Media List Report Coding Information

Media Type

D = Dailies
M = Monthlies
Q = Quarterlies
R = Radio
TV = Television
W = Weeklies, i.e. Newspapers, other publications
WIR = Wire services

H = Hispanic (primary language group)
A = Asian (primary language group)
B = African-American

Circulation

Print = circulation size
Radio = weekly general audience numbers, Monday-Saturday, 6 a.m.-12 p.m. based on cume ratings
TV = circulation numbers not available: ratings/audience size changes constantly, varying by program, week to week, etc.

News Type

N = News
F = Features
O = Other: conferences, panels, interviews

Profile/Descr:
"Santa Clara ML: local media" = media outlet source was supplied by Santa Clara as their local media list.

Media List: Number of Selected Outlets

Dailies 14
Monthlies 5
Quarterlies 1
Radio 39
TV 22
Weeklies 7
Wire 5
Total: 93 outlets, including:

Hispanic/American: 4 Radio
2 TV
3 Weeklies

Asian/American: 2 Radio
1 TV
1 Weeklies

African/American: 1 Radio
BASMAA
518 Central Ave.
Menlo Park, CA 94025
Beat:
Profile/Other:

Geoff Brosseau
Phone: 415-322-3070
FAX: 415-322-5147

Circ:
Demographic:
Geographic Area:
Media Type: cli -
News Type:
Client: H2O

CCSF
3801 Third St., #600
San Francisco, CA 94124
Beat:
Profile/Other:

Paula Kehoe
Phone: 415-695-7317
FAX:

Circ:
Demographic:
Geographic Area:
Media Type: cli -
News Type:
Client: H2O

RWQCB
2101 Webster St., #500
Oakland, CA 94612
Beat:
Profile/Other:

Beth Levine
Phone: 510-286-0656
FAX: 510-286-1380

Circ:
Demographic:
Geographic Area:
Media Type: cli -
News Type:
Client: H2O

SR Marketing
50 Corte Madera Ave., #6
Mill Valley, CA 94941
Beat:
Profile/Other:

Gina Brewer
Phone:
FAX:

Circ:
Demographic:
Geographic Area:
Media Type: cli -
News Type:
Client:

SR Marketing
5620 Vineta Court
Martinez, CA 94553
Beat:
Profile/Other:

Lynn Stevens
Phone:
FAX:

Circ:
Demographic:
Geographic Area:
Media Type: cli -
News Type:
Client:
ANG Newspapers-Gen
66 Jack London Square
Oakland, CA 94607

Dennis Oliver
Regional Rptr/Envir
Phone:510-208-6333
FAX:510-208-6477
Circ: 229,192
Demographic: Entire East Bay/Tri Valley/SM
Geographic Area: Entire E.Bay/Tri Valley/SMateo
Media Type: D - News Type: N/F
Client: H2O

Profile/Other: as of 2/97. Oliver is regional rptr & covers larger environmental issues for Bay/Delta. ANG (Alameda Newspaper Group) Newspapers include: Oakland Trib & Alameda Times-Star,81734; Hayward daily Review,60023; Fremont Argus,32406; Tri Valley Herald,40077; San Mateo County Times,37148- total daily circ=229,192. Note: Oakland Trib is basically the lead paper; individual papers have local rptrs covering local issues. Regional rprrs at Oak Trib.

Contra Costa Times
2640 Shadelands Dr.
Walnut Creek, CA 94598
Beat:

Gary Bogue
Columnist
Phone:510-935-2525
FAX:510-933-0239
Circ: 206,131
Demographic: All CC county/Livermore
Geographic Area: CC county/Livermore/Pleasanton
Media Type: D - News Type: F
Client: H2O

Profile/Other: Focus:writes column on pets/wildlife 5 days/wk; did story on United Animal Nations & animal rescue during floods; water pollution as relates to animals. Tech: can't use photos.

Contra Costa Times
2640 Shadelands Dr.
Walnut Creek, CA 94598
Beat: cli

Jim Bruggers
Environmental Editor
Phone:510-935-2525
FAX:510-943-8362
Circ: 206,131
Demographic: All CC county/Livermore
Geographic Area: CC county/Livermore/Pleasanton
Media Type: D - News Type: N/F
Client: H2O

Profile/Other: Alameda County ML

Contra Costa Times
2640 Shadelands Dr.
Walnut Creek, CA 94598
Beat: cli

Deborah Byrd
Food/Garden/Home Editor
Phone:510-935-2525
FAX:510-943-8362
Circ: 206,131
Demographic: All CC county/Livermore
Geographic Area: CC county/Livermore/Pleasanton
Media Type: D - News Type: F
Client: H2O

Profile/Other: Alameda County ML

Contra Costa Times
P.O. Box 5088
Walnut Creek, CA 94596
Beat:

Denis Cuff
Environmental Reporter
Phone:510-935-2525
FAX:
Circ: 206,131
Demographic: All CC county/Livermore
Geographic Area: CC county/Livermore/Pleasanton
Media Type: D - News Type: N
Client: H2O

Profile/Other: Focus: environment; column is picked up by most of the Lesher papers.
San Francisco Chronicle
901 Mission St.
San Francisco, CA 94103
Beat: SR

Alex Barnum
Environmental Reporter
Phone: 415-777-7184
FAX: 415-543-6926

Circ: 493,942
Demographic: No. California
Geographic Area: No. California
Media Type: D - News Type: N


San Francisco Chronicle
901 Mission St.
San Francisco, CA 94103
Beat: SR

John Diaz
Editor
Phone: 415-777-8486
FAX: 415-

Circ: 493,942
Demographic: No. California
Geographic Area: No. California
Media Type: D - News Type: N


San Francisco Chronicle
901 Mission St.
San Francisco, CA 94103
Beat: SR

Brian Waters
Phone: 415-777-7100
FAX: 415-896-1107

Circ: 493,942
Demographic: No. California
Geographic Area: No. California
Media Type: D - News Type: N

Profile/Other: Santa Clara ML: local media. Note: Circ. Chron/Exam on Sun: 646,171

San Francisco Examiner
110 Fifth St.
San Francisco, CA 94103
Beat:

Jane Kay
Environmental Writer
Phone: 415-777-8704
FAX:

Circ: 115,184
Demographic: No. California
Geographic Area: No. California
Media Type: D - News Type: N


San Jose Mercury News
750 Ridder Park Dr.
San Jose, CA 95190
Beat:

Paul Rogers
Environmental Editor
Phone: 408-920-5043
FAX: 408-920-5000

Circ: 288,792
Demographic: So.Bay Area
Geographic Area: So. Bay Area
Media Type: D - News Type: N

Profile/Other: Focus: no Non-Point pollution stories-i.e. "Stenciling Pavement" not enough; interested, for e.g.Sacramento or Bay Area initiated legislation; a massive public wrks proj.; big expenditure proj.; prosecution of Bay Area companies. Roger's Beat: statewide, all pollution sources/areas. Expertise: conversant w/ prop.204, etc.
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<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Phone</th>
<th>Fax</th>
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<th>Media Type</th>
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<tr>
<td>Janice Rombeck</td>
<td>Community Focus</td>
<td>408-920-5944</td>
<td></td>
<td>288,792</td>
<td>H20</td>
<td>So. Bay Area</td>
<td>So. Bay Area</td>
<td>D</td>
<td>N</td>
<td>X</td>
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<tr>
<td>Scott Thurm</td>
<td>Economy Staff Writer</td>
<td>408-920-5042</td>
<td></td>
<td>288,792</td>
<td>H20</td>
<td>So. Bay Area</td>
<td>So. Bay Area</td>
<td>D</td>
<td>N</td>
<td>X</td>
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<tr>
<td>Marshall Wilson</td>
<td>Environmental Reporter</td>
<td>415-348-4321</td>
<td>415-348-4446</td>
<td>38,847</td>
<td>H20</td>
<td>SW Bay Area</td>
<td>SW Bay Area</td>
<td>D</td>
<td>N</td>
<td>X</td>
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<tr>
<td>Mitchell Benson</td>
<td>Sacramento Bureau/Environment</td>
<td>916-441-3733</td>
<td>916-441-3801</td>
<td>1,841,188</td>
<td>H20</td>
<td>California</td>
<td>California</td>
<td>D</td>
<td>F</td>
<td>X</td>
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<tr>
<td>Ariel Rubissow</td>
<td>Managing Editor</td>
<td>510-286-4392</td>
<td>510-286-1380</td>
<td></td>
<td>H20</td>
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</table>
Sunset Magazine  
80 Willow Rd.  
Menlo Park, CA 94025  

Circ: 703,934  
Client: H2O  

Profile/Other: as of 2/97. Descr: monthly mag; up to 1 yr lead; send 1pg abstract, no orig.art/slides, cheap xerox color copies fine; send ideas 1 to 4 at a time. Focus: s/b fresh, innovative things being done by individuals, commities coming together; s/b useful-"how to"; can reader take action in their homes/neighborhoods/comm.planning; is it useful/how-to for the home. Not interested: Non-Point source info; non-political.

The Watershed  
1736 Franklin St, 3rd Floor  
Oakland, CA 94612  

Circ: 13,000  
Client: H2O  

Profile/Other: as of 2/97. Publication formerly "The Bay Watcher." Publication of Save SF Bay Assoc, non profit. Descr: do education and advocacy to protect the Bay, cover any issue related to the Bay. Has spoken with Sharon Gosselin.

VIA  
150 Van Ness Avenue  
San Francisco, CA 94102  

Circ: 2,439,254  
Client: H2O  

Profile/Other: as of 1/97. Descr: Via is new name for Motorland as of 1/18/97; pub bi-monthly. Columns:"Your Car," "Update," & feature articles. Focus: cover envir issues when related to transp/travel/safety-e.g. how to dispose of oil, as possibility.
Pacific Discovery
Golden Gate Park
San Francisco, CA 94118
Phone: 415-750-7116
Bea: FAX: 415-750-7116

Profile/Other: as of 1/97. Descr: publication of Academy of Sci, SF; pub qtrly. Focus: natural/wild areas, benefits to, not news per se; helping habitat/innovations, new ideas, policies, etc. Curr coverage: have 2 columnist writing about envir.

KABL/KNEV-AM/BIG98.1-FM
750 Battery Street
San Francisco, CA 94111
Phone: 415-788-5225

Profile/Other: as of 1/97: Alameda County ML. Programs: "Community close-up"; "Bay Area focus". Station Format: Soft A/C. PSA's: 15sec-live; 20sec-tape. Format: 30min pre-taped at studio only interview show, "Let's Face It," airs Sun AM. Note: already did show on storm drain stenciling in Fall '96-spoke w/ Melanie Blaha(?) from EPA. Addtl contacts: Bob Hamilton, Prgm Dir; Bruce Blevins, GM. Circ: not available.

KALW-FM 91.7/NPR
2576 Harrison
San Francisco, CA 94110
Phone: 415-695-5740


KARA-FM 105.7
P.O. Box 995
San Jose, CA 95108
Phone: 408-293-8030


KBAY-FM/KKSJ-AM
P.O. Box 6616
San Jose, CA 95150
Phone: 408-370-7377

Profile/Other: as of 2/97. Format: "Today's soft rock."
03/19/97 11:08:07

KBLX-FM
55 Hawthorne St., #900
San Francisco, CA 94105
Phone: 415-284-1029
Profile/Other: Alameda County ML. Program: "What's going on?"

Dorothy Reed
News Director
Demographic: 25-54 yrs
Geographic Area: Bay Area
Media Type: R - News Type: Ck: X
Circ: 392,400
Client: N20

FAX: 415-764-4959

KBLX-FM 102.9
55 Hawthorne St., #900
San Francisco, CA 94105
Profile/Other: as of 2/97. Alameda County Radio List. Note: Circ=weekly cume M-S 6a-12m, adults 25-54. Station Format: New Adult Contemporary-R&B, soul, jazz + news/traffic reports

Susie Lee
Public Ser/"Bay View"
Demographic: 25-54 yrs
Geographic Area: Bay Area
Media Type: R - News Type: Ck: X
Circ: 392,400
Client: N20

FAX: 415-764-4959

KBLX-FM 102.9
55 Hawthorne St., #900
San Francisco, CA 94105
Profile/Other: 2/97. Note: Circ= weekly cume M-S 6a-12m, adults 25-54.

Brenda Ross
News Director
Demographic: 25-54 yrs
Geographic Area: Bay Area
Media Type: R - News Type: N/F Ck: X
Circ: 392,400
Client: N20

FAX: 415-764-4959

KCBS-AM/CBS
1 Embarcadero Cntr, #3200
San Francisco, CA 94111
Profile/Other: Alameda County ML. as of 2/97. Station Format: news 24hrs/day. Staff: Mike Pechner, meteorologist.

Ed Cavagnero
Public Affairs Director
Demographic: male 61.4%/female 38.6%/25+
Geographic Area: Bay Area
Media Type: R - News Type: N/F Ck: X
Circ: 1,031,900
Client: N20

FAX: 415-765-4080

KCBS-AM/CBS
1 Embarcadero Cntr, #3200
San Francisco, CA 94111
Profile/Other: Alameda County ML. as of 2/97. Station Format: news 24hrs/day. Staff: Mike Pechner, meteorologist.

Dory Culver
Managing Editor
Demographic: male 61.4%/female 38.6%/25+
Geographic Area: Bay Area
Media Type: R - News Type: N/F Ck: X
Circ: 1,031,900
Client: N20

FAX: 415-765-4080

KCBS-AM/CBS
625 Court Street, Room B-10, Press Room
Martinez, CA 94553
Profile/Other: as of 2/97. Station Format: news 24hrs/day. Padilla is CC county/East Bay reporter.

Dave Padilla
Reporter/East Bay
Demographic: male 61.4%/female 38.6%/25+
Geographic Area: Bay Area
Media Type: R - News Type: N/F Ck: X
Circ: 1,031,900
Client: N20

FAX: 510-372-8103
KDFC-FM
455 Market St, Ste 2300
San Francisco, CA 94105
Beat: cli
Phone: 415-975-5555
FAX: 415-975-5573
Profile/Other: Alameda County ML. Station Format: classical. Sister station w/ KKSF-contemporary/jazz. Circ: not available.

KDFC-FM
Bill O'Connell
455 Market St, Ste 2300
San Francisco, CA 94105
Phone: 415-975-5555
FAX: 415-975-5573

KDIA-AM/ABC,AP
384 Embarcadero West
Oakland, CA 94607
Beat: cli
Phone: 510-251-1400
FAX: 510-251-2110
Profile/Other: Alameda County ML. Circ: not available.

KEST-AM
185 Berry St, Bldg 2, Ste 6500
San Francisco, CA 94107
Beat: cli
Phone: 415-978-5378
FAX: 415-978-5380

KFRC-AM/FM
500 Washington Street
San Francisco, CA 94111
Beat: cli
Phone: 415-391-9970
FAX: 415-397-7655
Dorothy Provo  
Public Affairs Director  
Phone: 415-954-7777  
FAX: 415-391-2795  
Circ: 1,059,000  
Demographic: 25-49/Bay Area  
Geographic Area: Bay Area  
Media Type: R  -  News Type: F/N  
Client: H2O  
Profile/Other: Alameda County ML.

Ray Taliaferro  
"The Ray Taliaferro Show"  
Phone: 415-954-8137  
FAX: 415-954-8700  
Circ: 1,059,000  
Demographic: 25-49/Bay Area  
Geographic Area: Bay Area  
Media Type: R  -  News Type:  
Client: H2O  
Profile/Other: Alameda County ML.

Ken Berry  
News Director  
Phone: 415-954-8100  
FAX: 415-391-2795  
Circ: 1,059,000  
Demographic: 25-49/Bay Area  
Geographic Area: Bay Area  
Media Type: R  -  News Type: F/N  
Profile/Other: as of 2/97. Station Format: News-talk/news-all day parts. Circ=Ages12+, 6am-Mid,R-S, weekly qm. Staff: Leslie Summers, Conty Ser Coord; Scott Paine, Promo Dir; Michael Luckoff, Pres/GM.

John Scott  
News Director  
Phone: 415-956-5112  
FAX: 415-397-5101  
Circ: 507,700  
Demographic: 18-44  
Geographic Area: Bay Area  
Media Type: R  -  News Type:  
Profile/Other: Alameda County ML. Station Format: adult contemp. Prog: comm. concerns, major public issues, women, youth, minorities, discussion, interviews, religious.

Alberto Quintanilla  
News Director  
Phone: 415-695-1010  
FAX:  
Circ:  
Demographic: Hispanic  
Geographic Area:  
Media Type: R  -  News Type:  
Profile/Other: Circ: not available.
03/19/97 11:09:15

**KOFY-AM/IND**
2500 Marin St.
San Francisco, CA 94124
Beat: cli

Profile/Other: as of 2/97. Format: 100% Hispanic language. Note: no news dept. Alameda County ML.

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**KOIT-AM**
400 Second Street
San Francisco, CA 94107
Beat: cli

Profile/Other: as of 2/97.

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**KPFA News**
1929 Martin Luther King Jr. Way
Berkeley, CA 94704
Beat: cli

Profile/Other: Public Radio. Circ: not available.

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**KPIX-AM/FM**
855 Battery St.
San Francisco, CA 94111
Beat: cli


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**KPOO-FM**
P.O. Box 425000
San Francisco, CA 94142
Beat: cli

KQED-FM  
2601 Mariposa St.  
San Francisco, CA 94110  
Beat: cli  
Phone: 415-863-2476  
FAX: 415-553-2118  
Circ:  
Demographic: Public Radio  
Geographic Area: Bay Area  
Media Type: R - News Type:  

KRQR-FM  
1 Embarcadero Ctr, #3200  
San Francisco, CA 94110  
Beat: cli  
Phone: 415-765-4097  
FAX: 415-765-4084  
Circ:  
Demographic: 25-49  
Geographic Area: Bay Area  
Media Type: R - News Type:  

KSAN-FM  
750 Battery, Ste 200  
San Francisco, CA 94111  
Beat: cli  
Phone: 415-291-0202  
FAX: 415-392-FAUX  
Circ:  
Profile/Other: Alameda County ML. Circ: not available.

KSFQ-AM/ABC  
900 Front St.  
San Francisco, CA 94111  
Beat:  
Phone: 415-398-5600  
FAX: 415-391-3616  
Circ: 328,800  
Demographic: 25+/Bay Area  
Geographic Area: Bay Area  
Media Type: R - News Type:  
Profile/Other: as of 2/97. Station Format: talk-sister station to KGO-AM. Descr: talk shows addressing current events/issues. Circ=12+,6am-Mid,M-S, weekly qume. Staff:Greg Raab, Promo.Dir; Jack Swanson,Prgrm Dir; Michael Luckoff, Pres/GM.

KSFQ-AM/ABC  
900 Front St.  
San Francisco, CA 94111  
Beat: cli  
Phone: 415-398-5600  
FAX: 415-391-3616  
Circ: 328,800  
Demographic: 25+/Bay Area  
Geographic Area: Bay Area  
Media Type: R - News Type:  
Profile/Other: Alameda County ML. Program: "Bob Tanem in the Garden."
KSOL-FM
55 Green St, 2nd Flr
San Francisco, CA 94111
Beet: cli

Eleazar Garcia
News Director
Phone: 415-989-5765
FAX: 415-243-0384

Profile/Other: as of 2/97. Station Format: 100% Hispanic language. Alameda County ML. Prev Alameda County contacts: Larry Johnson & Dred Scott are no longer there. Circ: not available.

Circ: Client: H2O
Demographic: Hispanic/Bay Area
Geographic Area: Bay Area
Media Type: R - H News Type: N/F
Ck: X

KVTQ-AM
429 Elizabeth Street
San Francisco, CA 94114
Beet:

Gene Yarbena
General Manager
Phone: 415-998-0459
FAX: 415-695-9055

Profile/Other: Note: Asian languages radio station. Circ: not available.

Circ: Client: H2O
Demographic: Asian/Bay Area
Geographic Area: Bay Area
Media Type: R - A News Type: N/F
Ck: X

KFOG-FM
55 Hawthorne St., 11th Fl
San Francisco, CA 94105
Beet: cli

Peter Finch
Public Affairs Director
Phone: 415-543-1045
FAX: 415-386-3299

Profile/Other: Alameda County ML. Station Format: Album Oriented Rock. Prgramming: interview programs on local comm. issues. Staff: Gimmy Park Li, Public Affairs Prgrm; Paul Marszalek, Prgrm Dir; Dwight Walker, VP/Station Mgr; Tony Salvador, VP/GM.

Circ: 538,400 Client: H2O
Demographic:
Geographic Area: Bay Area
Media Type: R - News Type: Ck: X

CNN America Inc
50 California St., #950
San Francisco, CA 94111
Beet:

John McManus
Assignment Editor
Phone: 415-434-1661
FAX:


Circ: Client: H2O
Demographic: Bay Area
Geographic Area:
Media Type: TV - News Type: Ck: X

KBHK-TV44/UPN-TV 44
650 California, 7th Fl
San Francisco, CA 94203
Beet:

Riki Rafner
Susan Sikora Show
Phone: 415-249-4444
FAX:

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<tr>
<th>Station</th>
<th>Name</th>
<th>Title</th>
<th>Demographic</th>
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<th>Client</th>
<th>Description</th>
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<tbody>
<tr>
<td>KTVU</td>
<td>Sandra Thomas</td>
<td>News Director</td>
<td>Hispanic/Bay Area</td>
<td>Bay Area</td>
<td>TV - H</td>
<td>O</td>
<td>X</td>
<td>H2O</td>
<td>100% Spanish discussion/interviews on major issues/community concerns. Staff: Frances Palacios, PR; Marcela Medina, GM. Use: 20-60 sec tapes/slides/live. Circ: not available.</td>
</tr>
<tr>
<td>KGO</td>
<td>Joel Bartlett</td>
<td>Weather/Environmental Reporter</td>
<td>Bay Area</td>
<td>Bay Area</td>
<td>TV - N/F</td>
<td>F</td>
<td>X</td>
<td>H2O</td>
<td>Focus: something exciting &amp; that the avg viewer understands; kid angles - great; winter storm angles ok, but only if new &amp; dif fr stories already done. Recent Stories: Jan '97 &quot;Bay is less salty due to winter runoff.&quot; Bartlett is very interested, but needs strong news to sell to prod. Circ: not available.</td>
</tr>
<tr>
<td>KGO</td>
<td>Steve Skomp</td>
<td>Producer/House Doctor **</td>
<td>Bay Area</td>
<td>Bay Area</td>
<td>TV - F</td>
<td>X</td>
<td>X</td>
<td>H2O</td>
<td>**Note: as of 2/3/97, program is on hiatus; no info yet on when back on. Descr: do-it-yourself home improvement show w/ guests; uses B-Roll. Airs: Sundays. Focus: anything a homeowner wld face; what can the individual do; some landscaping/garden segments.</td>
</tr>
<tr>
<td>KGO</td>
<td>Ginny Yamato</td>
<td></td>
<td>Bay Area</td>
<td>Bay Area</td>
<td>TV - F</td>
<td>X</td>
<td>X</td>
<td>H2O</td>
<td>As of 2/97. Descr: magazine style; filmed on location-not in studio; pre-produced; includes interviews. Airs: Sun 10:30 am. Focus: gen public, shld be basic, but entertaining. B-Roll: yes. Circ: not available.</td>
</tr>
<tr>
<td>Channel</td>
<td>Name</td>
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<td>Media Type</td>
<td>News Type</td>
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<tr>
<td>KICU-TV/IND</td>
<td>Keith Sanders</td>
<td></td>
<td>H2O</td>
<td>Bay Area to Monterey</td>
<td>So. SF to Monterey to E.Bay</td>
<td>TV</td>
<td>N/F</td>
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<td>Producer/ Q&amp;A</td>
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<td></td>
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<td>KNTV-TV/ABC</td>
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<td>SJose/Palo Alto/Fremont/Mntrry</td>
<td>TV</td>
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<td>KNTV-TV/ABC</td>
<td>Maria Madrano</td>
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<td>H2O</td>
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<td>KPIX-TV/CBS</td>
<td>Jackie Adams</td>
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<td>KPIX-TV/CBS</td>
<td>Eric May</td>
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<tr>
<td>KPIX-TV/CBS</td>
<td>855 Battery Street</td>
<td>Brian Sussman</td>
<td>Weather</td>
<td>415-765-8096</td>
<td>415-765-8916</td>
<td>Bay Area</td>
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<td>Profile/Other: as of 2/97. Weather anchor. Circ: not available.</td>
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<tr>
<td>KRON-TV/NBC</td>
<td>1001 Van Ness Ave.</td>
<td>Carl Bidleman</td>
<td>Bay Area Backroads</td>
<td>415-561-8668</td>
<td>415-561-8621</td>
<td>Bay Area</td>
<td>Bay Area</td>
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<td>Profile/Other: as of 2/97. Descr: magazine format; taped on location; covers 80% Bay Area, 20% anywhere. Airs: Sun 6pm. Focus: destinations, parks, travel, guests. Video: only uses if historical footage not shot by KRON. Circ: not available.</td>
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<tr>
<td>KRON-TV/NBC</td>
<td>1001 Van Ness Ave.</td>
<td>Jan Blair</td>
<td>Bay Area Close Up</td>
<td>415-561-8022</td>
<td>415-561-8136</td>
<td>Bay Area</td>
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<td>KRON-TV/NBC</td>
<td>1001 Van Ness Ave.</td>
<td>Brian Hackney</td>
<td>Weather</td>
<td>415-441-4444</td>
<td>415-561-8136</td>
<td>Bay Area</td>
<td>Bay Area</td>
<td>TV</td>
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<td>Profile/Other: Hackney is morning weather anchor. Circ: not available</td>
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<td>KRON-TV/NBC</td>
<td>1001 Van Ness Ave.</td>
<td>Steve Raleigh</td>
<td>Weather</td>
<td>415-441-4444</td>
<td>415-561-8136</td>
<td>Bay Area</td>
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<td>TV</td>
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<td>Profile/Other: Raleigh is evening weather anchor.</td>
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KTSF-TV 26
100 Valley Drive
Brisbane, CA 94005
Beat: cli
FAX: 415-467-7559

Profile/Other: KNBR data of 4/5/96: PSA's:10-60sec tapes. Format: Discussion/interview programs in variety of Asian languages. Addtl Contact: Mike Matsuno, Prgm Dir; Brian Holton, GM. Circ: not available.

KTVU-TV/FOX
P.O. Box 22222
Oakland, CA 94623
Beat: cli
FAX: 510-272-9557


KTVU-TV/FOX
P.O. Box 22222
Oakland, CA 94623
Beat: cli
FAX: 510-451-2610

Profile/Other: Alameda County ML. Circ: not available.

KTVU-TV/FOX
P.O. Box 22222
Oakland, CA 94623
Beat:

Bill Martin
Weather
Phone: 510-834-1212
FAX: 510-451-2610
Demographic: Bay Area
Geographic Area: Bay Area
Media Type: TV - News Type: N/F
Circ: not available
Client: H2O
Profile/Other: Bill Martin is evening weather anchor.

Alethea Yip
Editor
Phone: 415-397-0220
FAX: 415-397-7258
Demographic: Asian
Geographic Area: Bay Area/National
Media Type: W - A News Type: F
Circ: 30,000
Client: H2O
Profile/Other: as of 2/97. Descr: "The English Journal for the National Asian Community." Prev stories: Fishing issues for Asian Americans in Bay-water quality; coverage of "Bay Safer" group. Also referred to: Asian Pacific Environmental group.

Ron Curran
Environmental Reporter
Phone: 415-255-3100
FAX: 415-255-8955
Demographic: SF & East Bay
Geographic Area: SF & East Bay
Media Type: W - News Type: N/F
Circ: 140,000
Client: H2O
Profile/Other:

Martin Espinoza
Reporter
Phone: 415-255-3100
FAX: 415-255-8955
Demographic: SF & East Bay
Geographic Area: SF & East Bay
Media Type: W - News Type: N/F
Circ: 140,000
Client: H2O
Profile/Other: as of 2/97. Descr: weekly pub; may take few weeks to cover story; will use a breaking news story for greater in depth. Focus: political, but try to cover in depth and be inclusive. Interested in info.

Dashka Slater
Environmental Reporter
Phone: 510-540-7400
FAX: 510-540-7700
Demographic: avg age41; 51,5% fem/48.5% male
Geographic Area: East Bay & SF
Media Type: W - News Type: N/F
Circ: 65,000
Client: H2O
Profile/Other: as of 2/97. Descr: "new journalism" - news, but some features' techniques; no Q&A articles; 1200-1500 words.
Focus: "City Side" covers environ, but not "nice programs", want political, controversy, scientific issues, policies.
Photos: use their own. Audience: well educated, high income.
El Observador
777N 1st St #420
San Jose, CA 95110
Beat:
Profile/Other: as of 1/97. Descr: weekly pub; feature stories, conf/panel coverage, interviews. Focus: breaking news of special interest to Hispanic community. Interest: use press mat. sent to them want familiarization for Hispanics on water issues.

Horizontes
2601 Mission St
San Francisco, CA 94110
Beat:
Profile/Other:

La Oferta Review
1376 N 14th St
San Jose, CA 95112
Beat:
Profile/Other:

Associated Press
1390 Market St., #318
San Francisco, CA 94102
Beat:

Bay City News Service
70 West Hedding, Rm 101
San Jose, CA 95110
Beat:
Profile/Other: Santa Clara ML as of 2/97. SJ Bureau. Note: Circ not available.