

  

Last Update: February 15, 2008 at 12:04PM

- [Home](#)
  - [Calendar of Events](#)
  - [Inside News](#)
  - [Sports](#)
  - [Matter of Record](#)
  - [Opinion](#)
  - [Letters](#)
  - [Births & Obituaries](#)
  - [Classifieds](#)
  - [Advertising](#)
  - [Contact Us](#)
- 



## Cordova groups launch PR campaign in Exxon legal battle

JOY LANDALUCE

February 15, 2008 at 10:47AM AKST

Two Cordova groups have launched a Website, [wholetruth.net](http://wholetruth.net), to present information on the Exxon Valdez oil spill as the Supreme Court gears up to hear an appeal of punitive damages in the case.

The effort is part of a broader public relations effort launched on Wednesday, Feb. 6, by Cordova District Fishermen United and the Prince William Soundkeeper.

"As many of you are aware, Prince William Soundkeeper in partnership with Cordova District Fishermen United is preparing to launch a communications campaign," said Jennifer Gibbins, the Soundkeeper's executive director.

"The Whole Truth campaign is strictly to raise public awareness regarding Exxon's petition to the United States Supreme Court. Exxon is requesting that the court overturn the jury's decision to award punitive

damages."

Rochelle van den Broek, executive director of Cordova District Fisherman United, stated that the Website launch is a way of getting the facts in the case to the public.

"This campaign launched on Thursday, Feb. 7, and is for all interested members of the community, Exxon plaintiffs and the media," van den Broek said.

The meeting was a chance for plaintiffs in the Exxon Valdez oil spill to meet the campaign team, learn strategy and to learn how to access the tools available at

[Herring collapse linked to spill](#)

[As an example of information presented on the Website, it notes a paper on the Prince William Sound herring collapse was published this month in the ICES Journal of Marine Science.](#)

[While scientists have generally believed that the 1989 Exxon Valdez oil spill did not cause the collapse of the Sound's herring population – because of a gap between the spill and the 1992 collapse – this paper concludes that the decline occurred over a five-year period, rather than the single-year collapse previously reported.](#)

["Herring and the Exxon Valdez oil spill: an investigation into historical data conflicts" is written by senior Prince William Sound Science Center scientist Richard Thorne and former PWSSC President Gary Thomas.](#)

[The authors examined historical patterns of herring spawn, anomalies in historical fisheries model predictions, changes in predation behavior of Steller sea lions, and the PWSSC's decadal database of acoustic measurements of herring biomass.](#)

[They also show that the behavior of adult herring makes them especially vulnerable to damage from oil spills and conclude the evidence supports the thesis that the start of the Sound herring decline was coincident with the Exxon Valdez oil spill.](#)

[Joy Landaluce can be reached at \(907\) 424-7181.](#)

[Back](#)

[Digg This](#) [Seed Newsvine](#)

