and team sponsors to publicize the EVC competition and road rally events immediately prior to and during the scheduled events. The following is a summary of these efforts and results.

BBI took photographs at the Opening Ceremony at the GM Proving Ground and during the road rally. [Section 4] Arranged to have Norm Marek from DCCA to photograph closing ceremony. Copies of these photos are included in the 1999 EVC Scrapbook. Photos of interest were sent to event site coordinators, competition teams, team publicity coordinators, and sponsors/organizers. "Welcome" banners were also produced and used at each event.

Milford – GM Proving Ground

Provided assistance to GM Communications Groups with media arrivals and interview arrangements.

Distributed media kits to participating media and mailed out kits as requested.

List of media who registered for the Opening Ceremony at the GM Proving Grounds:

1. Orion Samuelson, WGN Chicago
2. Kevin Carpenter, WJRT-TV
3. Mike McPherson, WJRT-TV
4. Don Schroeder, Car & Driver
5. Charlie Brooke, CBS News
6. Dan Dinneweth, CBS News
7. Brian Corbett, Ward's AutoWorld
8. Dick Noble, Flint Journal
9. Elizabeth Carter, Oakland Tech News
10. Michelle Kay, (local TV station)
11. Eddie Atterman, Automobile Magazine

Press clippings collected from media coverage can be found in Section 3.

Off-site media included the Brownfield Network, ASAE Magazine, DSOY Radio Decatur, and various school newspapers including Wayne State and Minnesota State University.

During the competition, arranged publicity through supporting organizations such as the Renewable Fuels Association, Kansas Corn and Sorghum Growers Association, Illinois Corn Marketing Board and Canadian Renewable Fuels Association. These organizations notified their media contacts about the competition events and highlights.

The following is a brief summary of the road rally itinerary.

ROAD RALLY SCHEDULE [Details in Section 4]

Mon, May 24

STOP 1-Lansing, Michigan

8:45-9:15 am Press Conference at the State Capitol Building with Commissioners of Agriculture and Consumer and Industry Affairs, GM and DOE officials. Competition Vehicle Display. Michigan teams refueled at nearby Mobil E85 refueling station.

The Michigan Department of Agriculture and Michigan Corn Marketing Board each issued a news release on the press conference. The Michigan Dept. of Agriculture's communications department filmed the entire event. The following media were contacted:

- WILX TV 10
- WLNS TV 6
- WL4J TV 53
- WSYM TV 47
- WDIV TV 4
- Lansing State Journal
- Detroit News
- Michigan Radio Network
- Michigan Farm News
- Farm & Country Journal
- Lansing State Journal
- Detroit News
- Detroit Free Press
- Associate Press
- Crain's Detroit Business
- Booth News Service
- Gongwer
- Michigan Farm Radio Network
- Michigan Farmer
- Plus all weekly papers and radio stations in Ingham County.

List of media who attended the Lansing press conference [press clippings in Section 3]:

1. WL4J TV 6
2. WLNS TV 6
3. Local Radio K
4. Lansing State Journal
5. Farm Radio Network
6. Michigan Radio Network

Stop 2-Fort Wayne, Indiana

3:00-4:30 pm Press Conference at GM Truck Assembly Plant with General Motors and U.S. Department of Energy Officials. Afterwards, students toured the assembly plant and met with GM employees.

The GM Truck and Communication Groups were responsible for the press conference and activities at the Fort Wayne plant. BBI did, however, assist with welcoming media, distribution of media kits, interview arrangements, and provide background information on ethanol and the EVC.

List of media who attended the Fort Wayne press conference [press clippings in Section 3]:

1. NBC 33 TV
2. News 15 TV
3. WPTA TV 21 Alive
4. Journal Gazette
5. News Sentinel

Tuesday, May 25

Stop 3-Indianapolis, Indiana

9:50-10:30 am Press Conference at the State Capitol Building/Government Center with Assistant Commissioner of Agriculture, GM and New Energy (ethanol plant) officials. Competition Vehicle Display. Refueling at E85 Clark Station.

The Indiana Department of Commerce communications department issued a press release which was distributed to over a hundred state-wide media and related interest groups including television, radio, newspaper, agriculture groups, state officials, petroleum groups and universities.

List of media who attended the Indianapolis press conference [press clippings in Section 3]:

1. Channel 13 TV
2. Agri-Network
3. Indiana Radio Network
4. News 6
5. Metro India Works (radio wire service)
6. Farm Week

Stop 4-Pekin, Illinois

4:00-8:00 pm Press conference at Williams Ethanol Plant with Williams Ethanol executives. Toured ethanol plant and on-site E85 refueling, followed by an evening celebration hosted by Williams Ethanol.

Media coverage for this event was coordinated largely by Williams Energy Services and by Mark Lambert, Communications Director for the Illinois Corn Growers Association. The press conference was considered informal until Jim Redding recognized the high level of interest in the EVC from prior road rally events.

List of media who attended the Pekin press conference [press clippings in Section 3]:

1. CBS News 31 (Peoria/Bloomington)
2. Channel 15 TV
3. 1470 WMBD News Radio
4. WHOI ABC TV

5. WMBD Radio
Wednesday, May 26

Media "Ride and Drive" – Peoria to Springfield

Media participation in this event was coordinated by Mark Lambert, Illinois Corn Growers Association. BBI assisted with arranging media rides with schools on-site. The media that participated in this event included Hartsel Bruno, WCVS-WFMB, Springfield; Christina Wilkenson, WTAX, Springfield; and Colleen Callahan, WMBD radio/television. BBI distributed media kits to reporters.

Stop 5- Springfield, Illinois

11:15-11:30am Press Conference at State Fairgrounds, Illinois Building with Illinois Dept. of Commerce and Community Affairs, General Motors and U.S. Department of Energy Officials. Farm Broadcaster Jim Flemming was the Master of Ceremonies.

11:45-3:00 pm Awards Banquet and vehicle display.

Media coverage for these events was coordinated by the Illinois Dept of Commerce and Community Affairs communications division and Mark Lambert, Illinois Corn Growers Association. BBI greeted media and distributed press kits.

List of media who attended the Springfield press conference [press clippings in Section 3]:

1. Brownfield Network
2. WSOY- Decatur
3. WDZ-Decatur
4. WMAY-Springfield
5. WTAX-Springfield
6. WJBC-Bloomington
7. WFMB-Springfield
8. Lynn Morford - DCCA - IL Information Service-Springfield
9. Pantagraph-Bloomington
10. Agri-News
11. Herald & Review-Decatur
12. State Journal Register-Springfield
13. WAND-ABC affiliate Decatur

POST-COMPETITION PROMOTIONS

BBI distributed press releases (#6) with results to each school for their local media, and to industry publications and related-industry organizations. BBI included an article, list of results and photos from the competition in the June issue of *The Energy Independent*. A final follow up will be completed when the result brochure is completed by Argonne National Lab.

Section 4 includes press clippings of resulting post-competition coverage.

Teams participated (vehicle display and presentations) in various post-competition events including:

Windsor Workshop on Transportation, Toronto, Canada – June 7-9

University of Waterloo had a poster presentation paper on the EVC. Their Silverado was displayed at the conference

Canadian Renewable Fuels Association Member Meeting, Toronto – June 9

Led by Jeff Passmore (Iogen), the University of Waterloo team representative Dave Mathers, Tom Smyth (NRCan) and Angela Graf (BBI) gave a presentation on the 1999 EVC at the Canadian Renewable Fuels Association annual member meeting. The Waterloo Silverado was also on display.

Governors' Ethanol Coalition Meeting, Cedar Rapids, Iowa - June 22

Mark Maher (GM), Cindy McFadden (ANL) and Michael Sveskta, winning team leader from University of Illinois at Chicago, gave a presentation to the Governors Ethanol Coalition and guests at their meeting. The EVC video was also shown. The UIC's Silverado and an E85 GM S10 pickup were on display. [Section 6]

1999 International Fuel Ethanol Workshop & Trade Show – June 22-25

The program included a session on the 1999 EVC. Angela Graf moderated a breakout session that included Mark Maher, Cindy McFadden, Michael Sveskta from the winning team University of Illinois at Chicago, and Jim Redding. The EVC video was also shown. The winning team's Silverado and an E85 S10 pickup were on display. The 1999 and 2000 EVC were also mentioned on a couple different occasions during the plenary sessions. [Section 6]

Indiana State Fair – End of July

The Indiana Future Farmers of America has invited the winning team, University of Chicago at Illinois, to display their vehicle at the Indiana State Fair.

Photos taken by BBI at the competition and road rally events were sent to event host, teams and sponsors. Thank you letters were written and sent to event hosts. A final request for press clippings was made to event hosts and team publicity coordinators. Any clippings collected after the submission of this report will be sent to Kristen De La Rosa at Argonne National Lab.

ESTIMATE OF DIRECT EXPENSES INCURRED

[Does not include full-burdened labor costs.]

Item			Amount
Travel			\$6,429.95
	November 15 Steering Committee Meeting	\$890	
	January Initial run of road rally and Meetings with Event Hosts	\$1242	
	January 26 Steering Committee Meeting	\$810.85	
	March 3 Publicity Meeting w/GM	\$668.68	
	April 14 Steering Committee Meeting	\$633.50	
	May 18-26 Milford/Road Rally	\$2184.92	
Postage			
	Pre- and during events		\$485
Supplies			
	Banners, signs, on-site materials		\$230
Copies			
	Media Kits, press release, materials at competition and road rally events		\$165
Film/Developing			
	Competition/road rally events		\$295
Total Estimated Expenses			\$7,604.95

A copy of the original scope of work is attached.

A copy of the final report and scrapbook were sent to:

Kristen De La Rosa (ANL)
Shelley Launey (DOE)
Mark Maher (GM)

1999 Ethanol Vehicle Challenge

“Scope of Work”

PRE COMPETITION:

Send introductory letter to all teams and advisors

Establish communication contact at each school

Work with EVC media coordinators to develop a Media Kit for all schools

Help to organize a minimum of four opportunities for each school and create shell press releases. These include:

1. Introductory press release opportunity
2. Mid-competition media opportunity
3. Pre-departure media opportunity
4. Post competition opportunity
5. Communicate and share with participating schools about PR activities happening at the other participating schools.

Establish a system of reporting media activities for each school and collect media coverage

INDUSTRY SUPPORT

Provide recommendations on ethanol industry support

Communicate with ethanol industry and supporters on the status of the competition

Encourage the use of EVC news in their local newspapers and in company newsletters

Utilize EVC press releases to secure local media and industry press coverage

ROAD RALLY

Work with EVC organizers to establish road rally destination

Coordinate route with Tom Smyth

Work with organizers to plan trip time length and routes that accommodate events

Work with organizers to plan media and other events along the route

Assist in organizing major event at final destination

POST COMPETITION EVENTS

Work with industry groups to encourage the showing of the competition vehicles at state fairs, conferences and other shows

Submit a final report on our activities that includes a pictorial documentation and copy of the event, as well as local media and industry press clips

MISCELLANEOUS

Submit bi-monthly reports on BBI activities

Take photographs of activities to the extent time and opportunity permits (not, however, the official photographer)

Take video tape of as many of the activities as possible (not, however, the official video recorder)

Press Clippings from the 1999 EVC

This following is a summary of local, regional, and ethanol industry/related related clippings collected so far. Clippings will be added to this section as they continue to be collected.

Publication				
Indiana Agri News	June 4, 1999			
Ethanol Report, Renewable Fuels Assn.	June 3, 1999	October 3, 1998		
Ethanol Producers and Consumers	July/August 1999	May/June 1999	March/April 1999	
Ontario Corn Producers Magazine	July 1999	May/June 1999		
The Energy Independent	July 1999	June 1999	April 1999	February 1999
Ethanol Alert, Governors Ethanol Coalition	Summer 1999	Winter 1998		
Future Drive	Summer 1999	Spring 1999	Spring 1999	Fall 1998
Alternative Fuel Vehicle News, Clean Fuels Minnesota	June 1999			
Ethanol Bulletin, EIN Publications	June 18, 1999	May 18, 1999		
Oakland Tech News	May 31, 1999			
Canadian Renewable Fuels Assn. Press Release	May 28, 1999			
Illinois Corn Marketing Board, Press Release	May 27, 1999	April 8, 1999		
The Pantagraph Bloomington, Illinois	May 27, 1999			
State Journal Register Springfield, IL	May 27, 1999	May 26, 1999		
Knight Ridder/Tribune Business News Pekin, Illinois	May 25, 1999			
RFA Press Release	May 26, 1999	May 21, 1999		
Peoria Journal Star Peoria, Illinois	May 25, 1999			
The Associated Press Lansing, Michigan	May 25, 1999			
Herald and Review Decatur, Illinois				
Paul Harvey Radio	May 20, 1999			
WDET-FM (NPR) Detroit, Michigan	May 21, 1999			
WJR-AM (ABC) The Morning Show Detroit, Michigan	May 21, 1999			
WEYI-TV (NBC) CH 25 Eye Witness News at Six, Flint, Michigan	May 20, 1999			
News Channel 12 at Five WJRT-TV (ABC) CH 12, Flint, Michigan	May 20, 1999			
News Channel 12 This Morning WJRT-TV (ABC), CH 12 Flint, Michigan	May 21, 1999			
News 5 Nightcast WNEM-TV (CBS) CH 5 Flint, Michigan	May 20, 1999			
The Press-Enterprise Riverside, CA	May 21, 1999			

Dayton Daily News Dayton, Ohio	May 20, 1999			
AgriNews Publications	May 20, 1999			
PRNewswire Milford, Michigan	May 18, 1999	Nov 16, 1998		
State of Indiana Press Release	May 17, 1999			
Nebraska Corn Board News Release	May 14, 1999			
Alternative Fuels Today	April 23, 1999	March 25, 1999	Dec 11, 1998	
The News-Gazette Champaign-Urbana, Illinois	April 13, 1999			
Canada News Wire Ltd. -	March 25, 1999			
Renewable Fuels Canadian Journal	March 1999	January 1999		
The South End Wayne State University	March 8, 1999			
Green Car Journal	February 1999			
Ontario Corn Producers	February 1999			
Canada's Greenfuels Home Page	February 3, 1999			
Journal-World Lawrence, Kansas	Dec 19, 1998			
Daily Nebraskan	December 8, 1998			
Omaha World-Herald	December 8, 1998			
Lincoln Journal Star	December 8, 1998			
Joplin Globe Neosho, Missouri	Nov 28, 1998			
Neosho Daily News, Neosho, Missouri	Nov 27, 1998			
Seneca News Dispatch, Neosho, MO	November 26, 1998			
Goodman News, Neosho, Missouri	Nov 25, 1998			
American Petroleum Institute Press Release	Nov 16, 1998			
SERBEP Update	November 1998			

TEAM PUBLICITY EFFORTS

Media Tips Kit Shell Press Releases

Correspondences with team publicity coordinators and school media relation departments began early December 1998 and continued on a regular basis through June 1999. BBI provided support for teams to publicize the EVC through their local media.