

# **P**RESIDENT'S BULLETIN

## **Letter to Editor Featured in Windsor Star Editorial/Toronto Star Delivers PWU Clean Coal Message**

On August 26, 2005 I wrote a letter to the National Post commenting on an article about high natural gas prices (letter and article attached).

On September 3, when the letter was printed, the National Post editorial made specific reference to my comments (editorial attached).

On September 13, the Windsor Star editorial largely featured my letter. Since this paper is in Ontario Energy Minister Dwight Duncan's riding, it is likely he noted the points being made in my letter.

This chain of events shows that the PWU message is being heard, understood and promoted in the media.

On September 15, the Toronto Star quoted me responding to Premier McGuinty's assertion that clean coal technology doesn't exist (attached).

I responded with evidence personally gathered from Europe about clean coal technologies there.

These media hits are the foundation of an earned media campaign designed to make the PWU more influential in electricity policy issues. I will keep you apprised of further successes in this area.

Don MacKinnon  
President

