

BBI Scrapbook
materials

EVC 2000

cc: Ann Murray
To: Kristen

From: Angela

pgs. 10

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Bryan & Bryan Inc. (BBI)

- Status Reports
- Updates on Promotional Activities

EVC Promotions

- Communications Plan
- Media Kits/Distribution
- Media Outreach Activities, EVC Publicity Events and Corresponding Press Releases

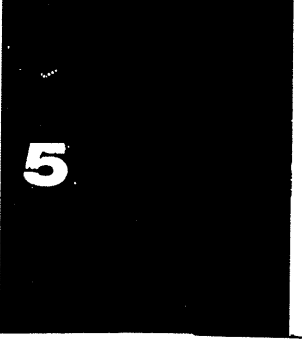
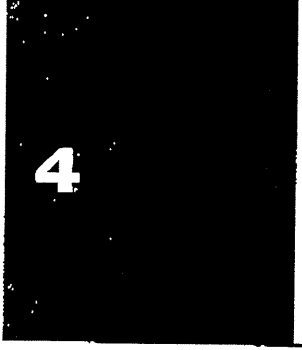
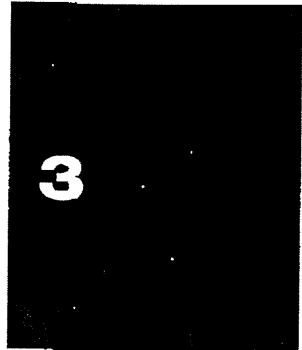
Team Promotional Activities

- Publicity Events
- Team Communication
- Scrapbook Competition

Media Coverage

- Report on Media Coverage During the Competition
- List of Articles/News Releases
- Copy of Articles/News Releases

Photographs



EVC 2000

List of News Clips

Compiled by Angela Graf, BBI

Date	Title	Publication
Fall 1999	UIC Team Wins 1 st in National Competition	Mechanical Engineering News, UIC
October 1999	Ethanol Takes the Spotlight in Year 2000	Ontario Corn Producers Association Magazine
Winter 1999	Canadian Companies and Government Unite to Host 2000 Ethanol Vehicle Challenge	Future Drive
December 13, 1999	Ethanol Vehicle Challenge 2000 - Radio Interview Transcript	CKLW-AM, Windsor
December 18, 1999	Students to design ethanol Silverados	Toronto Star
December 19, 1999	Partnership engineers a cleaner future	Toronto Sun
January 2000	Ethanol Vehicle Challenge – Meet the Teams	Canadian Journal, CRFA
January 2000	Ethanol Vehicle Challenge 2000: Environmental Auto Engineering Competition	The Energy Independent, BBI Publication
January 2000	Rounding the Curve	Graduating Engineer & Computer Careers, UIC
February 2000	Sloshed Silverados	Car & Driver
February 15, 2000	EVC Highlights Challenge of Converting to E85	Ethanol Bulletin, EIN Publishing
February 23, 2000	Students take Ethyl to the auto show	UIC News
February 24, 2000	2000 Ethanol Vehicle Challenge	Ethanol Report, RFA
March (?)	Kettering University test truck mixes ethanol, gas technology	Flint Journal
March 3, 2000	More opt to fill 'er up with ethanol	Ottawa Citizen, Wheels Section
March 2000	Ethanol Vehicle Challenge – Driving Green Across Ontario	Canadian Journal, CRFA
April 20, 2000	Ethanol Vehicle Challenge 2000; May 12-20, Ontario, Canada	The Energy Independent, BBI Publication
April 9, 2000	Students Race to Beat Gas Crunch	The Edmonton Sun
March/April 2000	Top Emissions Achievements of the 1999 Challenge	EPAC Newsletter
April 19, 2000	Industry and Government Join Together to Wish Academia Success	CRFA News Release
April 26, 2000	On Your Marks! Ethanol Vehicle Challenge Begins May 13	CRFA News Release
April 30, 2000	Chevy trucks runs for a swig of alcohol	Edmonton Journal
May 2, 2000	Ethanol Vehicle Challenge to Begin this Month	Ethanol Bulletin, EIN Publishing
May 2, 2000	Government and Industry Representatives Wish Good Luck to Ontario Collegiate Teams Ready to Start Their Engines on Ethanol	CRFA News Release

May 2000	EVC 2000 Achieves Low Vehicle Emission Standards	The Energy Independent, BBI Publication
May 2000	Ethanol Challenge held in Canada	Ontario Farmer Magazine
May 5, 2000	Raising E-Consciousness	National Post, Toronto
May 8, 2000	Ethanol Workshop to be held in Ohio (mentioning of EVC and Cedarville truck display)	Ethanol Bulletin, EIN Publishing
May 12, 2000	Ethanol challenge shows potential for cleaner fuel	Ottawa Citizen, Wheels Section
May 22, 2000	Renewable Fuels Association Salutes Winners of the 2000 Ethanol Vehicle Challenge	RFA News Release
May 22, 2000	University of Illinois Gets Noticed at Ethanol Vehicle Challenge	Illinois Corn Marketing Board Press Release
May (?), 2000	Pickups in ethanol challenge hit Chatham	Chatham Daily News
May 24, 2000	Ethanol Challenge raises the interest of student researchers and auto industry	Chatham This Week
June/July 2000	Person Perspectives	Rolling In the Hills Newsletter
June 22, 2000	Invasion of the Silverados	The Source, NRCAN Internet Newsletter
June 23, 2000	U of Waterloo second in ethanol trials	Ottawa Citizen
June 2000	Green Silverados Take the Spotlight in Canada –The Results	Canadian Journal, CRFA
July 2000	Corny Silverados Take the Spotlight in Canada	Ontario Corn Producers Association Magazine

EVC 2000 MEDIA COVERAGE IN CANADA

(During Competition / Revised 6/2/00)

Compiled by
Angela Graf
EVC Media Coordinator
Bryan & Bryan Inc.

- General Motors Canada has hired "Critical Analysis" in Toronto to collect clippings.
- NRCan is conducting a complete media analysis of all media coverage from Nov. 99- June 2000.
- logen received a media search report from a Bowdens monitoring service. List of results to follow the media coverage report.

Environment Canada Media Hour, Tuesday, May 16:

YNN (Youth News Network) News Room
NEW RO TV
Green Lane: Let's Talk Green (EC newsletter)

Acceleration Event in Luskville, Tuesday, May 16:

World of Wheels
Ottawa Citizen

Gala Dinner, Tuesday, May 16:

New RO TV
Ottawa Citizen
World of Wheels
Canadian Ethanol Report
David Law (free lancer)

Send-Off Event on Parliament Hill, Wednesday, May 17:

Globe and Mail
Ottawa Citizen
Media Q (translation service)
CBC TV

Oshawa, GM Headquarters:

Toronto Star, Wheels section
Oshawa This Week
Durham Post, Oshawa

Toronto, Queens Park, Friday, May 19:

Globe TV
CITY-TV
Hmung Community Newspaper

Commercial Alcohols, Chatham, Friday, May 16:

Chatham Daily News
Chatham This Week

Blenheim News Tribune
 Dresden North Kent Leader
 Ridgetown Independent
 Tilbury Times
 CKSY/CFCO Radio
 CBC Radio
 CBC Radio French
 Ontario Ag Network
 Voice of Farmer, Dresden
 CHWI TV

Windsor, Saturday, May 20:

CBC TV French
 CBC TV English
 Windsor Star
 CBC Radio
 CHWI TV
 Wayne State communications office

Misc. Interviews/Story Requests During Competition:

CBC Radio - many affiliates including stations in Ottawa, Windsor, Montreal
 (French and English)
 SRC Radio Saskatchewan
 CKLW Windsor
 CKPL Radio
 CKTO Radio
 Independent Power Producers of Ontario Newsletter
 CJOH-TV News
 Ontario Corn Producers Association Magazine

**Bowdens Media Monitoring Limited
 BOWDENS RADIO/TV - OTTAWA**

<p>05/17 CBO-FM CBO MORNING JOHN LACHARITY RITA CELLI (OTTAWA)</p>	<p>"SOME OF NORTH AMERICAS TOP ENGINEERING MINDS ARE IN OTTAWA THIS WEEK, TRYING TO FIGURE OUT HOW TO IMPROVE THE RELIABILITY AND EFFICIENCY OF POWERED VEHICLES. TWO HUNDRED UNIVERSITY STUDENTS FORMING SIXTEEN TEAMS ARE TAKING PART IN THE ETHANOL VEHICLE CHALLENGE 2000'. "BOB LARSON", ORGANIZER, "KEITH PARKER", ENGINEERING STUDENT AND "PETER BARTON", ENVIRONMENT CANADA DISCUSS WHAT THIS IS ALL ABOUT. THIS IS A JOINT PROJECT BETWEEN THE CANADIAN AND U.S. GOVERNMENTS AS WELL AS GENERAL MOTORS TO DEVELOP VEHICLES RUN ON THE RENEWABLE FUEL, **ETHANOL**. **ETHANOL** IS A CLEANER BURNING FUEL. ...</p>
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05/19 CKLW-AM
WINDSOR
PETER LANGEL
(WINDSOR)
"THE **ETHANOL** CHALLENGE IS NOW TRAVELLING ACROSS ONTARIO. IT IS A GROUP OF MODIFIED PICK UP TRUCKS HEADING TOWARDS WINDSOR, FROM OTTAWA. THEY ARE TRYING TO PROVE HOW WELL **ETHANOL** WORKS AS A FUEL. 1 OF THE 16 TEAMS COMPETING IS BASED OUT OF THE UNIVERSITY OF WINDSOR. AT THIS TIME THEY ARE AT THE COMMERCIAL ALCOHOL PLANT IN CHATHAM - KENT. "JEFF GIBSON", UNV OF WINDSOR TEAM LEADER....

05/20 CBC-R
NEWS (12:00)
BETH GAINES
ERIC ROSENBAUM
(NATIONAL)
"STUDENTS FROM ONTARIO, ALBERTA AND THE US WRAP UP A UNIQUE AUTOMOTIVE COMPETITION. ENGINEERING STUDENTS DESIGNED VEHICLES TO WORK ON **ETHANOL** AND PUT THEM TO THE TEST. "JEFF GIBSON" AUTOMOTIVE ENGINEERING STUDENT, UNIVERSITY OF WINDSOR; "JEFF CASMORE(?)" ORGANIZER [**ETHANOL** VEHICLE CONTEST...

05/14 CBOFT-TV
02:00 OTTAWA:
18:02 CE SOIR
ODETTE GOUGH
CHARLES DROUIN
(OTTAWA)
"PLUS DE 200 ETUDIANTS DE COLLEGES ET D'UNIVERSITES PARTICIPENT CETTE SEMAINE AU 3E CHAMPIONNAT DE VEHICULE **ETHANOL**. "KEITH PARKER", ETUDIANT, UNIVERSITE DE WATERLOO; "TOM SMYTH", MINISTERE, RESSOURCES NATURELLES, CANADA; "KAREN AUBIN", ENVIRONNEMENT CANADA...

05/16 CHRO-TV
18:55 NEWS 6 AT 6
R. MAXWELL / C. EDW
(NEPEAN)
"THE **ETHANOL** VEHICLE CHALLENGE HAS ARRIVED IN THE CITY, LOOKING TO CLEANER ALTERNATIVE TO GASOLINE. "STEVE PARKER", CROWDER COLLEGE....

05/16 CHRO-TV
NEWS 6 AT 11
ROBERT MAXWELL
(NEPEAN)
"OTTAWA: STUDENTS FROM THE U.S. AND CANADA ARE CANADA ARE CONVERGING ON PARLIAMENT HILL TONIGHT TO TAKE PART IN THE **ETHANOL** VEHICLE CHALLENGE. "RALPH GOODALE", MINISTER OF NATURAL RESOURCES...

05/19 CFPL-TV
07:34 NEW DAY
BEVIN PALMATEER
DEREK ROGERS
(LONDON)
"TILLSONBURG: THE '2000 **ETHANOL** VEHICLE CHALLENGE' WILL BE HELD TODAY WITH OVER 200 ENGINEERING STUDENTS IN ATTENDANCE...

05/19 CITY-TV
12:10 CITYPULSE
KEVIN FRANKISH
(TORONTO)
"QUEENS PARK: GENERAL MOTORS **ETHANOL** VEHICLE CHALLENGE 2000 KICKED OFF TODAY OUTSIDE THE LEGISLATURE. "TAYCE WAKEFIELD", VP, ENVIRONMENTAL AFFAIRS, GM CANADA.

05/19 CHWI-TV "CHATHAM-KENT: THE **ETHANOL** PLANT WAS A NATURAL
18:12 NEWS NOW STOP OVER TODAY, FOR THE **ETHANOL** VEHICLE 2000
JIM CHRICHTON CHALLENGE ROAD TRIP. SIXTEEN TEAMS FROM UNIVERSITIES
(WINDSOR) AND COLLEGES ACROSS CANADA AND THE UNITED STATES ARE
COMPETING IN THE CHALLENGE. "PHIL KLING", GENERAL
MOTORS CANADA....

05/20 CFPL-TV "WINDSOR: FOR THE PAST WEEK MORE THAN 200
EV NEWS NOW -WE ENGINEERING STUDENTS HAVE PARTICIPATED IN THE
S. MANDZIUK **ETHANOL** CHALLENGE...
(LONDON)

05/21 CKCO-TV "WINDSOR: THE UNIVERSITY OF WATERLOO CAME IN SECOND
18:42 ACTION NEWS IN AN **ETHANOL** CAR RACE...
CHARLENE BUDNISKY
(KITCHENER-WATERLOO)

05/21 CKCO-TV "WINDSOR: THE UNIVERSITY OF WATERLOO CAME IN
23:38 ACTION NEWS SECOND IN AN **ETHANOL** CAR RACE...
CHARLENE BUDNISKY
(KITCHENER-WATERLOO)

05/22 RDI-TV "WINDSOR : DES ETUDIANTS EN GENIE L'ONTARIO EN
14:39 MECANIQUE ONT PARTICIPE AU DEFI
DANIEL BOUCHARD **ETHANOL** 2000' QUI VISE A MODIFIER DES
JEAN-FRANCOIS D. CAMIONNETTES GMC AFIN DE LES RENDRE
(NATIONAL) COMPATIBLES A L'**ETHANOL**, UN CARBURANT
BEAUCOUP MOINS POLLUANT QUE L'ESSENCE.
"BEN CARPENTER" CEDARVILLE COLLEGE; "BRETT OWEN"
UNIVERSITE DE WATERLOO; "MICHAEL VECERA" UNIVERSITE DE
WINDSOR; "MICHAEL SCHILKE" GENERAL MOTORS..

EVC 2000 Team Promotional Activities

Compiled by Angela Graf, BBI

Date	Team	Event	Location
Sept. 12, 1999	Cedarville College	Concours d'Elegance Auto Show	
Sept. 21-23	Cedarville	Farm Science Review Expo	Ohio, Statewide
Sept. 1999	Cedarville	Cover of Ohio Country Journal	
January	Idaho State University (ISU)	ISU Day at the Capital	Boise
January	ISU	Press event and photo op's at JR Simplot Ethanol Plant	Idaho
January 15-23	Cedarville Kettering University	North American International Auto Show	Detroit
February 11-20	Univ. of Chicago	Chicago Auto Show at McCormick Place	Chicago
February 24-25	Univ. of Alberta	Edmonton International Auto & Truck Show	Edmonton
March 5-10	Cedarville	SAE Congress	Detroit
March 22-24	General	National Conference on Ethanol Policy & Marketing – presentation by Jerry Barnes	San Francisco
Spring	ISU	Truck on display at Carplex (team sponsor)	Idaho Falls
Spring	Kettering	Displays at local auto shows	Various locations
April 21-23	Univ. of Waterloo	Earth Day Weekend at the Canadian Museum of Science and Technology	Ottawa
May 2	Univ. of Alberta	EVC Send-Off Ceremony with team sponsors, local dignitaries, industry delegates	Red Deer, Alberta
May 2	Univ. of Waterloo Univ. of Windsor	EVC Send-Off Ceremony with team sponsors, local dignitaries, industry delegates	Guelph, Ontario
May 10	Cedarville	US DOE Ethanol Workshop	Columbus, Ohio
June 10	Univ. of Nebraska (UNL)	Eagle Fun Days Auto Show & Parade	Eagle
June 20-23	Univ. of Texas-Austin Univ. of Waterloo Univ. of Windsor	International Fuel Ethanol Workshop & Trade Show - Truck Displays in Trade Show - Presentation by Mark Maher, GM	Windsor, Ontario
June	ISU	Photo opp for Idaho Dept. of Natural Resources (team sponsor)	Boise
July	Waterloo	Evolution of Wheels, Canadian Museum of Science & Technology	Ottawa
July 4	ISU	4 th of July Parade	Rigby, Idaho
July 21-23	UNL	Americruise Auto Show	Lincoln

July 22-23	UT-Austin	UT SAE 20 th Anniversary Reunion – display and discussion	Austin
August 3-6	UNL	York County Fair	York
August 11	UNL	Seward County Fair	Seward
August 11-20	UIC	Illinois State Fair	Springfield
August 17-20	UNL	Ribfest	Lincoln
Aug 25-Sept 4	UNL	Nebraska State Fair	Lincoln
September	Waterloo, Kettering, Windsor	Canada's Outside Farm Show (tentative)	Ontario
Sept. 12-14	UNL	Husker Harvest Days	Grand Island
Sept. 26-28	UIC or IIT	Farm Progress Show	Illinois
Sept. 27	Univ. of Texas-El Paso (UTEP) UT-Austin	US DOE Ethanol Workshop	Austin, Texas
Sept. 28-30	UTEP UT-Austin	Texas Renewable Energy Fair	Fredricksburg

ADD! DOE Workshop, Lansing
 Greg Davis
 Aug 15

EVC 2000

Scrapbook Competition

Results
Guidelines
Score Sheet
Proposal

- 1st - University of Nebraska
- 2nd - Illinois Institute of Technology
- 3rd - Kettering University
- 4th - University of Illinois
University of California at Riverside
- * Cedarville College
- * Wayne State University

A copy of the scrapbooks were given to Argonne
National Laboratory.

* Signed up to enter the competition but did not submit a scrapbook.